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“From Turing to the Agentic Web”

The Evolution of Advertising From Machine Learning to **Agentic AI**

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Anthony Katsur
CEO
IAB Tech Lab

AI Is No Stranger To Advertising








to be
point of view.
History ['histe
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The Logic Era

1950 - 2000

The Logic Era





RAND

Symbolic Systems

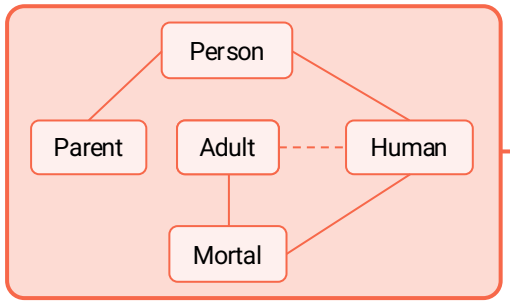
Facts (Symbols)
Known information about the world.

- John is a parent
- John is a man
- All humans are mortal

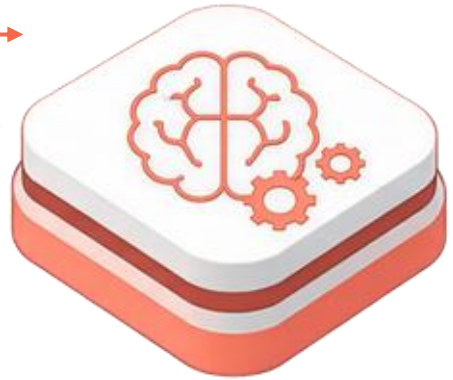
Rules (Logic)
If-then rules capture relationships and domain knowledge.

- R1: If someone is a parent then they are an adult
- R2: If someone is an adult and a human, then mortal.
- R3: All men are humans.

Knowledge Base
Structured knowledge represented as concepts and relationships.



Inference Engine
Applies rules to facts and knowledge to derive new conclusions.



Decision (Conclusion)
New knowledge or actions derived from reasoning.

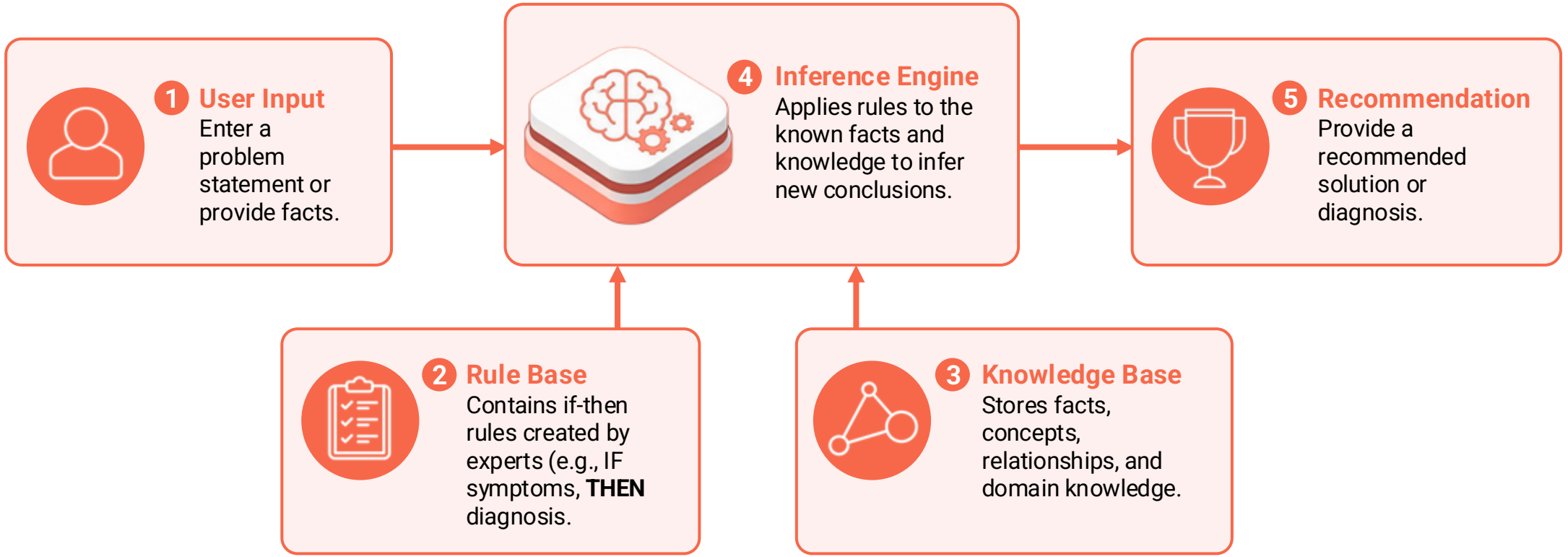
Conclusion
John is mortal.

Why?
1. John is a parent. (Fact)
2. If someone is a parent, they are an adult. (R1)
3. If someone is an adult and a human, then mortal. (R2)

Therefore, John is mortal.

Uses logic, rules, and symbols to represent knowledge and solve problems.

Expert Systems



Applies if-then rules and expert knowledge to make recommendation or decisions

Machine Learning

1 Data

Collect and prepare raw data from various sources.



Examples: transactions, sensor readings, images, text, logs.

2 Training

Use data and features to train the model and find patterns.



- Feature engineering
- Algorithm learning
- Optimize parameters

Result: model learns patterns in the data.

3 Model

The trained model captures patterns and knowledge.



Ready to make predictions on new data.

4 Prediction

Use the model to make predictions or decisions on new data.



Delivers insights or automated decisions.

5 Feedback Loop

Evaluate results and use feedback to improve over time.



- Evaluate performance
- Identify errors
- Retain and improve

Continuous learning leads to better performance.

Continuous improvement

Learns patterns from data to make predictions or improve performance over time.

And So It Begins…











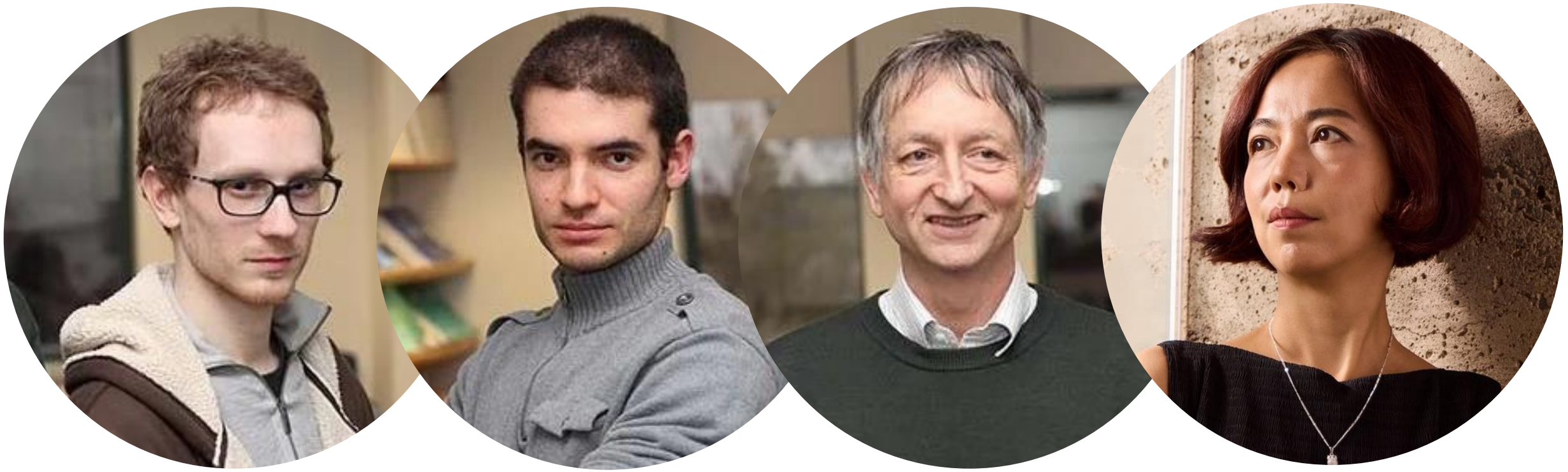




The Predictive Era

2000 - 2025

2012: The Deep Learning Spark



Neural Networks

Hidden Layers

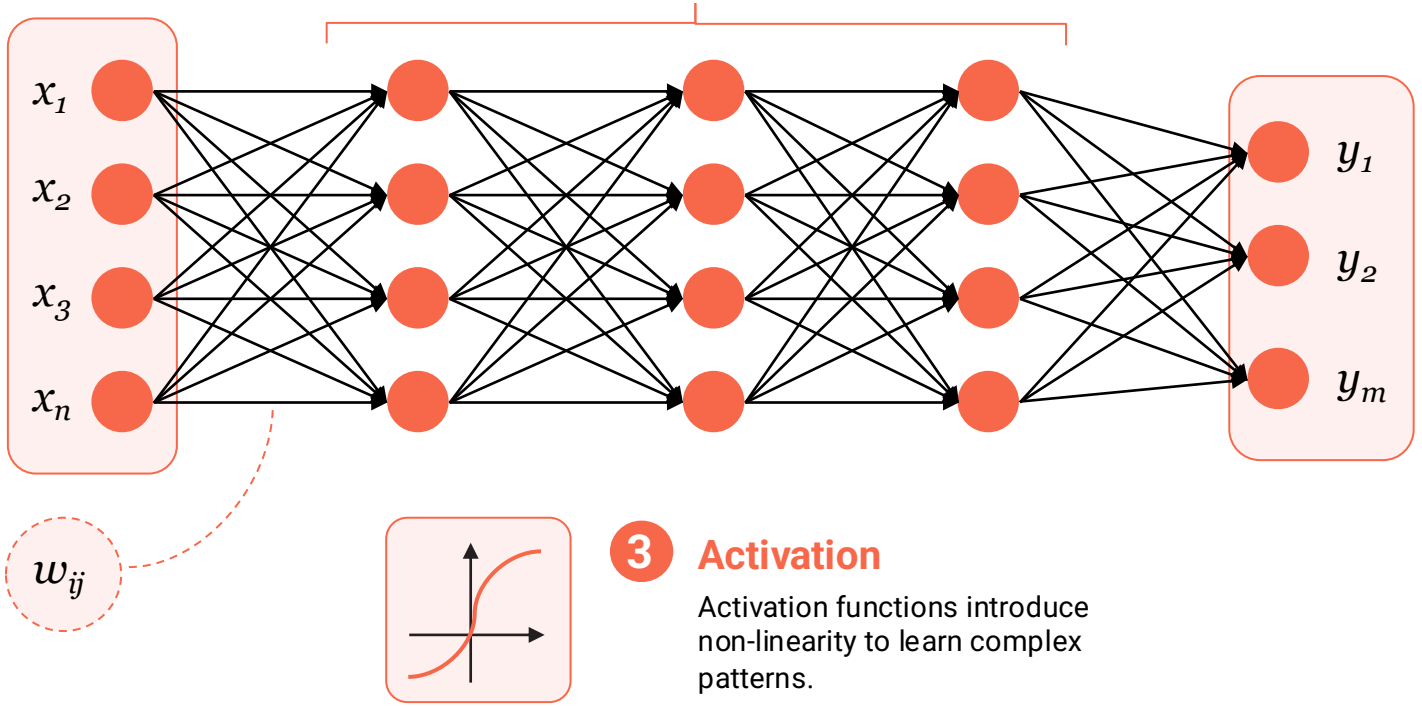
Intermediate layers learn increasingly complex features.

1 Inputs

Raw data enters the network through the input layer.

2 Weights

Connections have weights that adjust during training.



3 Activation

Activation functions introduce non-linearity to learn complex patterns.

4 Outputs

The network produces predictions or classifications.

How It Works

Signals flow from inputs through hidden layers to outputs. During training, weights are adjusted to minimize error and improve predictions.

Uses connected layers of simple units inspired by the brain to detect patterns.

Deep Learning

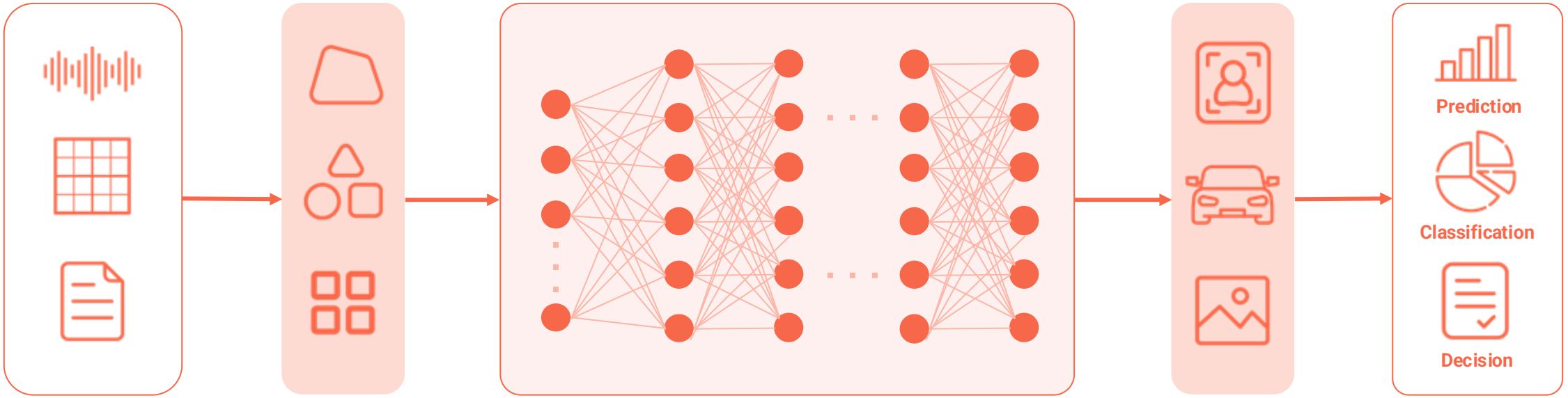
1 Raw Data
Input data in its original form

2 Feature Extraction
The network learns simple features from the data.

3 Multiple Hidden Layers
Many neural network "layers" combine simple features to learn complex representations.

4 Higher-Level Patterns
The network learns more abstract and complex patterns over time.

5 Output
The network makes intelligent predictions or decisions.



A more advanced form of neural networks with many layers that can handle complex tasks.

Transformers



Transformers

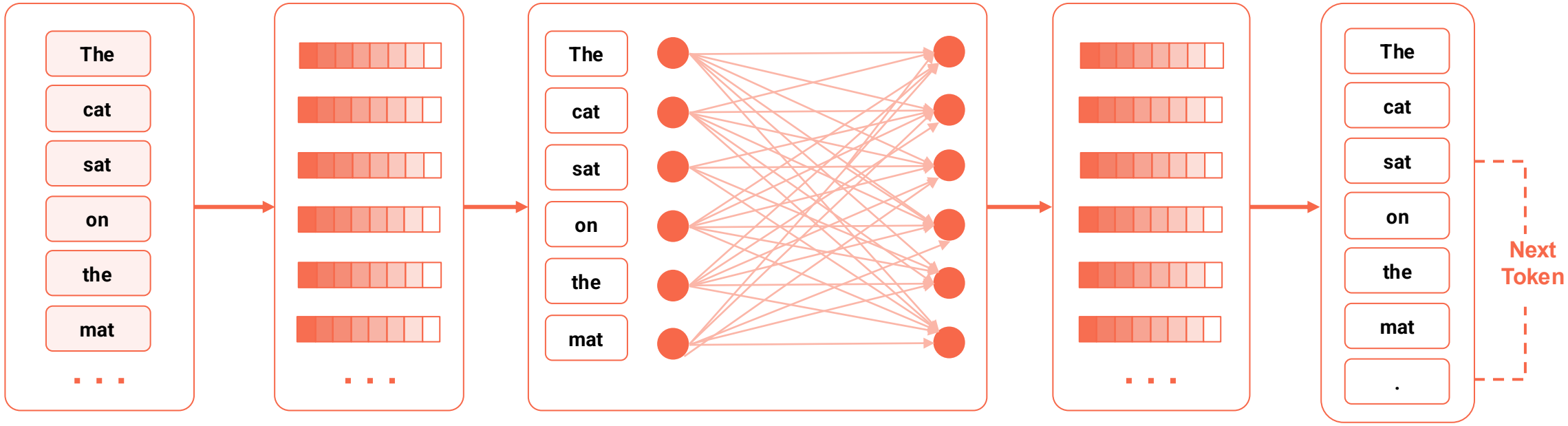
1 Input Tokens
Words or pieces of text enter the model.

2 Embeddings
Each token is converted into a numeric vector.

3 Attention
Self-attention connects every token to every other token to capture relationships.

4 Context
The model builds rich context representations for each token.

5 Output Tokens
New tokens are generated one at a time.



A model architecture that understands relationships in language and powers many modern AI systems.

