

# Agentic Advertising Initiative

Advances in artificial intelligence are fundamentally changing how we connect advertisers with audiences and content through autonomous or semi-autonomous agents that facilitate media discovery, planning, buying, and other functions.

When humans are in the loop at every step, ambiguity can be resolved through judgment, conversation, and intuition. When agents are orchestrating complex workflows across multiple advertising systems, ambiguity becomes catastrophic.

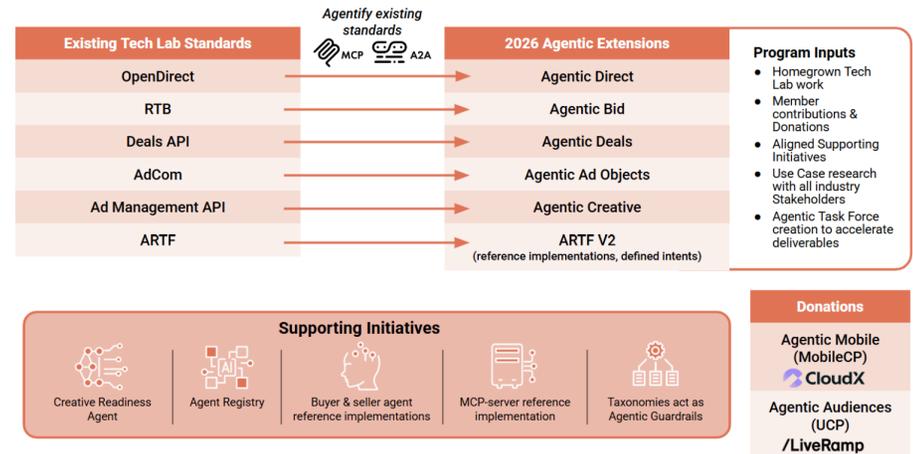
This is why Tech Lab standards matter in agentic workflows. The industry has already defined the language of advertising through Tech Lab standards such as OpenDirect and OpenRTB, which have been in use for over a decade.

Building on proven, actively used object models, schemas, and primitives allows us to innovate faster than reinventing the language of advertising.

Tech Lab standards are essential for providing a referenceable context so that agents are trained to execute the requested action in natural language with repeatable accuracy.

These standards represent compressed industry knowledge, refined through billions of transactions, and have been used by the industry for over a decade. The Tech Lab has developed an open-source agentic framework built on these standards and is continuously investing in this new set of agentic open standards.

## Mapping existing Tech Lab Standards to Agentic Extensions



## IAB Tech Lab Agent Registry

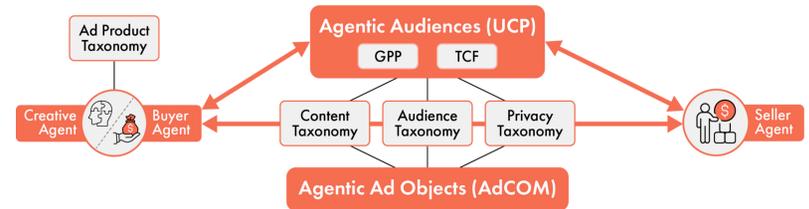


A core component of creating trust and transparency in a world of agents is knowing who they are. **On March 1, 2026, Tech Lab will be launching an Agent Registry in the Tools Portal** that will be open to all companies who wish to register their agents.

# Initial Demo Use Cases

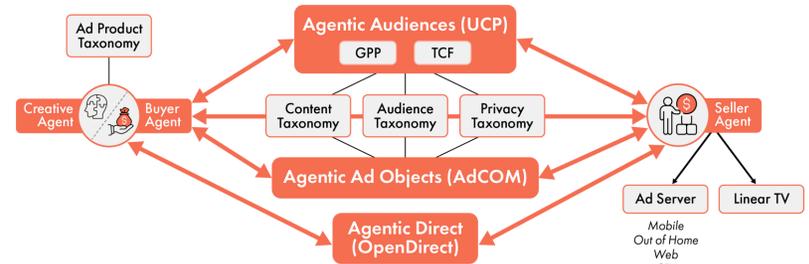
## Agent Discovery and Negotiation

As Buyer Agents look to discover the inventory that matches their campaign objectives, they will need to communicate with Seller Agents using a common language, that of standard taxonomies.



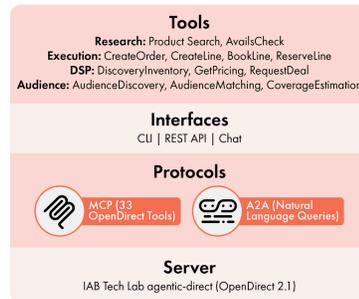
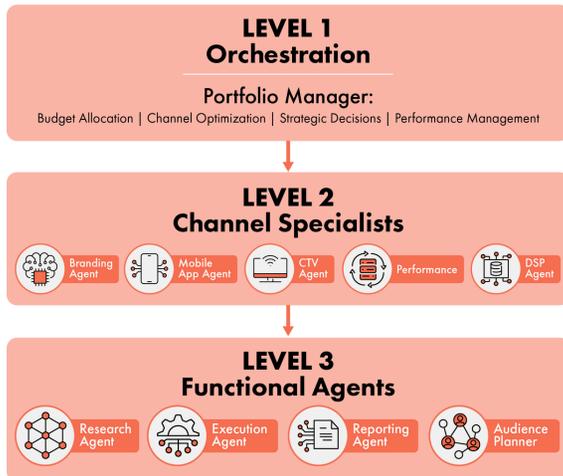
## Agentic Direct Transactions

For direct transactions, the OpenDirect specification enables automated buying and selling and integration with key Publisher Ad Servers. Our reference Agentic Direct implementation uses this today, and the OpenDirect specification can be updated as use cases arise.

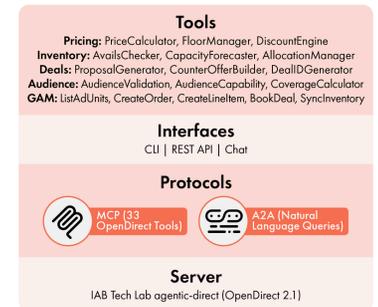


# Reference Implementations

## Ad Buyer System



## Ad Seller System



Learn more here!