



Become a Member

WHO IS IAB TECH LAB?

We develop global interoperable technology foundations supporting the growth of a safe, secure and private digital media ecosystem.

WHY JOIN IAB TECH LAB

- **Early access** to evolving industry standards and technologies that drive growth in the digital media ecosystem.
- **Participate in working groups** to develop critical industry standards, earning recognition for contributions.
- **Privileged access** to industry events, webinars, and trainings.
- **Networking opportunities** with over 1000+ member companies.
- **Preferred pricing and discounts** on Tech Lab products, events, and compliance programs.
- **Sponsorship and speaking opportunities** for highly targeted industry events.
- **Access to code** repositories, contribute your work, and showcase your contributions.

OUR AREAS OF FOCUS – INITIATIVES, STANDARDS, AND SPECS

- **ADDRESSABILITY & PETS:** Audience Taxonomy, Data Clean Rooms, Data Label, Seller Defined Audiences.
- **ADVANCED TV:** VAST, Digital Video and CTV Ad Format Guidelines, Programmatic Guides for CTV.
- **MEASUREMENT:** Open Measurement SDK, Podcast Measurement Technical Guidelines.
- **PRIVACY:** Project Rearc, Global Privacy Platform, Transparency & Consent Framework.
- **SUPPLY CHAIN & FOUNDATIONS:** ads.txt, sellers.json, OpenRTB

TRANSPARENCY CENTER

The IAB Tech Lab Transparency Center is an industry-owned resource for metadata about the digital advertising ecosystem. The repository contains structured metadata about publishers, ad tech intermediaries and buyers in a readily consumable format for both humans and machines.

SOME OF OUR WORK



1000+ MEMBERS
GLOBALLY

COLLABORATING
WITH LOCAL IABs IN
45+ COUNTRIES

20+ WORKING
GROUPS

25+ STANDARDS
& SPECS



COMPLIANCE PROGRAMS

are available to validate adherence to and proper implementation of protocols, specs, and software