Generative AI

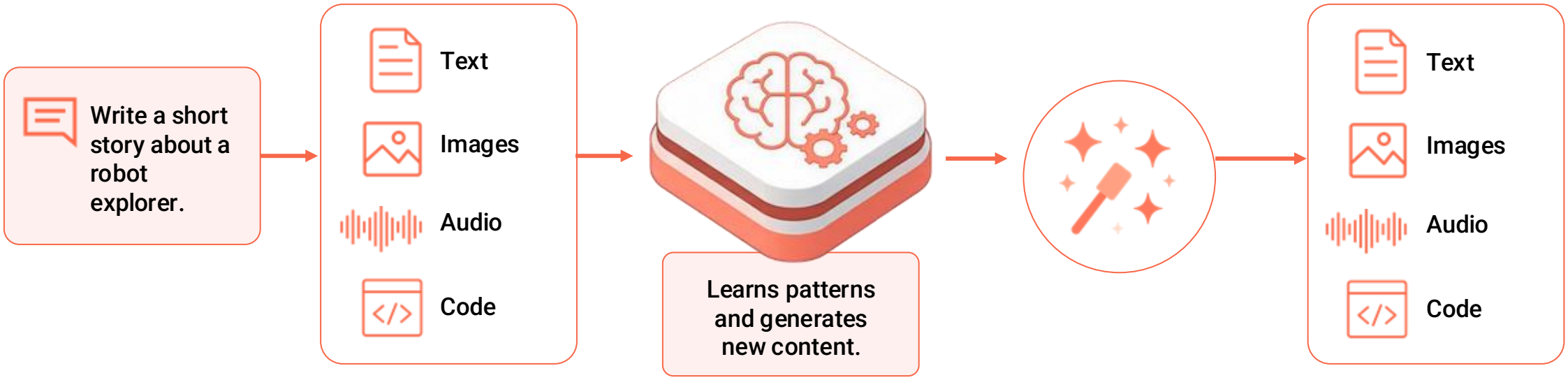
1 Prompt
You provide an input or instruction.

2 Training Data
The model is trained on large amounts of data.

3 Generative Model
The trained model learns patterns and relationships.

4 Content Creation
The model synthesizes information to create something new.

5 Outputs
New, original content in multiple formats

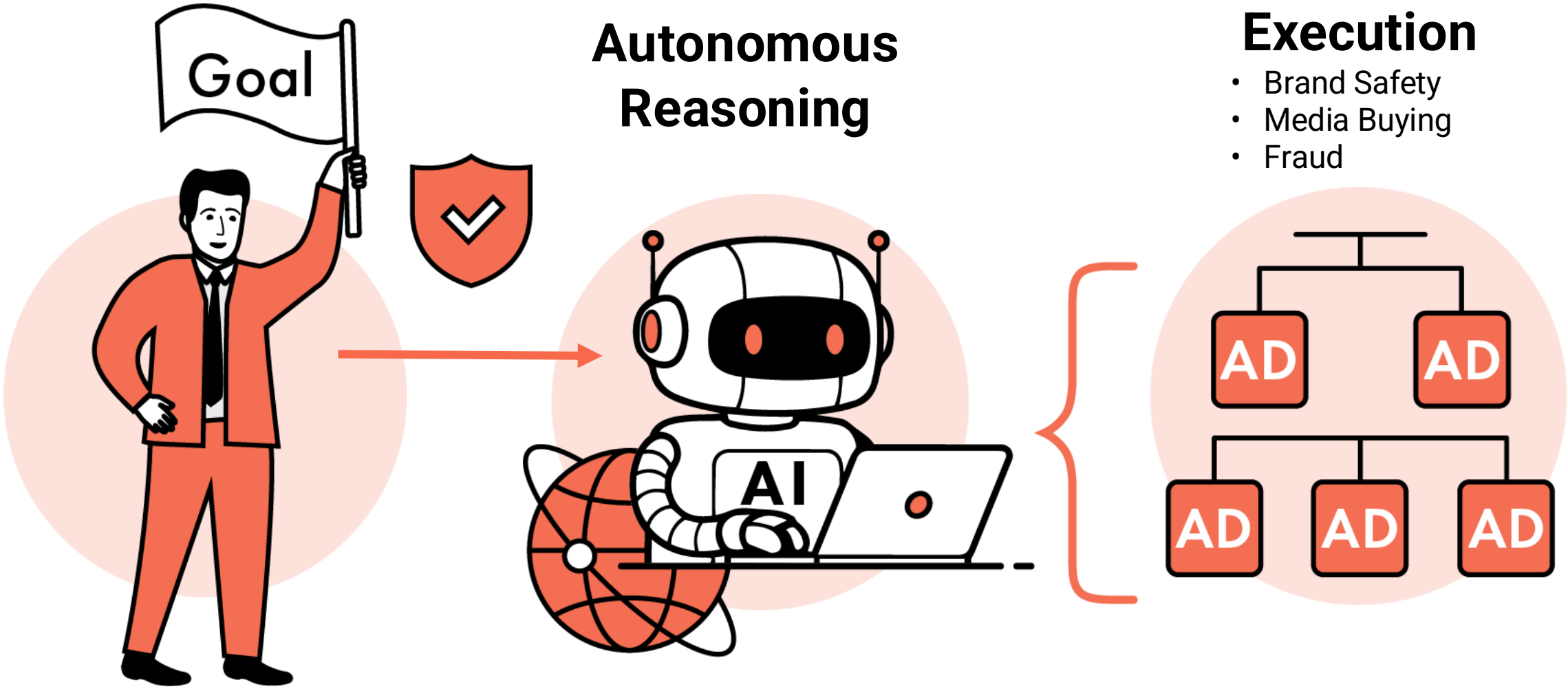


Creates new content such as text, images, audio, or code based on what it has learned.

The Agentic Era

2025 -

The Agentic Era



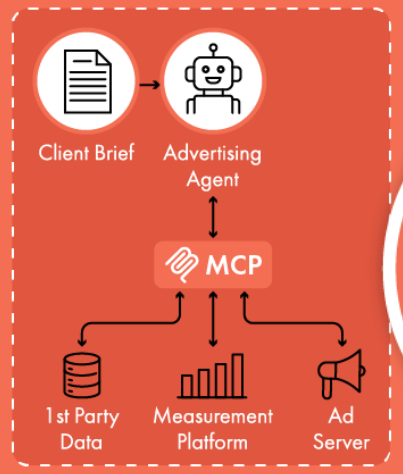
MCP vs A2A in Agentic Advertising

MCP
Model Context Protocol

What it is
MCP is a standard that allows an AI agent to securely connect to tools, data, and systems to get information or take action.

How it's used
An agent uses MCP to access the resources it needs to do its job.

Think of it as
The agent's connection to the systems and tools.



MCP connects agents to the world

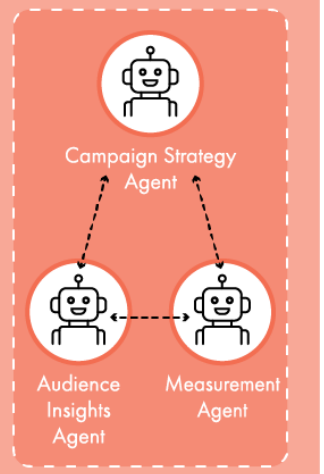


A2A
Agent-to-Agent Protocol

What it is
A2A is a standard that allows AI agents to discover, communicate, and collaborate with other agents to complete tasks.

How it's used
Agents use A2A to delegate work, share information, and coordinate to achieve better outcomes

Think of it as
The agent's way of working together.



A2A connects agents to Agents & Sub Agents

Agentic Workflow in Advertising

1 Define Goal
A business goal is given to the Campaign Strategy Agent.

2 Plan with Agents (A2A)
The strategy agent collaborates with specialist agents to create a plan.

3 Access Tools & Data (MCP)
Each agent uses MCP to securely access the data, tools, and systems it needs.

4 Execute & Optimize Together (A2A)
Agents coordinate execution, share updates, and make decisions together.

5 Measure & Learn (MCP)
Measurement agent accesses results and feeds insights back through MCP.

6 Improve & Repeat (MCP & A2A)
Agents use insights to refine the strategy and continuously improve performance.

Together, they power smarter, more efficient, and measureable advertising outcomes.

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STANDARDS

Agents thrive on Standardized Schemas

Standards are needed for referenceable context, so the agents are trained to execute the action asked in a natural language with **repeatable accuracy.**

BUFFALO BILL'S WILD WEST

AND CONGRESS OF ROUGH RIDERS OF THE WORLD.

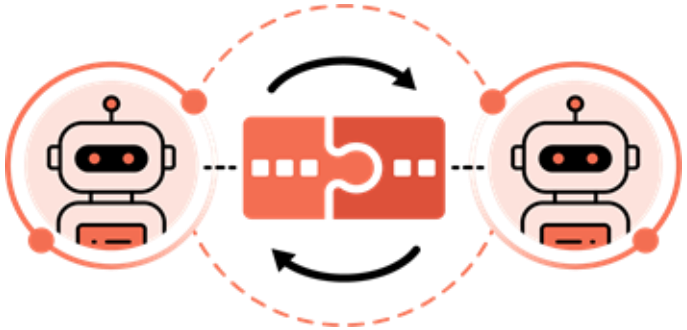




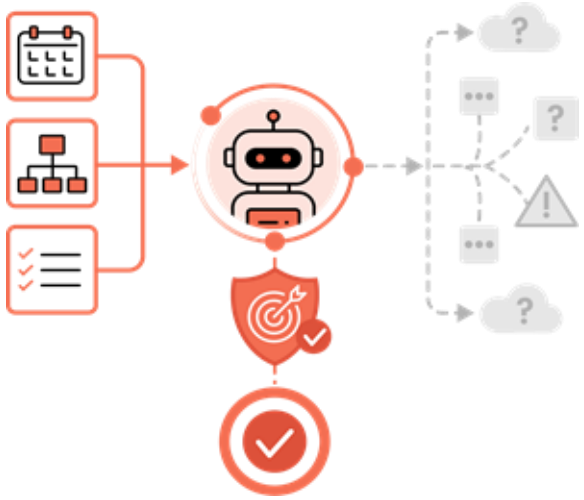
COL. W. F. CODY
BUFFALO BILL
WILL APPEAR
AT EVERY PERFORMANCE

A COMPANY OF WILD WEST COWBOYS, THE REAL ROUGH RIDERS OF THE WORLD WHOSE DARING EXPLOITS HAVE MADE THEIR VERY NAMES SYNONYMOUS WITH DEEDS OF BRAVERY.

Standards Power Agentic Governance



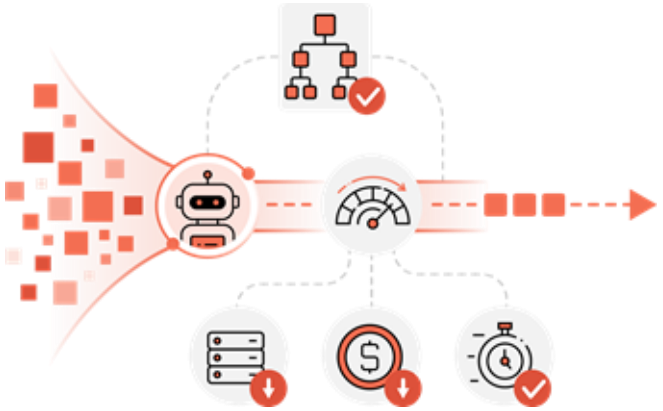
Interoperability



Accuracy



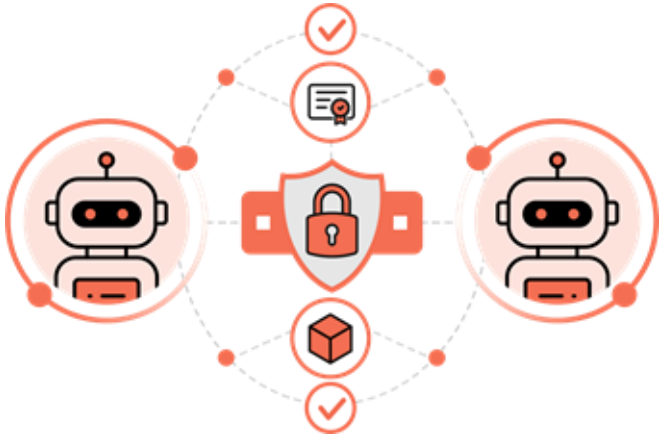
Semantic Drift



Cost & Efficiency



Transparency & Auditability



Security

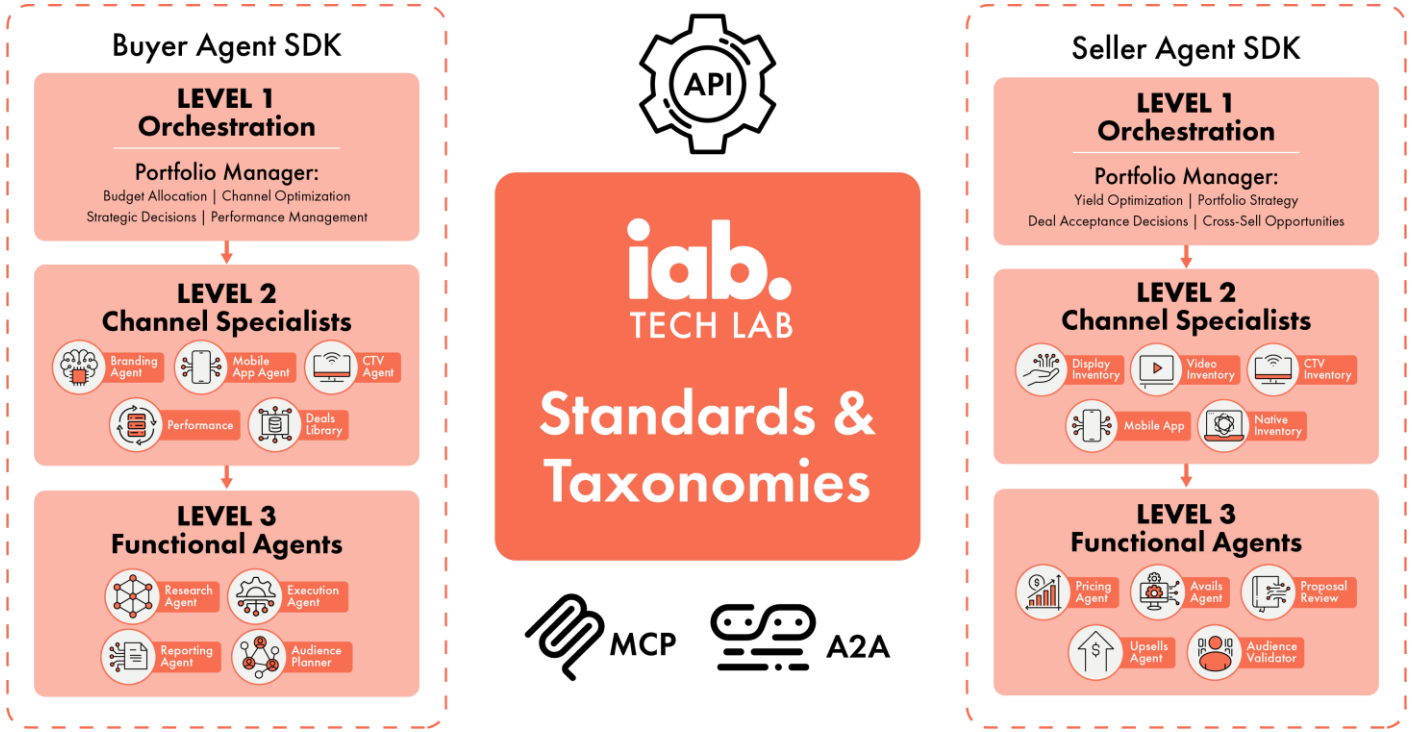
AAMP

Agentic Advertising Management Protocols

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Learn More!

AAMP Brings Battle-Hardened Standards To Agentic Advertising



Embedded Standards

- Tech Lab Taxonomies — Content, Ad Product & Audience
- AdCOM
- OpenDirect
- Deals API

Supporting Initiatives

- Agentic Audiences
- ARTF — Agentic Real-Time Framework
- IAB Dilligence Platform
- Agent Registry

Buyer Agent SDK: Automate Demand Lifecycle from Goal to Execution

LEVEL 1
Orchestration

Portfolio Manager:

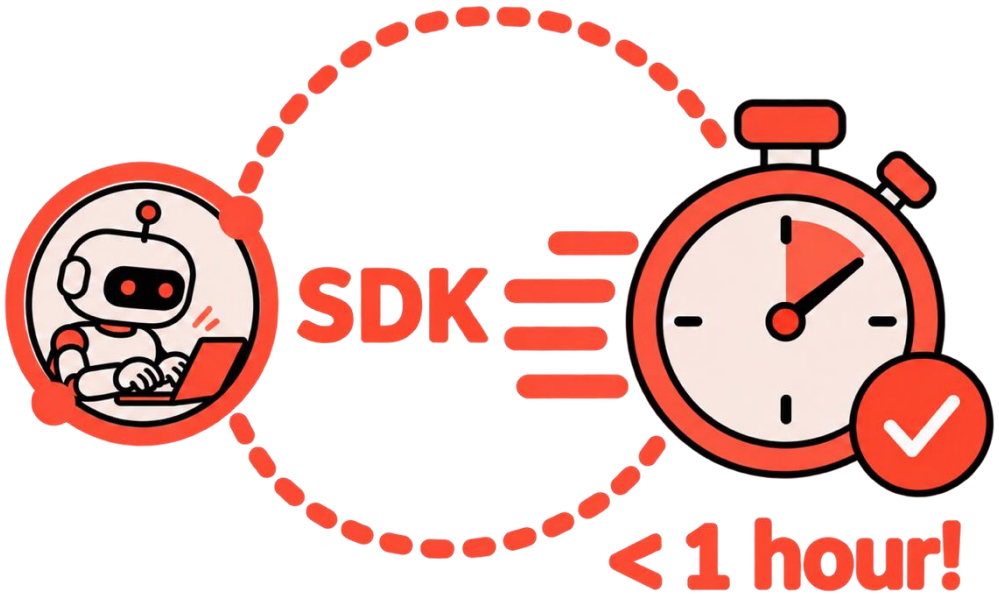
Budget Allocation | Channel Optimization | Strategic Decisions | Performance Management

LEVEL 2
Channel Specialists

- Branding Agent
- Mobile App Agent
- CTV Agent
- Performance
- DSP Agent

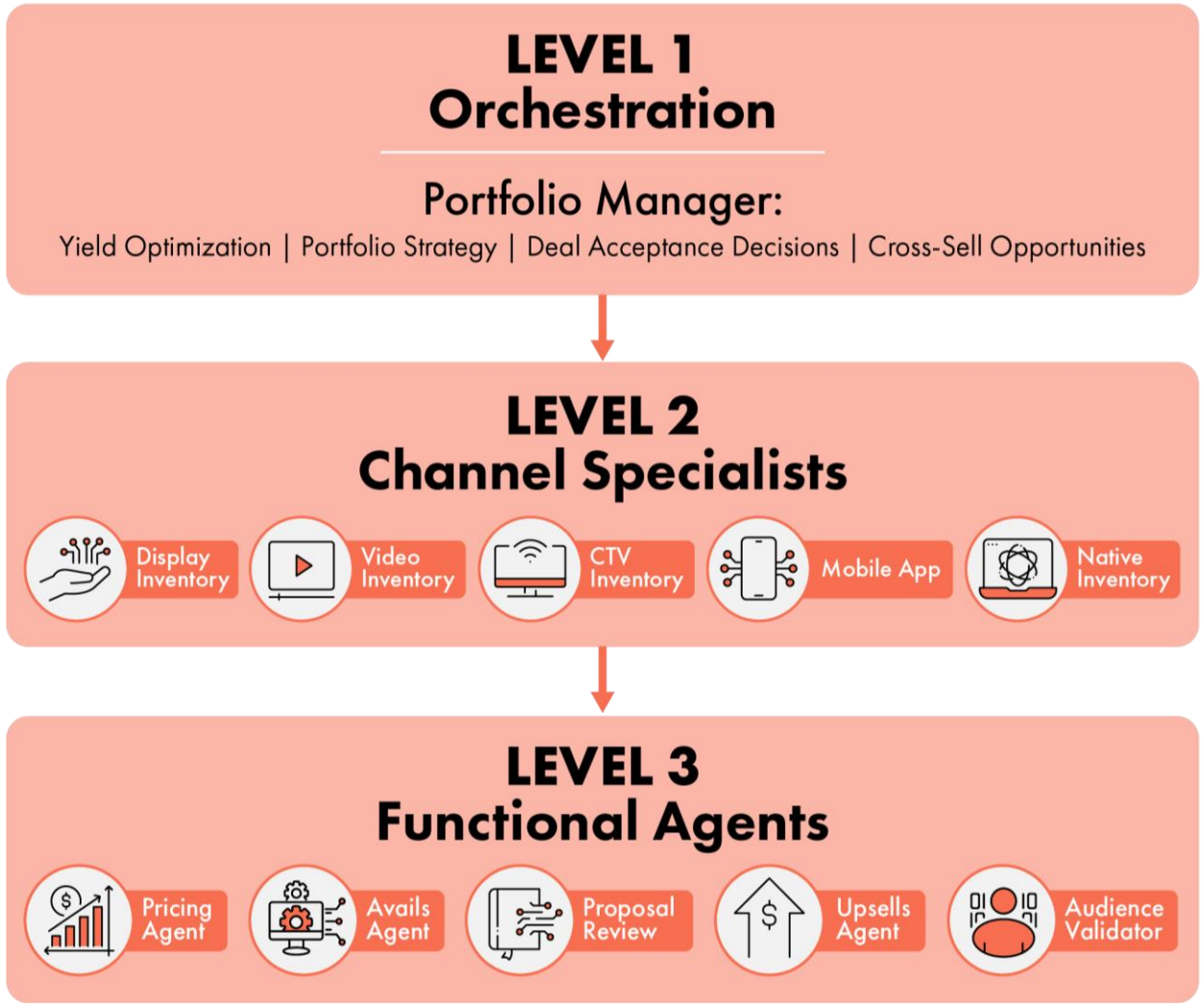
LEVEL 3
Functional Agents

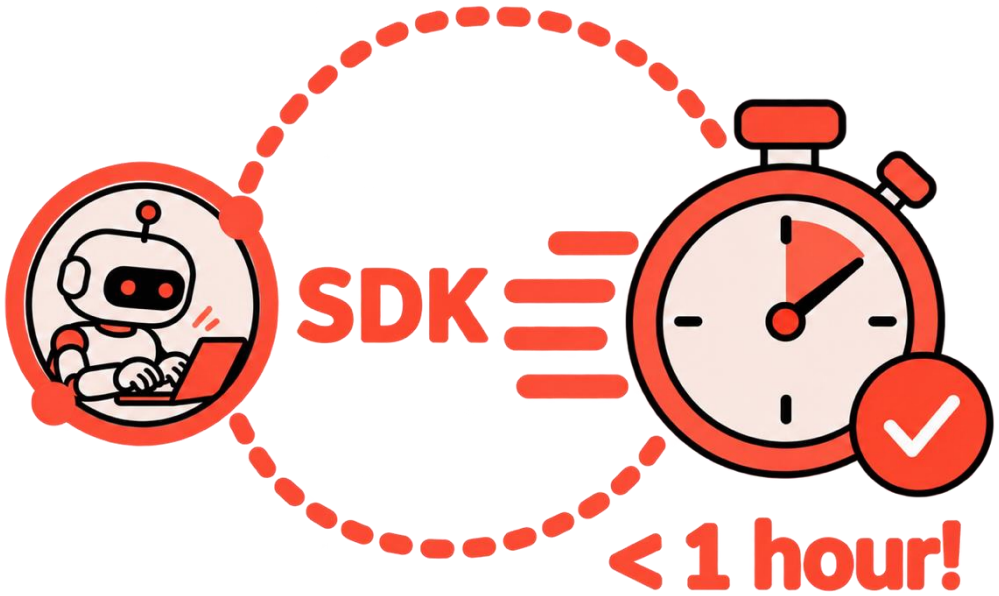
- Research Agent
- Execution Agent
- Reporting Agent
- Audience Planner



Free & Open-Source

Seller Agent SDK: Maximize Publisher Yield & Monetization Controls

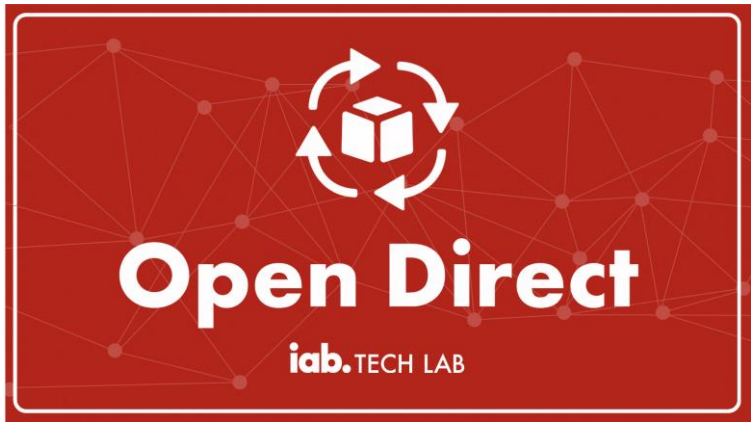




Free & Open-Source

AAMP: Buy & Sell The Way YOU Want

Direct + Programmatic Transactions Supported

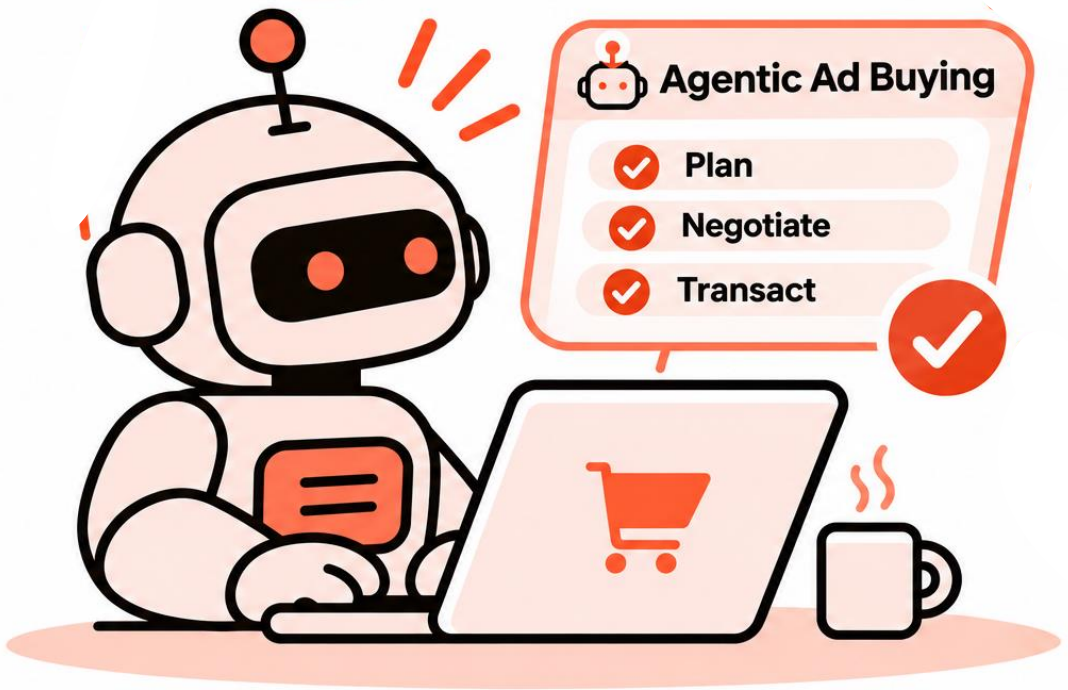


- Agentic Direct
- Linear TV (CPP, GRP etc.)
- OOH & DOOH (CPP)

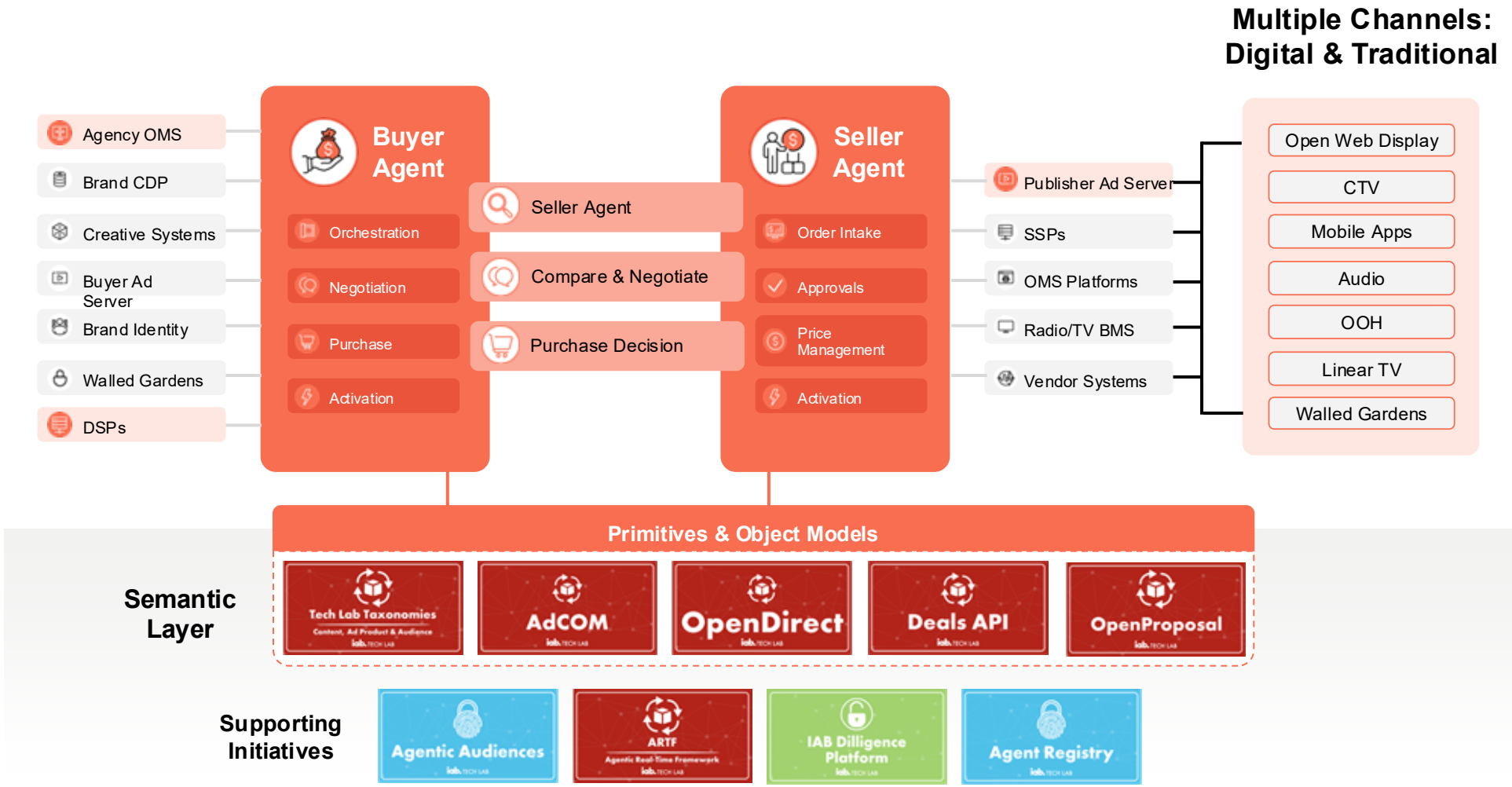


- Programmatic Guaranteed
- Preferred Deal
- Programmatic Auction
- Curated deals

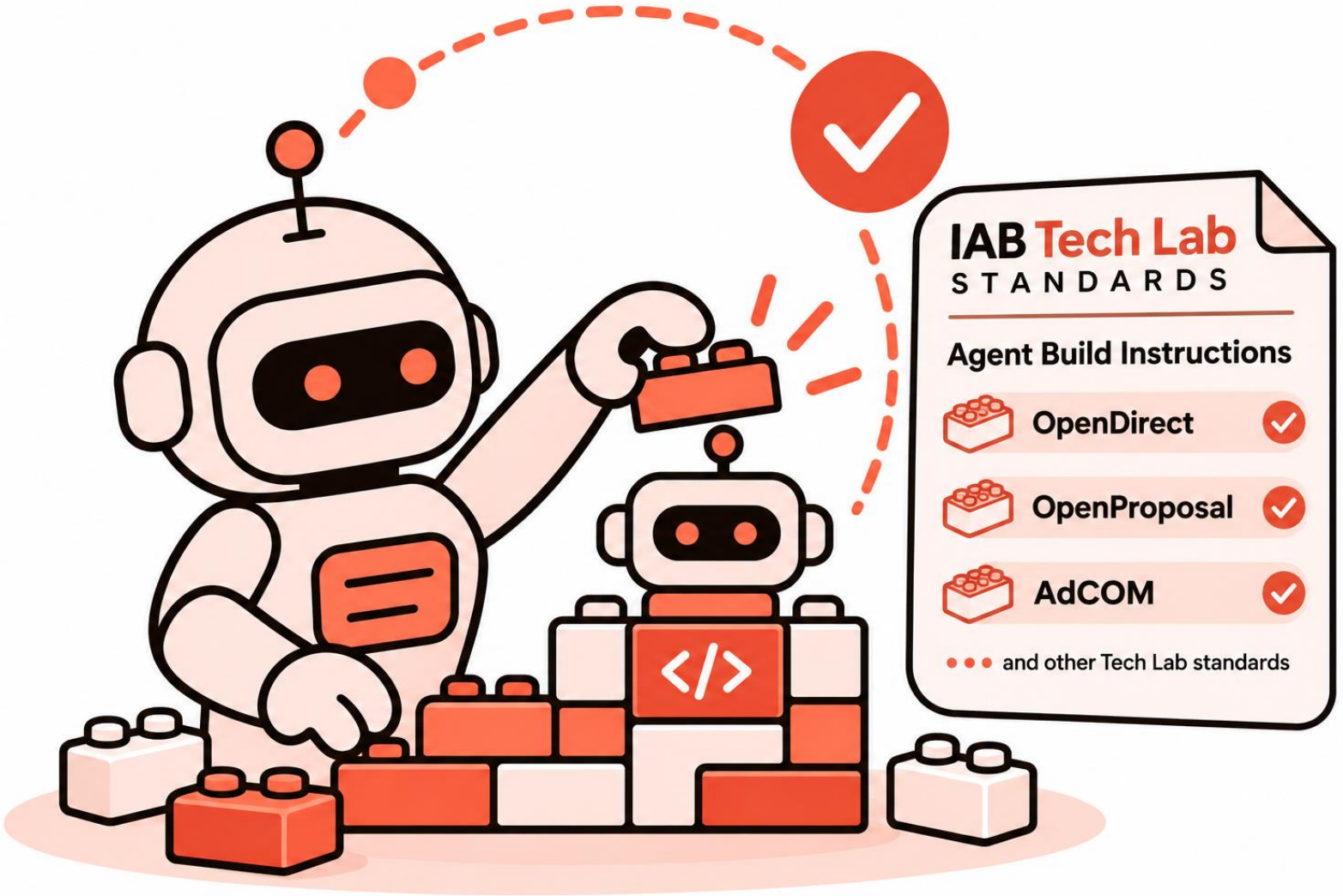
AAMP: Agentic Media Buying Across Every Channel



AAMP 3.0 With OpenProposal: Full Planning And Buying



AAMP: Standard Agentic Building Blocks. Your Way of Doing Business.





AAMP Pilot Program

- Tech Lab will collaborate with you on your agent development
- Tech Lab will connect buyers and sellers
- Agreement to conduct joint press activities for the initiative

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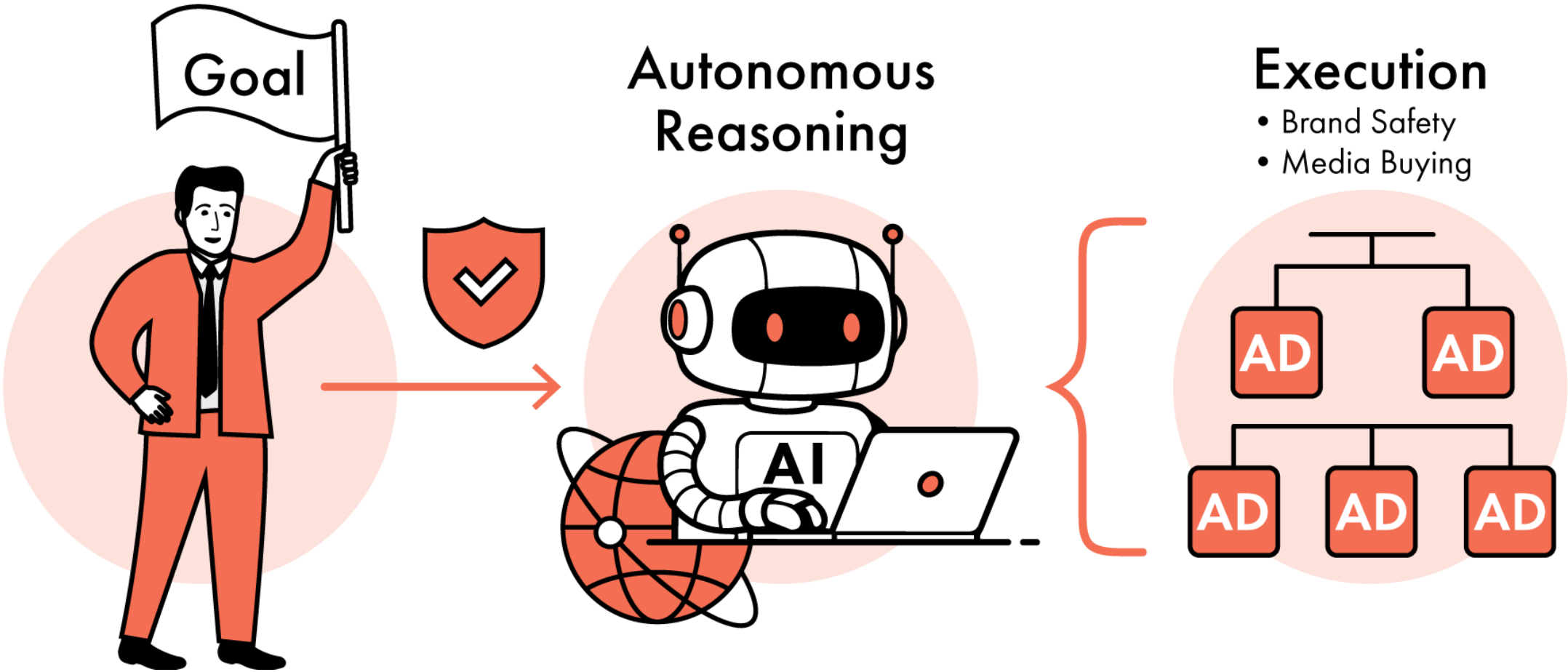
Trading Advertising with Agents: The AAMP Vision



Matthew Jacobs
IAB Tech Lab
Head of Agentic Technologies

#InternationalSummit

What is Agentic AI?



The Agentic Advertising Opportunity

1:Many
10s to 1000s of publishers

1:1
One or a few publishers

Auction buying

DSPs, SSPs, exchanges today

- Broadcast one buy across thousands of pubs
- Bid into auctions, never negotiate

Agentically assisted

Agentic advertising

Top-ten treatment for every publisher

- Brief it once, it approaches hundreds of pubs
- Counters the rate card, asks for added value
- Drops a laggard overnight, rebalances by morning

Only possible with AI agents

Self-serve platforms

Meta, Google, Amazon, TikTok

- Set budget and objective, the platform decides
- Take the published price, one publisher at a time

Agentically assisted

Direct negotiation

Upfronts, podcast sponsorships, direct deals

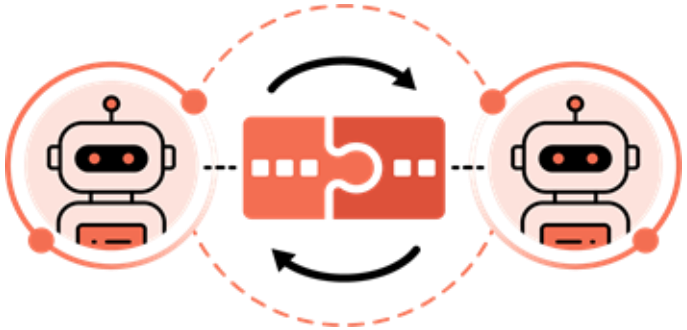
- Read the context, weigh the tradeoffs
- One publisher, one conversation at a time

Agentically assisted

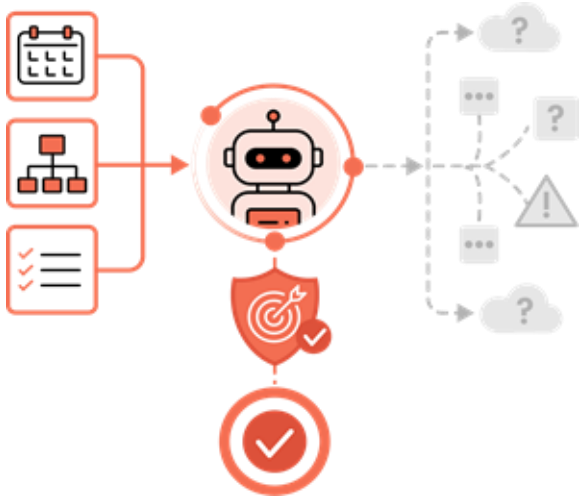
Low judgment
Little ambiguity

High judgment
Lots of ambiguity

Future of Agentic Standards and Governance



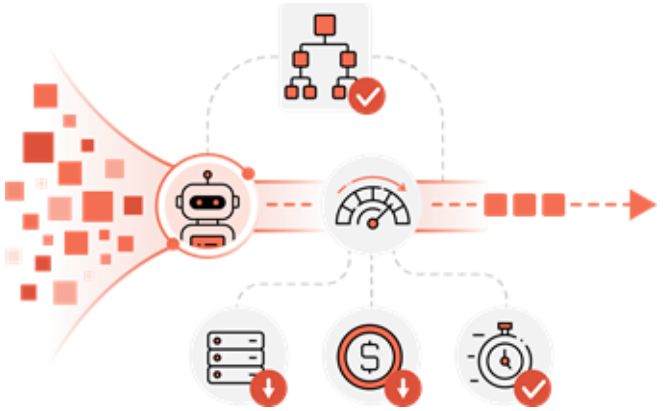
Interoperability



Accuracy



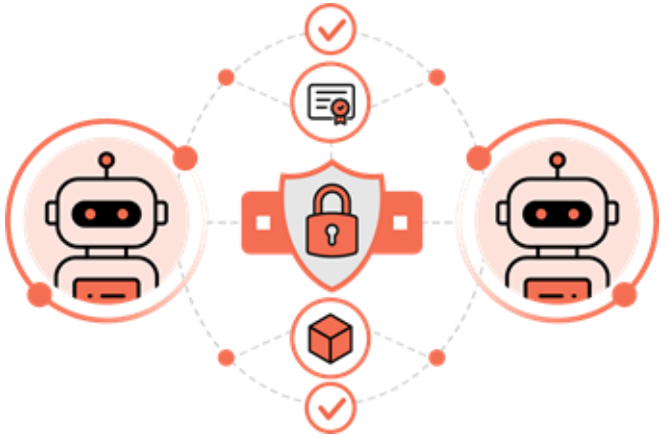
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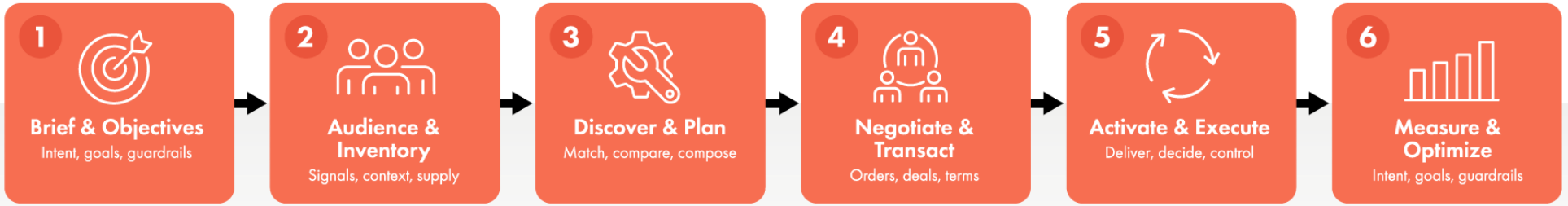


Agentic Advertising Management Protocols

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AAMP Protocols give everyone's workflow a shared language



Standards Foundation

AdCOM
iab. TECH LAB

Deals API
iab. TECH LAB

OpenDirect
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OpenRTB
iab. TECH LAB

GPP
Global Privacy Protocol
iab. TECH LAB

Data Transparency Standard
iab. TECH LAB

iab. TECH LAB TAXONOMY

What AAMP has shipped so far

From the first agents to OpenProposal



Buyer & Seller Agents

Reference agents and Agentic Direct buying using OpenDirect

AAMP 1.0 released

One umbrella and hub repo for every component; Agents with 41 tools, SSP integrations, new buying capabilities

Agent Registry

Provides cryptographic identity verification, endpoint validation, and service disclosure for autonomous agents.

AAMP 2.0 → 2.3

PMP and PG deals, pricing provenance, vendor approval

AAMP 3.0: OpenProposal

The core object of AAMP 3.0, now in draft; registry hits over 50 registered agents

WHERE WE ARE **OpenProposal v3.0-draft-1 is open for public comment until Nov 10**

WHAT WE HEARD

Don't build a peer-to-peer marketplace. Become the one standard every platform uses to merchandise and transact.

The money runs through SSPs and walled gardens, each building its own spec. In 2027 we make OpenProposal the common format, then add the trust layers buyers say block real spend.

Adoption is blocked by departments, not technology

Test budgets only, and sellers are skeptical: "all fluff", "where's the beef?"

Legal
Who is liable when an agent gets it wrong

Finance
Revenue recognition and reconciliation

InfoSec
Security review before any real budget

Revenue
Sales teams protect bonuses, as with RTB

$10K in 36h
Burned after an agent flipped an impression goal and a budget

Made-up prices
A holdco's linear agent-to-agent buy ended with agents hallucinating prices

Human in loop
No buyer we interviewed lets agents negotiate price alone

Small pilots are stalling. Buyers and sellers can't find each other, so we are matching them by hand, and some still ask "what are we trying to prove?"

Introducing AAMP 3.0

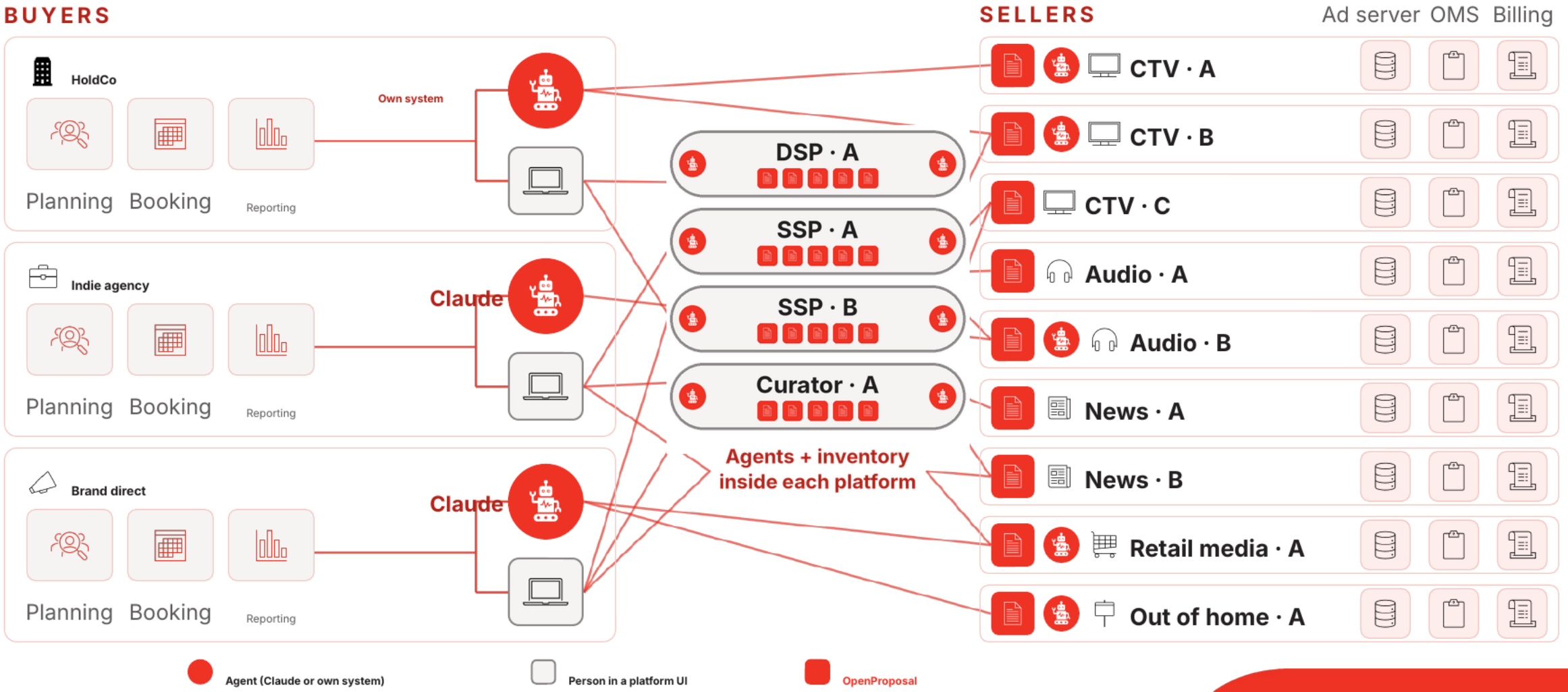
Media planning and merchandising, rebuilt for agents

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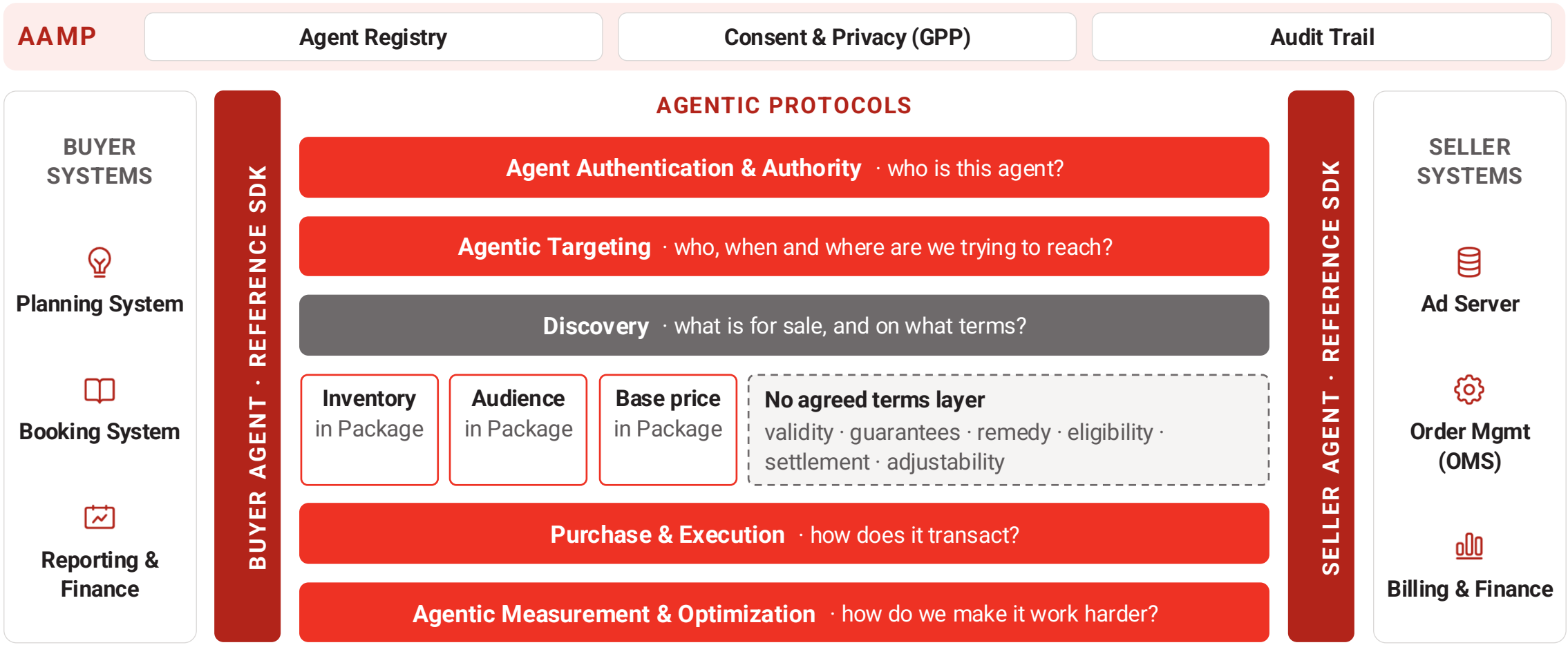
OUR VIEW: MOSTLY CENTRALIZED

We believe the market will be mostly centralized

Buyers use agents or platform UIs. Sellers publish OpenProposal once, and every route reads it.



AAMP covers the stack today, but discovery has no terms layer



MEDIA BRIEF · RFP

Accent Athletics — Volt 2 Q4 launch

Meridian Media for publisher partners · October 2025

BRAND

Accent Athletics is a performance running brand. The Volt 2 is its first carbon-plate trainer under $150.

BUSINESS OBJECTIVE

Grow US direct-to-consumer revenue 18% in Q4 and sell through 120,000 pairs by 31 December.

MARKETING OBJECTIVE

Lift unaided awareness among runners 18–34 from 12% to 18% and drive 400,000 site visits.

AUDIENCE

Adults 18–34 with running and streetwear affinity. Skews 60/40 male, urban and suburban US.

CREATIVE

Three 15-second films and a static set. Publishers may propose one custom unit.

Requirements overleaf

MEDIA REQUIREMENTS

What we need in your response

BUDGET, MARKET, FLIGHT

$250,000 · US · 6 Oct – 21 Dec

FIRST-PARTY DATA

Suppress 340,000 Accent Club members. Target the 1.2M lookalike seed shared via clean room.

QUALITY AND PRICE

70% viewability floor, $12 target CPM, no made-for-advertising inventory.

ADJACENCY

No placements adjacent to gambling, crypto, or competitor footwear content.

MEASUREMENT

Brand lift study with a 3-point minimum detectable lift. Weekly log-level feed for the MMM.

RESPONSE FORMAT

Line-item plan with CPM, impressions, and units. One page maximum.

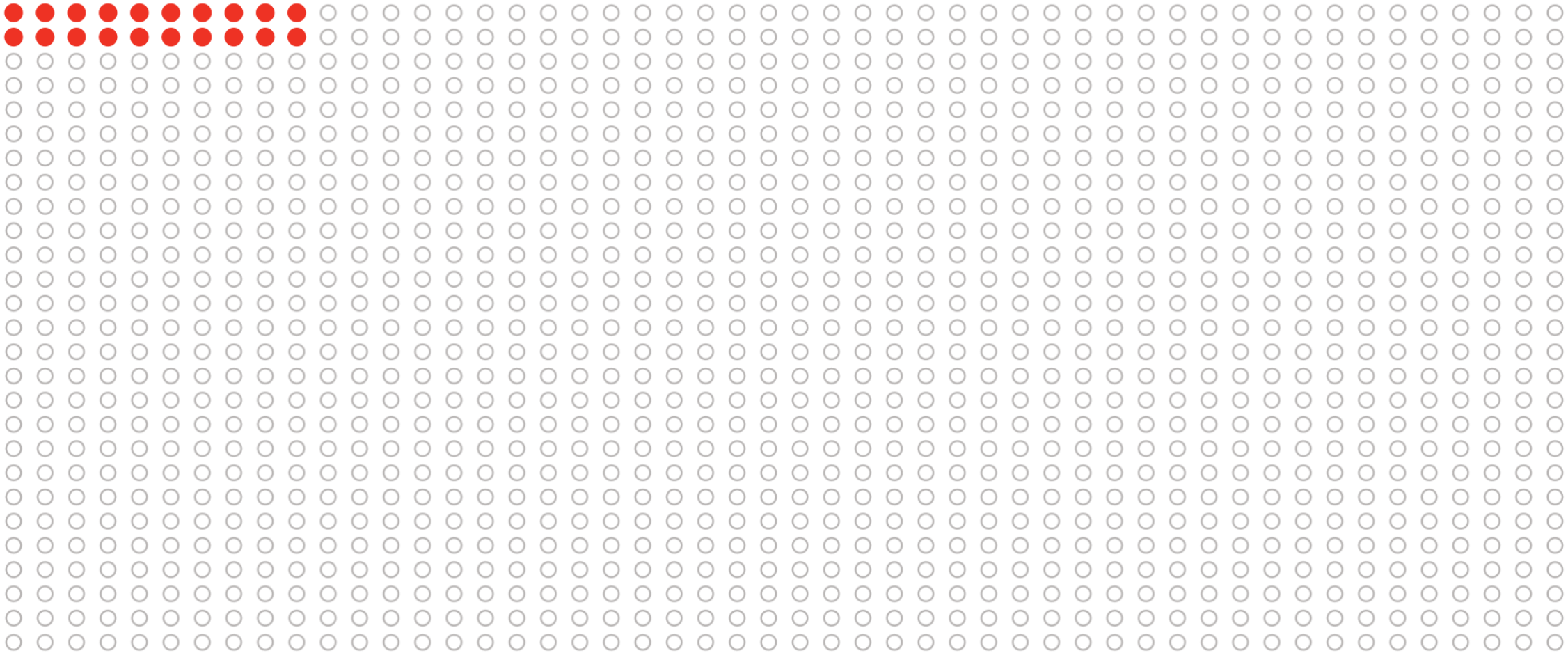
10 CONSTRAINTS

10–20 publishers

Can be negotiated and understood by a person

1,000+ publishers

Not considered for a brief as buyer has no time to talk



Direct IO

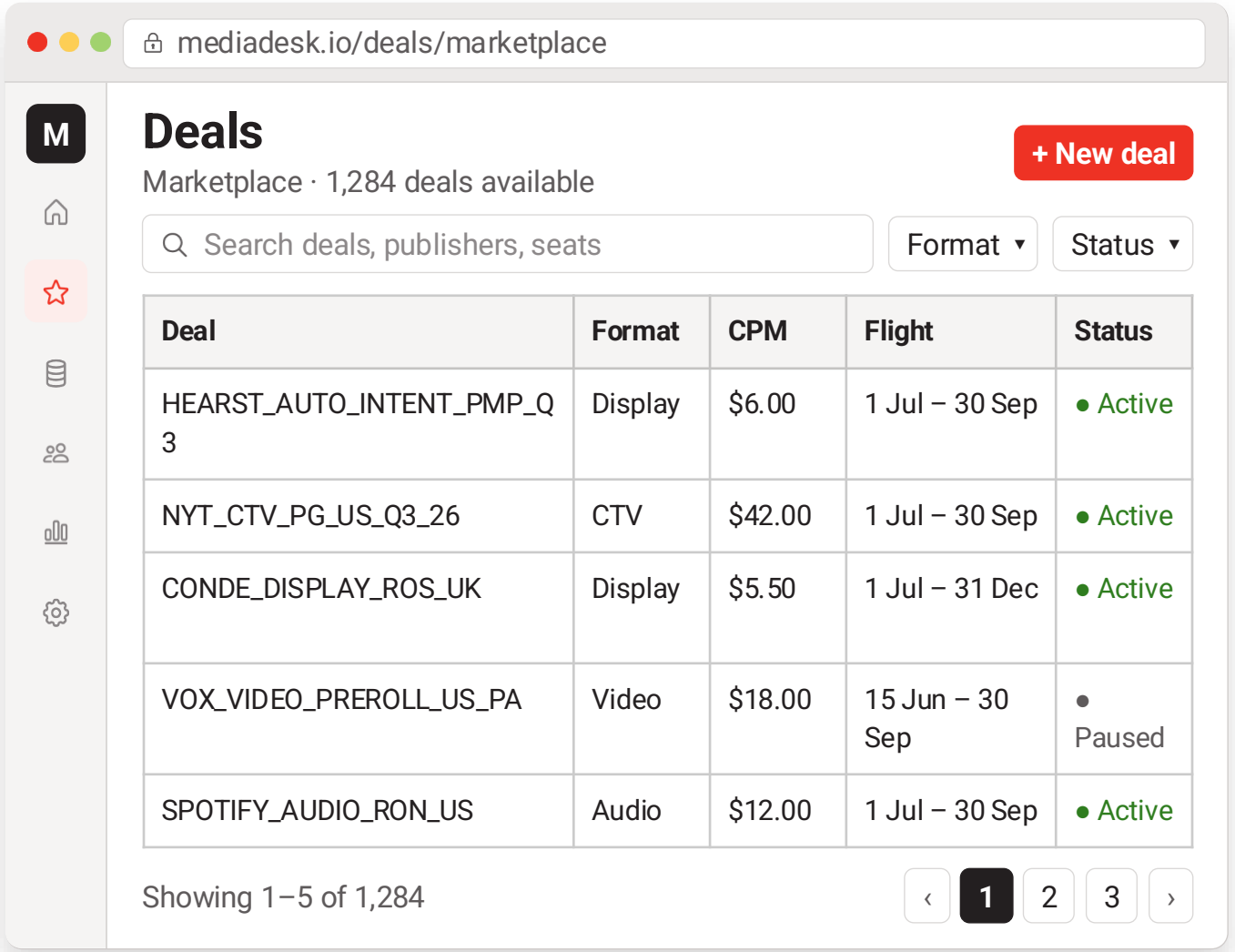
PDF

PPTX

XLS

EMAIL

Programmatic



Buys can end up a mixed bag

The buying side matched on what it could parse: a deal name and a CPM

MEDIA BRIEF · RFP

Accent Athletics

Volt 2 Q4 launch

- $250,000 · US · 6 Oct – 21 Dec
- Suppress 340,000 members
- 70% viewable · $12 CPM
- No competitor adjacency
- Brand lift 3-pt · log-level feed
- Three 15s films · custom unit

✓ FITS	⚠ NO FIT	⚠ NO FIT	⚠ NO FIT
stridepost.com Race Week hub	**dailyclipfeed.com** Made for advertising	**quiztrail.net** Low viewability	**sneakerdealsdaily.com** Competitor pricing
Trailhead TV CTV mid-roll	**Flarepoint Reels** No log-level feed	**Tower Rush Saga** Gambling adjacency	**Marketgrid Listings** Walled garden

✓ fits the brief ⚠ bought anyway, does not fit

AAMP 3.0

AAMP 3.0 introduces OpenProposal

The agentic spec for what is being bought and sold.

BUILT FOR AGENTS

Descriptive Spec

Structured fields a buying agent can read at machine speed.

SIMPLE MANAGEMENT

One object

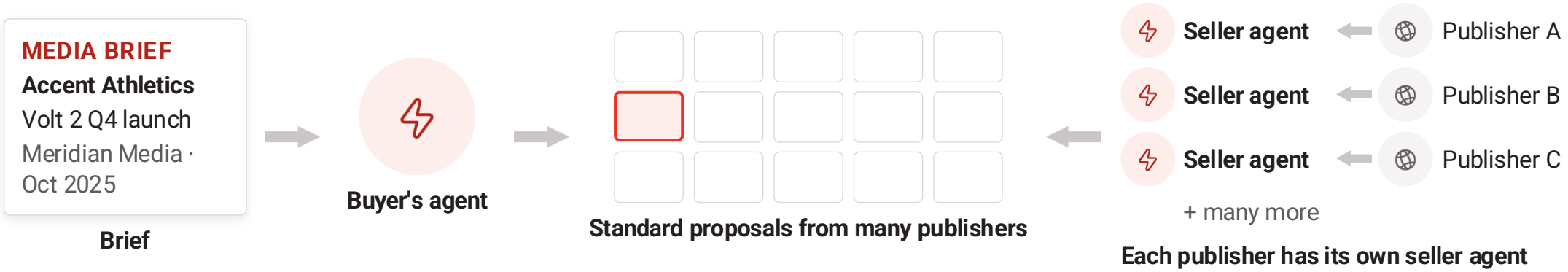
A single object for publishers to manage alongside their OMS and Ad Server.

IDEA TO EXECUTION

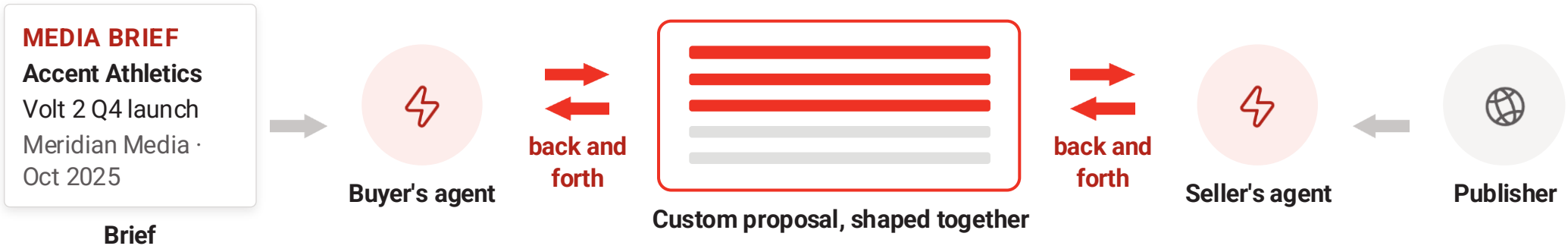
Brief to buy

Pulls through all the way from initial idea to binding commercial terms.

STANDARD PROPOSAL



CUSTOM PROPOSAL



Buyer agents can now act on a spec they can read

MEDIA BRIEF · RFP

Accent Athletics

Volt 2 Q4 launch

- $250,000 · US · 6 Oct – 21 Dec
- Suppress 340,000 members
- 70% viewable · $12 CPM
- No competitor adjacency
- Brand lift 3-pt · log-level feed
- Three 15s films · custom unit



Buyer's agent

⚠ DEAL NAME — **BEFORE**

DEAL_RON_2026

Inventory	?
Viewability	?
Adjacency	?
Measurement	?
Creative	?
Suppression	?

✓ OPENPROPOSAL OBJECT — **NOW · A BETTER OPTION**

stridepost.com · Race Week

Inventory	**Race Week hub, in-article**
Viewability	**72% measured**
Adjacency	**Page-level exclusions**
Measurement	**Log-level feed, daily**
Creative	**15s film + custom module**
Suppression	**340,000 matched and suppressed, clean room, 62%**

The same brief, answered with OpenProposal

MEDIA BRIEF · RFP

Accent Athletics

Volt 2 Q4 launch

- $250,000 · US · 6 Oct – 21 Dec
- Suppress 340,000 members
- 70% viewable · $12 CPM
- No competitor adjacency
- Brand lift 3-pt · log-level feed
- Three 15s films · custom unit

Buyer's agent

reads every OpenProposal

✓ STANDARD

stridepost.com

Page-level exclusion

✓ CUSTOM

thesplittimes.com

Custom explainer unit

✓ STANDARD

pacelab.io

Clears viewability

✓ STANDARD

coplist.com

Non-release day

✓ STANDARD

heeltoeweekly.com

Low-adjacency features

✓ STANDARD

Trailhead TV

Log-level feed

✓ STANDARD

Sweat Network

Films run as-is

✓ STANDARD

Ridgeline Sports

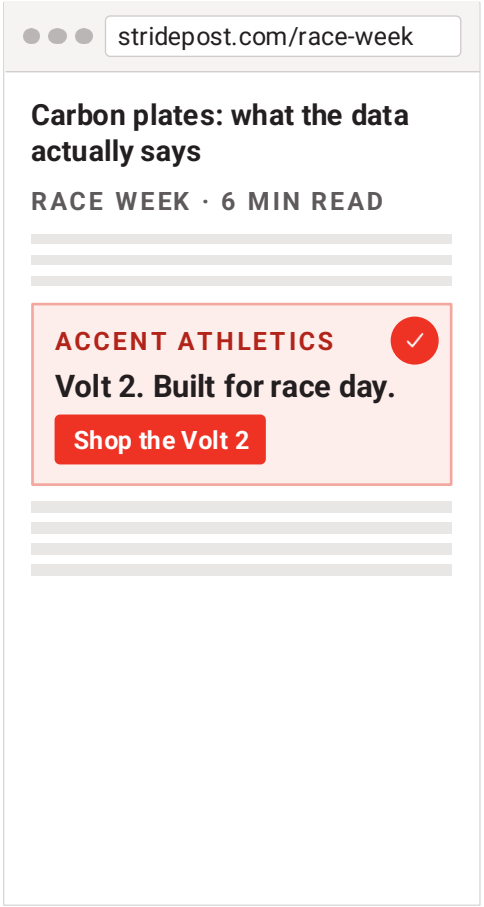
Lift read achievable

✓ the buyer agent assembles a better mix: every line item answers the brief

Everybody Wins!

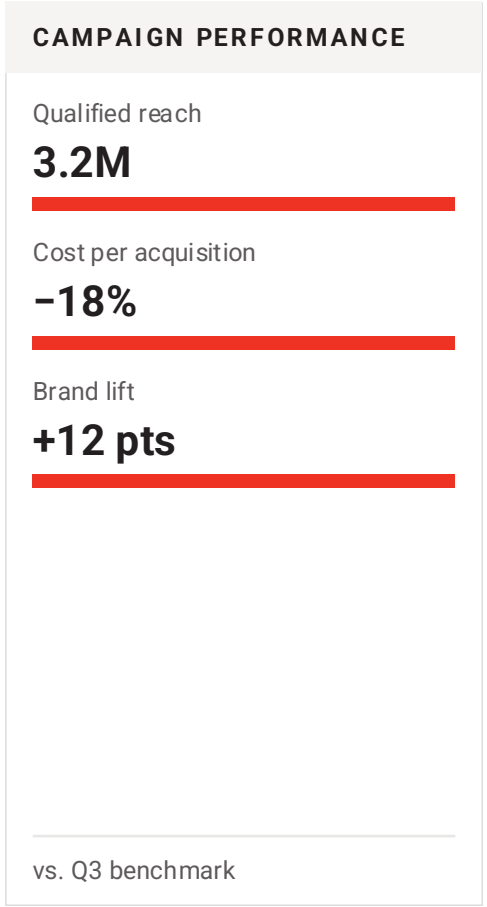
CONSUMERS WIN

More relevant advertising



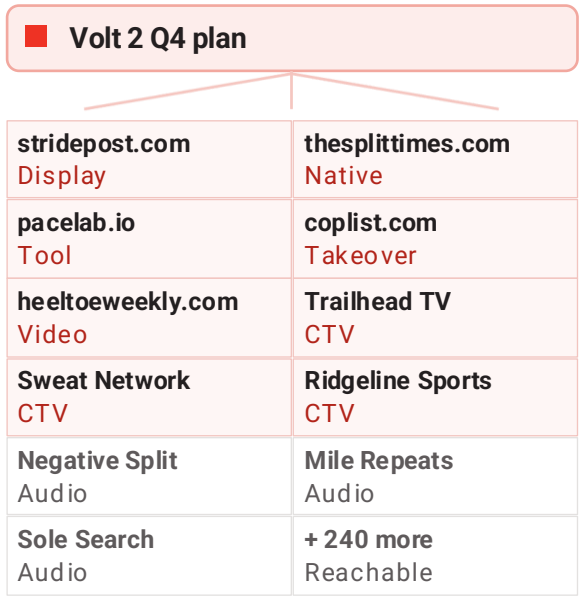
ADVERTISERS WIN

More effective advertising



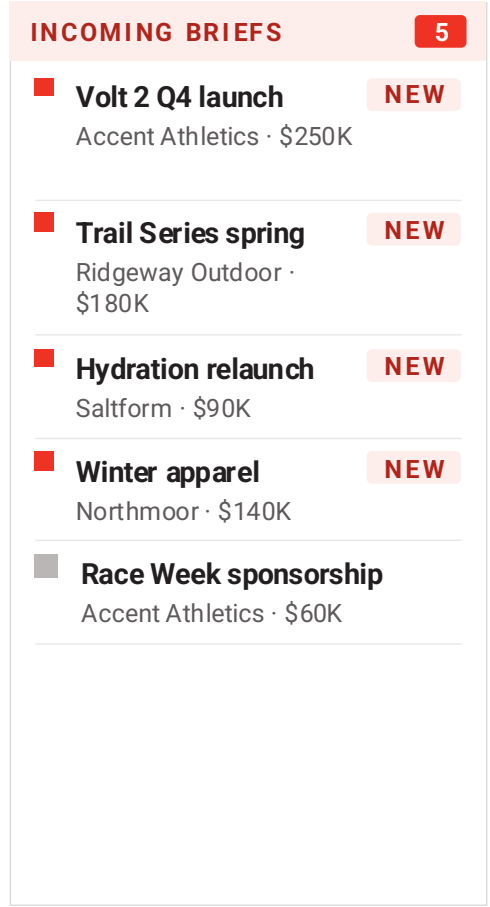
AGENCIES WIN

Strategy used in more places



PUBLISHERS WIN

Considered for more briefs



Self-contained line items map to existing IAB Tech lab standards

Each line item executes through one standard

OPENPROPOSAL

Proposal

Fields 1–2 · identity & lifecycle, agent comprehension

No commercial commitment, nothing channel-specific.

Contains one or more line items

Line item

Fields 3–11 · inventory, audience, creative; targeting, commercial terms, guarantees; eligibility, execution, settlement

Everything a buyer commits to. Self-contained and buyable on its own.

Direct buy

`OpenDirect 2.1 · Order + Line`

Programmatic guaranteed

`OpenDirect 2.1 + Deals API · deal_id`

PMP deal

`Deals API + OpenRTB 2.6 · Deal`

Open market

`OpenRTB 2.6 · open auction, no deal`

Beyond AAMP 3.0

What comes next?

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Our Roadmap

NOW

AAMP 3.0 — SHIPPING

OpenProposal

The agentic spec for what is being bought and sold.

- Eleven headers a buying agent can act on
- Standard and custom proposals
- Brief through to binding commercial terms
- Settlement references that reconcile

NEXT

WS1

Agent authority

How agents identify and connect to each other

WS2

Connector framework

How other parts of the adtech ecosystem connect and offer tools to Buyer and Seller agents

WS3

Reference split and conformance

Reference code demonstrates conformance; strategy moves to a forkable sample app. Not a scope cut.

LATER

WS4

Optimization envelope

Bounded autonomy for pacing and reallocation inside a committed proposal.

WS5

Measurement

Attestation and reconciliation against delivered impressions. Targets 4.0.

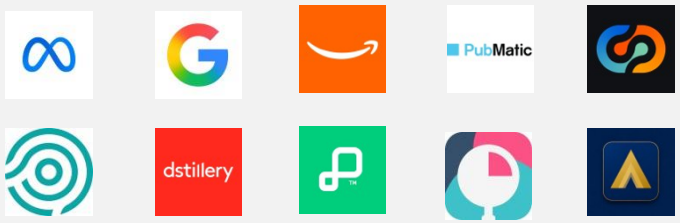
AAMP: Agent Registry

52

Registered Organizations

Centralized Discovery

For Agents



Core Purpose

- Enables buyer and seller agents to discover each other without bespoke integrations
- Agents register capabilities, inventory types, and trust signals
- Foundation for scalable agent-to-agent transactability

AAMP Users: Agentic Collaboration is Advancing the Ecosystem







databricks







News Corp



Google





VIZIO















AAMP Pilot Program

- Tech Lab will collaborate with your members on agent development
- Tech Lab will connect buyers and sellers
- Agreement to conduct joint press activities for the initiative

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AAMP 3.0 & OpenProposal

Agentic Advertising Management Protocols

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Learn More!

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WELCOME TO THE AGENTIC WEB

NOVEMBER 5, 2026
LONDON, UK

Bidding Where the Impressions Live



Damian Naglak
Bedrock Platform
CTO

#InternationalSummit

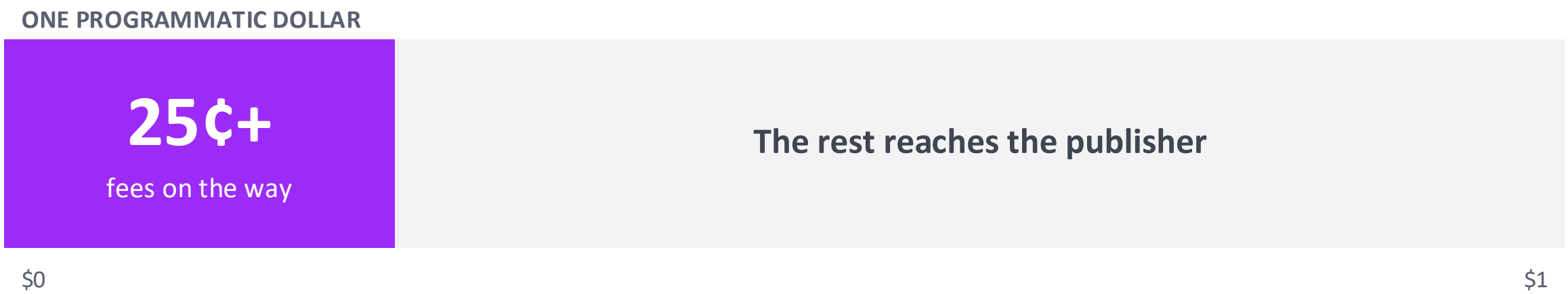
Bidding Where the Impressions Live

What changes when the bidder runs inside the exchange

Damian Naglak, CTO, Bedrock Platform · London, 5 November 2026

At least 25¢ of every programmatic dollar goes to fees

Part of that cost is the distance between the exchange and the bidder

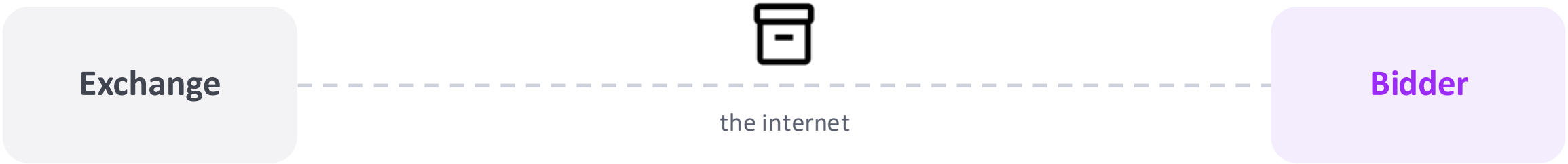


Millions of requests a second cross the internet

Source: ANA Programmatic Transparency Benchmark, Q1 2026 (transaction costs: 25.9% of spend)

A bid request travels like a package sent abroad

Every request gets the same treatment, millions a second



1 Pack and seal
both sides, every request

2 Wait
until the answer comes back

3 Pay for shipping
per byte, or for bandwidth

Only the bidder knows which ones matter

At a million requests a second, the trip gets expensive

One exchange and one bidder

Dozens

of CPU cores, just for packing

10,000s

of requests on the road at any moment

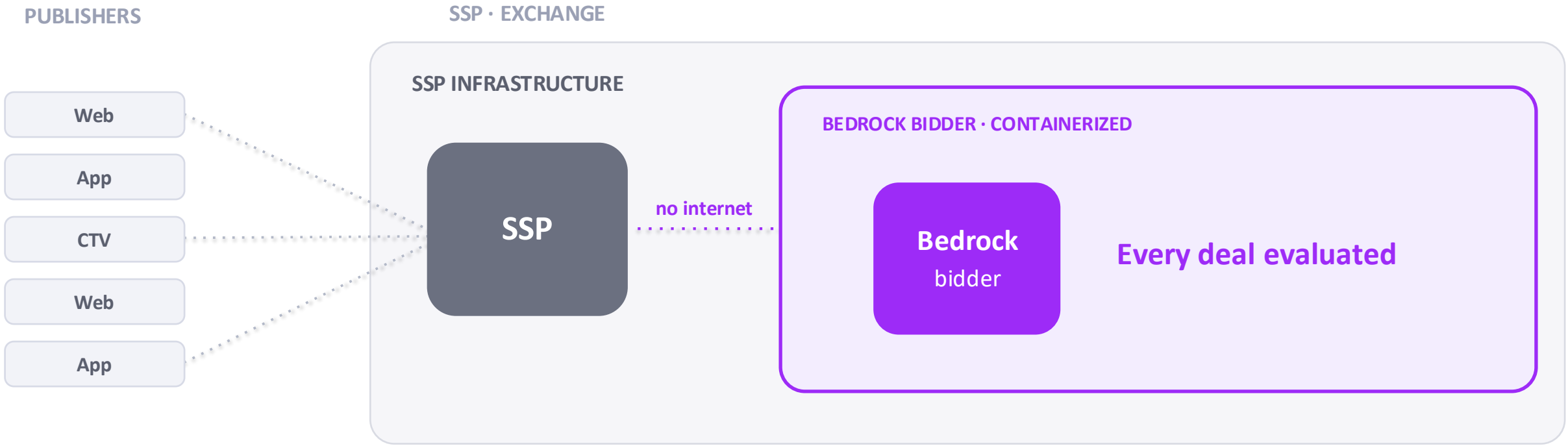
~100 TB

shipped every day

So traffic is throttled, and both sides lose opportunities

Our bidder runs inside the exchange

The bid request no longer crosses the internet



100% evaluated

<1ms response

Fewer dropped bids

Fewer timeouts

What we measured

Two live campaigns, inside and outside the exchange

The bidder saw 25x more of the same deal

Live CTV campaign: same deal, only the bidder location changed

BID REQUESTS THE BIDDER SAW ON THE DEAL



26% lower CPM, same daily pace

At $7.00 outside: could not keep the pace

Same deal, one publisher: the whole flight delivered

Live test with narrow targeting: few requests match, so every one counts

100%

flight delivered

others: 45% on average

2.5x

more impressions

85¢

of each dollar to the publisher

others: about 70¢

~1/3

lower CPM

than others, on average

The buyer gets the whole flight, and the publisher gets more of each dollar

What comes next

What becomes possible once the bidder is inside the exchange

Next to the auction, both sides can work in new ways

OpenRTB was built for the internet, about fifteen years ago

1

More time to decide

The trip time goes to the model

2

Richer signals

Vectors for the user, the page and what worked before

3

Lighter transport

Optional packing, new formats, even no network

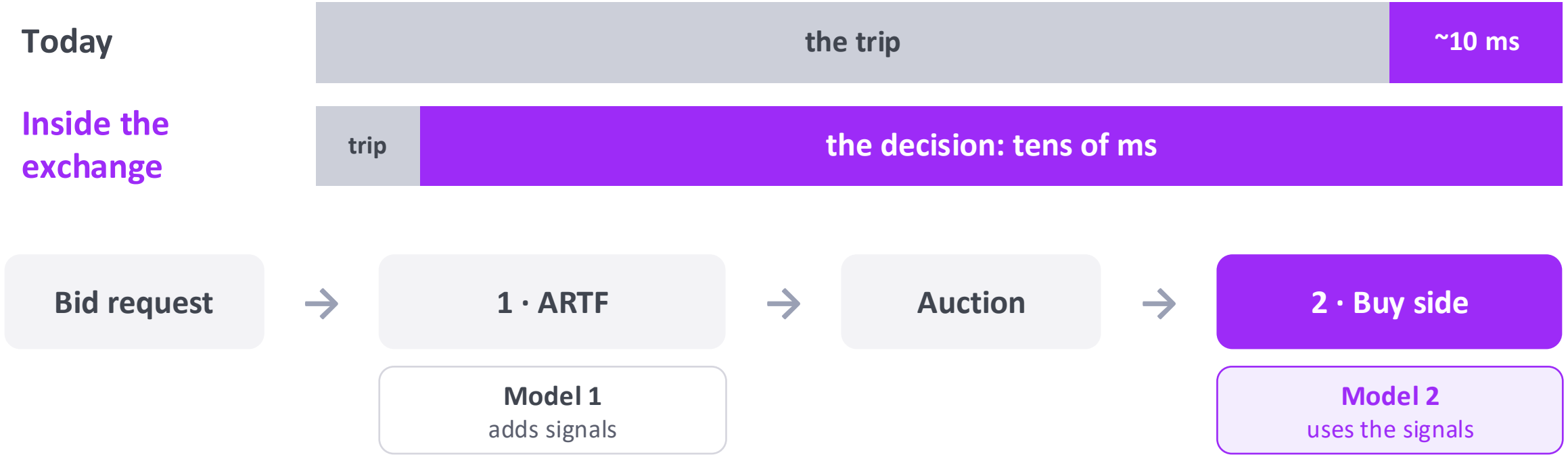
4

Privacy

Signals used for the decision stay inside

More time and more signals

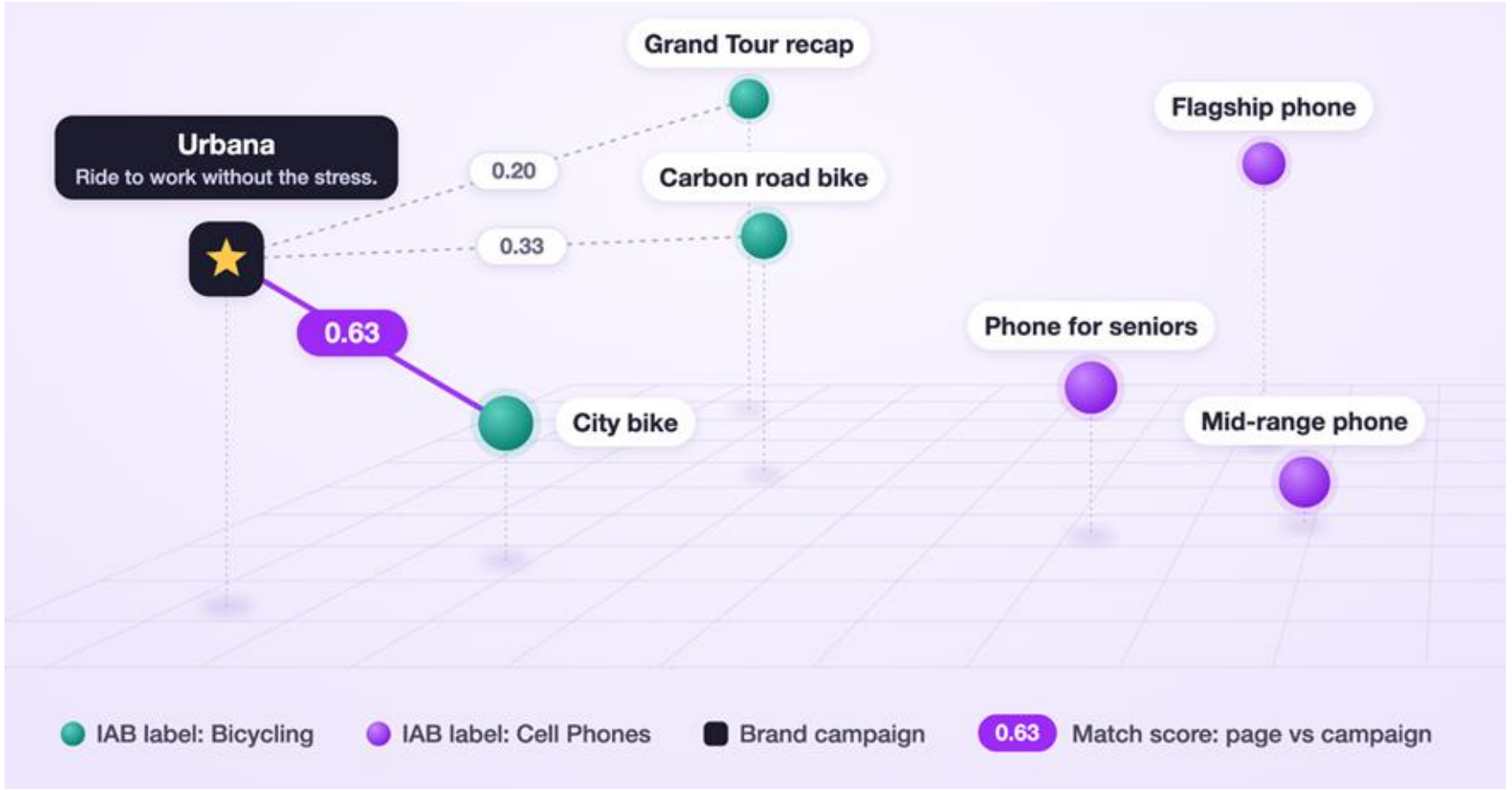
Every bid response has a deadline



At Bedrock, Model 2 can be the buyer's own model

Richer signals: vectors instead of labels

Agentic Audiences from IAB Tech Lab. Similar meaning, similar numbers.



Simplified to 3D. Real vectors have hundreds or thousands of dimensions.

With vectors, the brand that fits the page bids more

One city bike page, labelled Bicycling

IAB CONTENT TAXONOMY

BRAND	
Race bikes	$10.00
City bikes	$10.00
Cycling TV	$10.00

AGENTIC AUDIENCES

BRAND	MATCH	
Race bikes	0.35	$2.30
City bikes	**0.63**	**$9.20 ★**
Cycling TV	0.24	*no bid*

Match scores from our R&D with Appliscale, on four embedding models

The catch: vectors are heavy

One vector: 1,024 numbers × 4 bytes = 4 KB

2
vectors per request

×

~4 KB
per vector

×

1M
requests a second

=

600–700 TB
a day, per DSP

About $5M a year, per DSP, even on a private line ($0.02 per GB)

Smaller vectors (fewer numbers, 1 byte each) cut this 4–16x

Inside the exchange, the vector doesn't travel: no shipping to pay

Public list prices, no discounts assumed

Bridging agentic and programmatic

Where agents fit, and what the bidder does after the deal

Publishers want more demand and control over price

What publishers ask for

More buyers

for premium and niche sites

Pricing power

own price and packages

Direct relationships

show what's special

But today a custom deal takes days of emails

Many of a buyer's goals can't be booked in advance

What buyers ask for

■ a direct booking in the ad server can do it

No rival brands
brand safety on the page

Ads really seen
viewability

Fixed volume, price
booked up front

Audience and geo
on one site

■ needs a decision on each impression, across all sites

Right frequency
max 3, not 20, all sites

Right ad, right order
the offer after the teaser

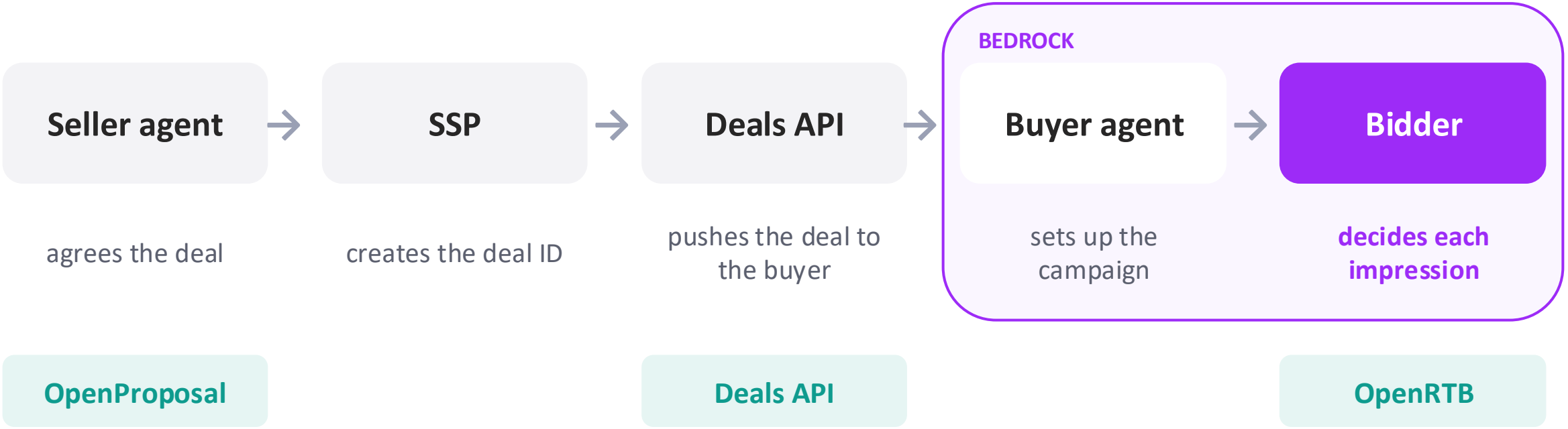
Own data and models
known customers, own model

Budget to what works
moved during the campaign

And each publisher sees only its own site

From the deal to the bid

OpenProposal agrees the deal, Deals API delivers it, OpenRTB runs it



Once agreed, it runs with the bidder inside the exchange. Both sides meet their goals

Both sides got more from the same dollar

Measured on live campaigns

More supply

the bidder sees far more of each deal

Less waste

less of each dollar is lost on the way

More value

more of each dollar reaches the publisher

Agentic advertising makes deal making faster

The bidder inside the exchange makes programmatic efficient

The package doesn't need to travel

Thank you! Questions?

Damian Naglak · CTO, Bedrock Platform



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WELCOME TO THE AGENTIC WEB

NOVEMBER 5, 2026
LONDON, UK

Breakout Session: Would You Trust an AI Agent with Your Media Budget?



Ben Putley
Alkimi
CEO and Co-Founder



Alexandra Balashoiu
Onetag
VP of Product



Matthew Jacobs
IAB Tech Lab
Head of Agentic Technologies

Open vs. Closed

Where will agents buy media, and who gets to decide?

Matthew Jacobs · Head of Agentic Technologies

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A year ago, the big idea was simple.

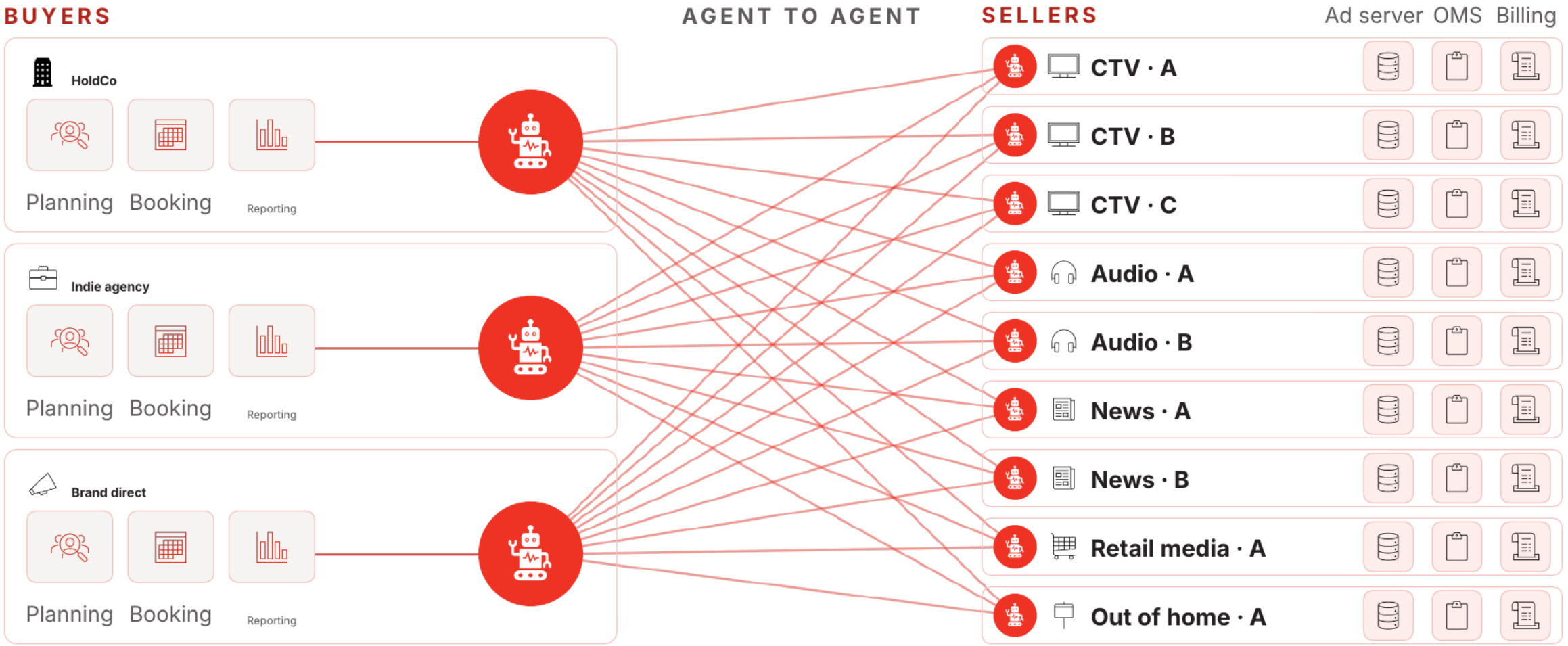
What if every buyer and every seller had its own agent?

No integrations. Agents find each other and do the deal.

ONE VISION: DECENTRALIZED

Independent buying agents talking to independent selling agents

Every buyer runs its own agent, every seller hosts its own, and they trade agent to agent.



A seller agent is just more software to run

Build & maintain
Uptime, upgrades, on-call

Security
An open endpoint that can commit spend

Onboarding & keys
Register and credential every buyer

Credit checks
Who pays if a buy goes bad?

Privacy terms
Agreed and enforced per counterparty

KYC
Who is really behind each agent

Marketplaces already do all of this.

A buyer agent is just more software to run, too

Connect every seller
One integration per publisher

Accounts & keys
Credentials for each seller

Spend controls
Budgets and approvals agents can't exceed

Brand safety
Verify every placement

Billing & reconciliation
Invoices from every seller

Audit trail
Every agent decision on record

DSPs already do all of this.

Every major platform is building an agentic surface

PubMatic — JAN 5

"PubMatic Launches AgenticOS, the Operating System for Agent-to-Agent Advertising"

businesswire

Google — MAR 23

"Google Unveils Agentic Media-Buying Tools At NewFront"

MediaPost

Magnite — JUN 11

"Introducing Magnite Orchestration: Powering the Future of Agentic Advertising"

Press release

Meta — JUL 16

"Meta opens ads MCP to any app, cutting integration code to zero"

PPC

theTradeDesk — AUG 27

"The Trade Desk bets bigger on agentic AI with Kokai Zuma"

mediaweek

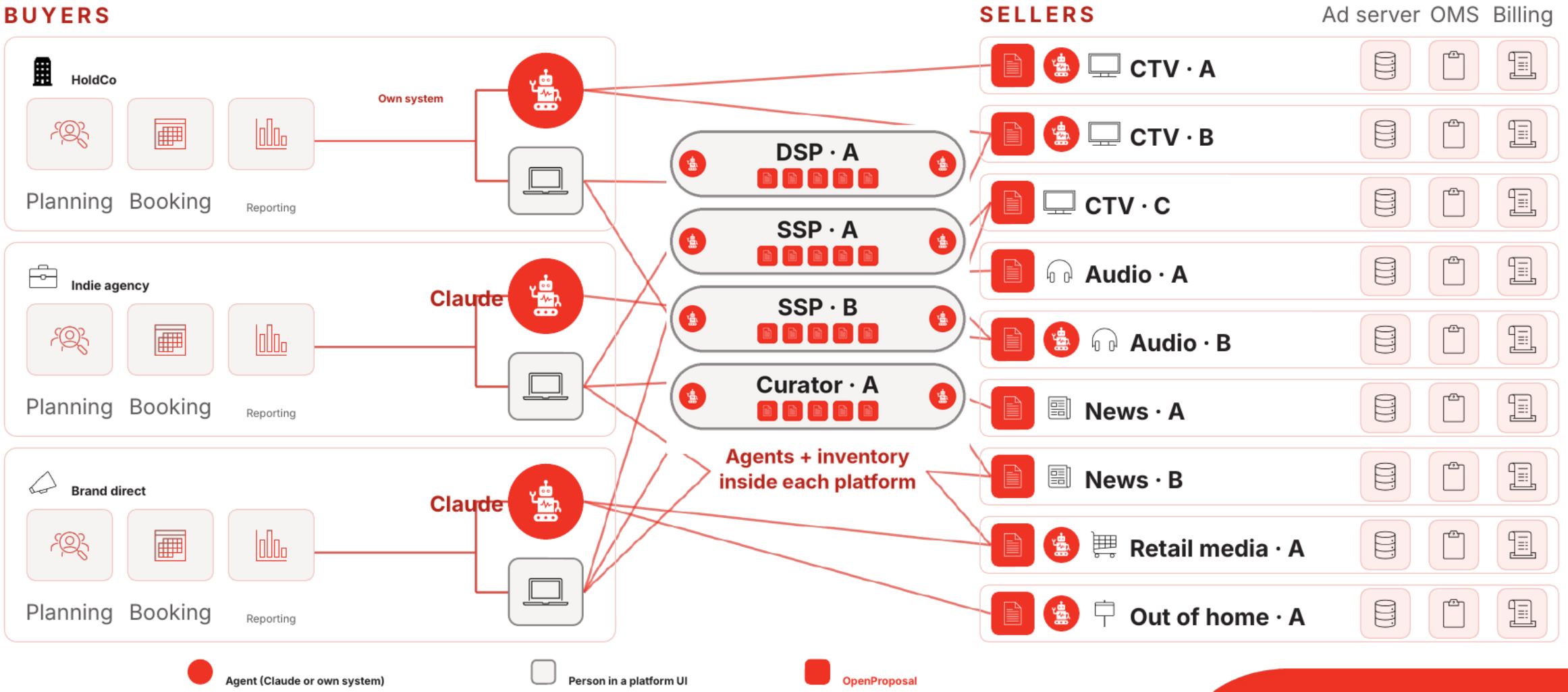
amazon ads — SEP 29

"Amazon Ads And The Amazon DSP Get An Agentic Rebrand"

OUR VIEW: MOSTLY CENTRALIZED

We believe the market will be mostly centralized

Buyers use agents or platform UIs. Sellers publish OpenProposal once, and every route reads it.



The market structure is being set right now

Whoever defines the object an agent reads decides who sits in the middle.

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NOVEMBER 5, 2026
LONDON, UK

Identity in the Agentic Era



Anna Schenk
ID5
VP of Product



Alex Rosen
pubX
Chief Technology Officer



Rowena Lam
IAB Tech Lab
Senior Director, Privacy & Data

ID5

Identity in the Agentic Era

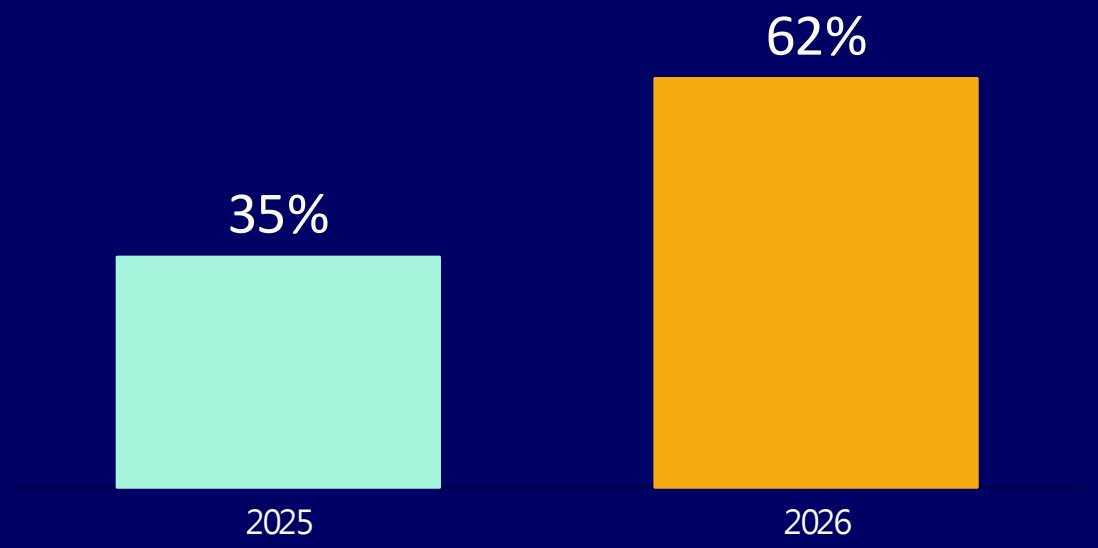
IAB Tech Lab Summit | London | 5 November 2026

AI Has Gone From Talking Point to Top Priority

62%

say AI will have the biggest impact in the next year, nearly double last year

Answers naming AI as the biggest impact in the next 12 months



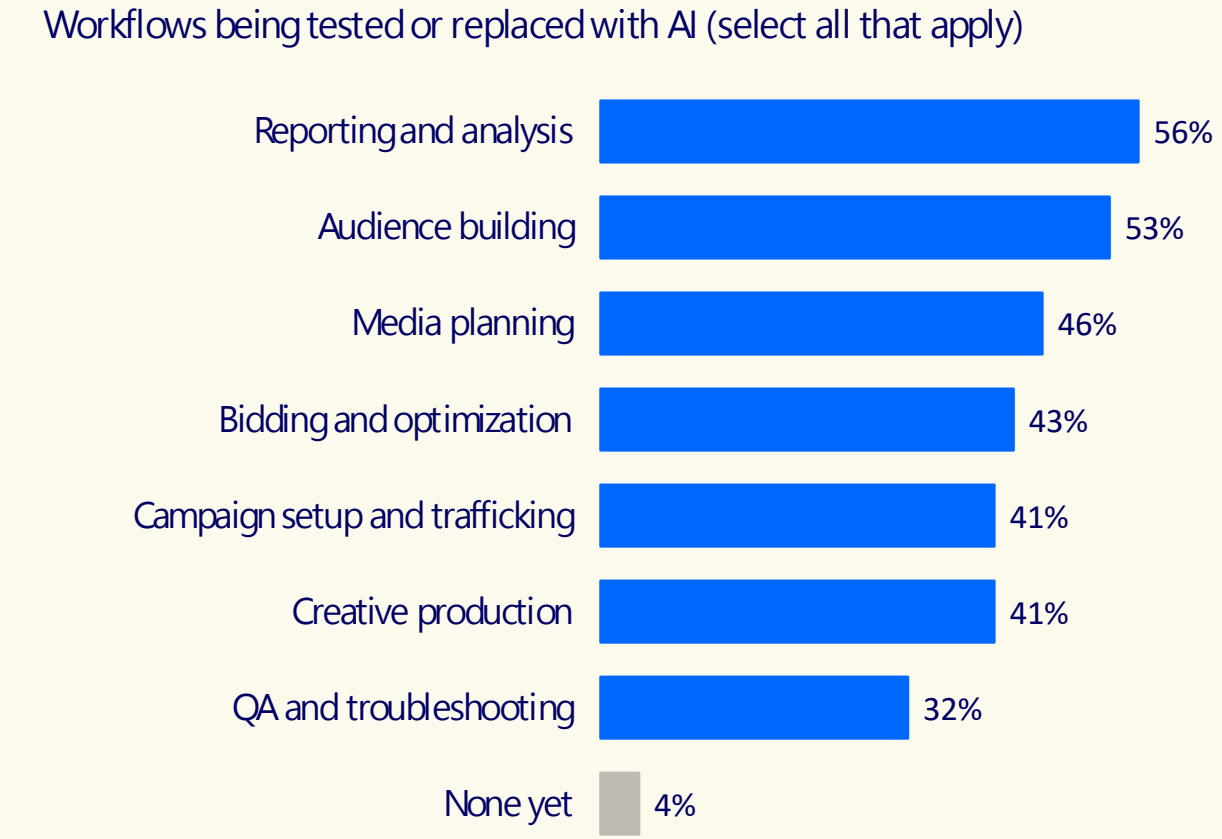
11% mentioned cookies, Chrome or Privacy Sandbox in 2026

Source: State of Digital Identity Survey 2026

Almost Everyone Is Already Experimenting

95%

are testing or replacing at least one workflow with AI

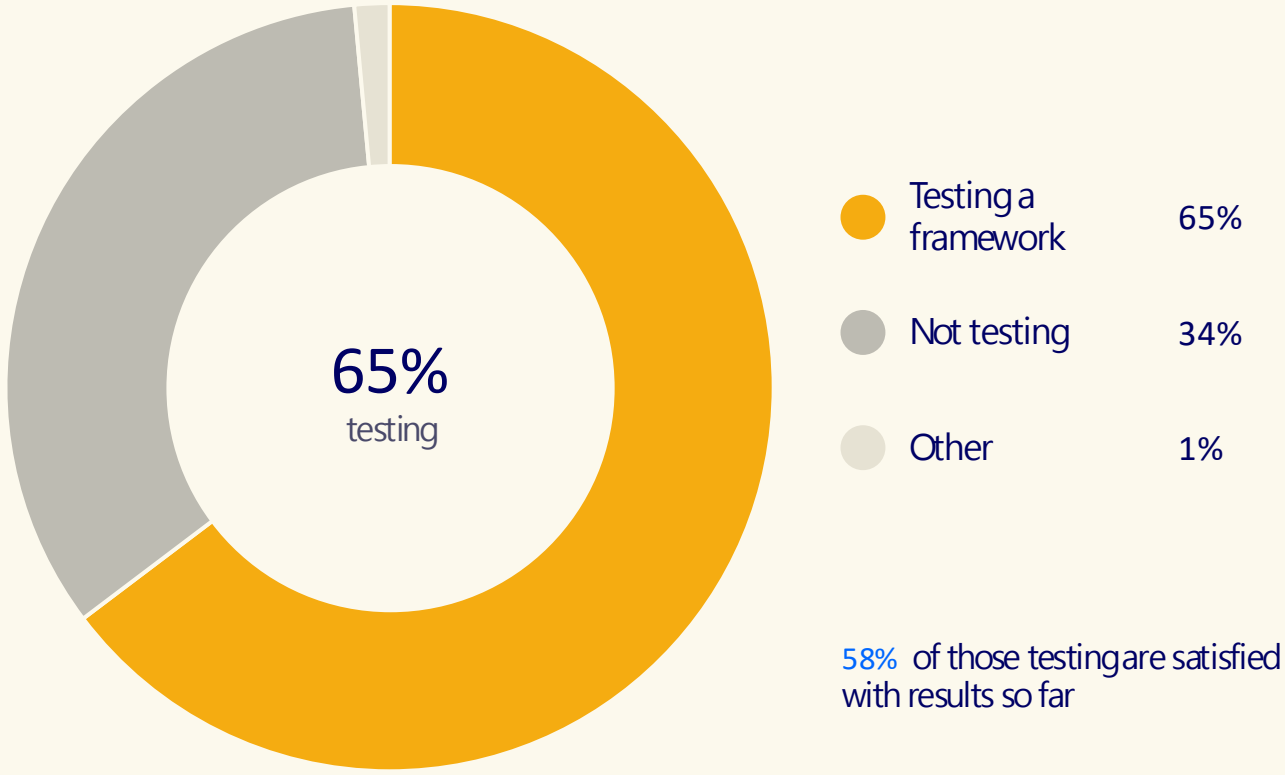


Source: State of Digital Identity Survey 2026

Agentic Buying Is Moving From Theory to Testing

65%

of respondents are testing an agentic framework



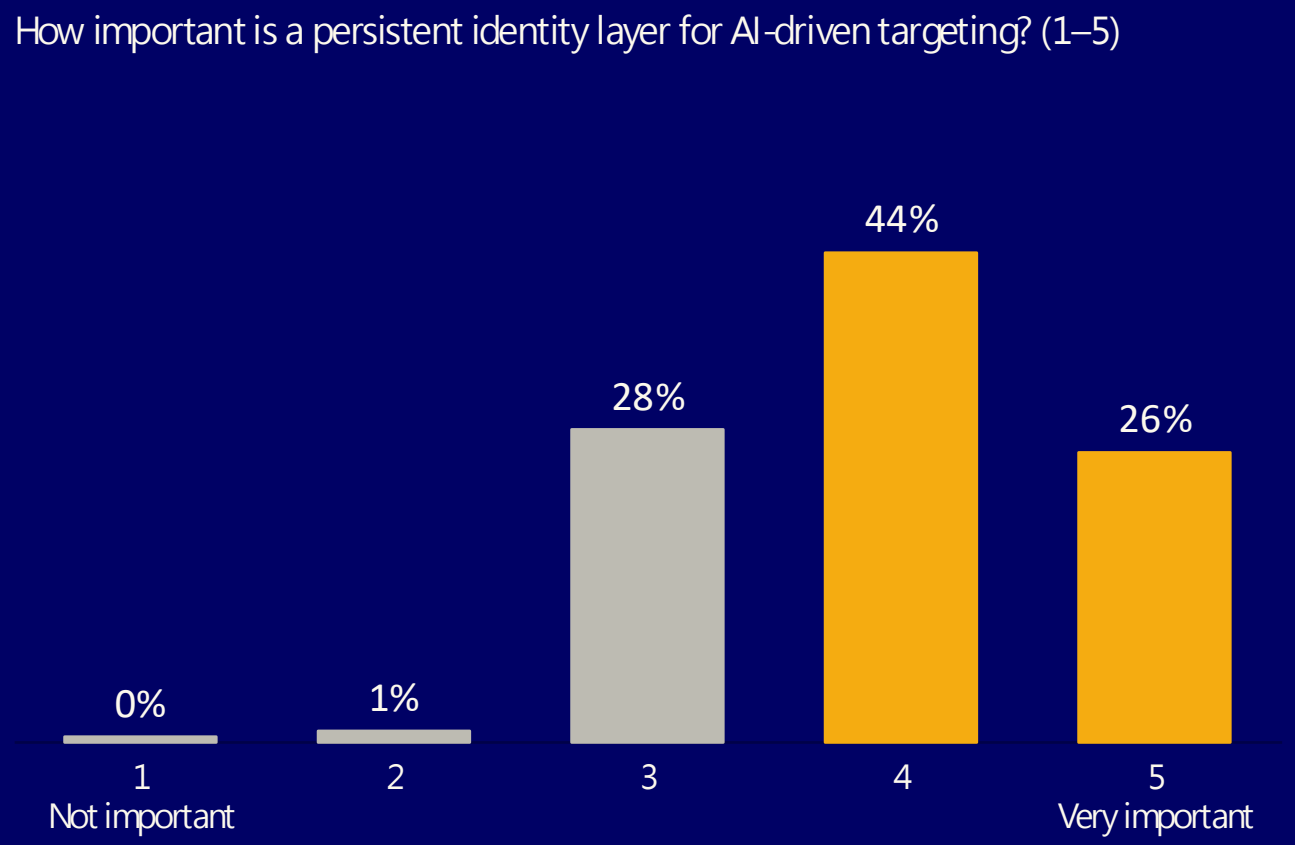
58% of those testing are satisfied with results so far

Source: State of Digital Identity Survey 2026

The Industry Agrees AI Advertising Needs Identity

71%

say a persistent identity layer is important important for AI-driven targeting and personalization



Source: State of Digital Identity Survey 2026

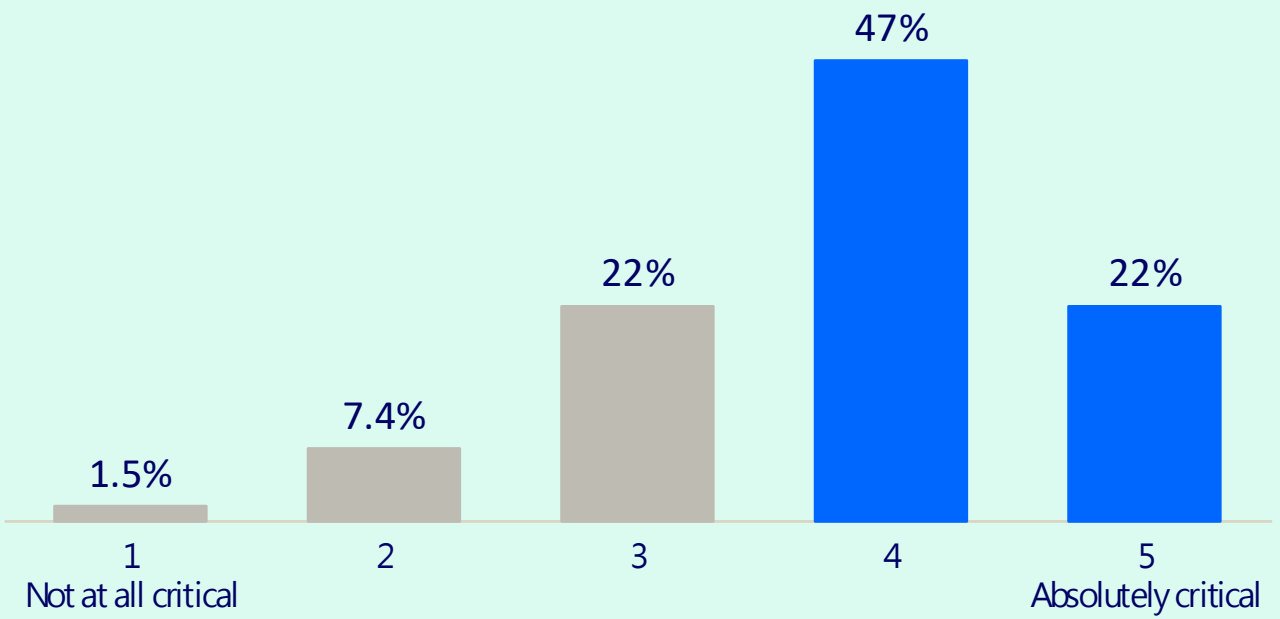
Identity Is Following Advertising Into LLM Platforms

69%

say identity solutions will be critical as ads as ads move into ChatGPT and Perplexity Perplexity

How critical will identity be for targeting and measurement in LLM environments?

% of respondents

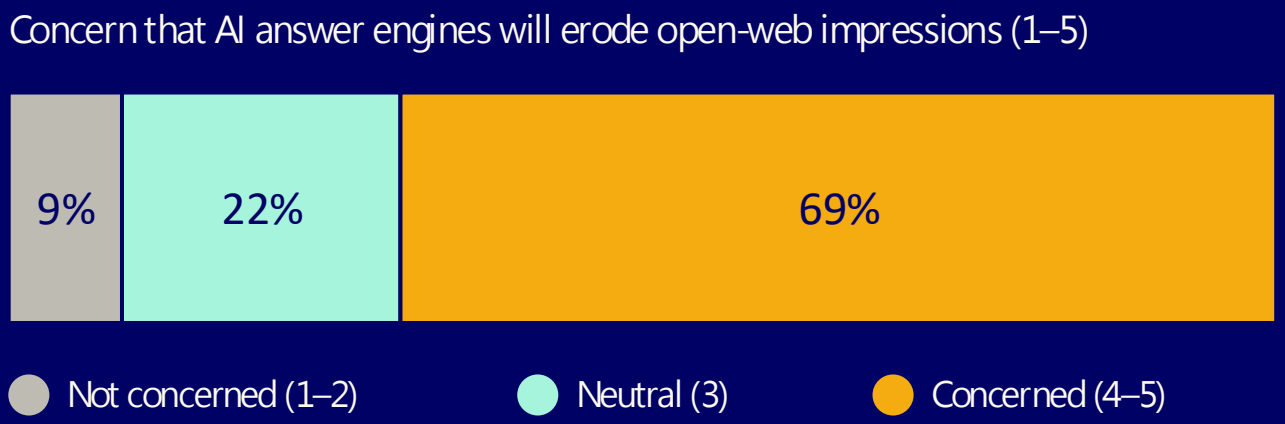


Source: State of Digital Identity Survey 2026

The Open Web Is Feeling the Pressure

69%

are worried AI answer engines will eat into open-web impressions



25% gave the highest possible rating of 5

Source: State of Digital Identity Survey 2026

Thank You

Get in touch with ID5

contact@id5.io

id5.io

ID5

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NOVEMBER 5, 2026
LONDON, UK

CTV Ad Formats Grow Up



Julia Bourke

Rakuten TV

Ads Product Manager



Barnaby Edwards

IAB Tech Lab

Senior Director, Product Marketing

#InternationalSummit

HOW WE GOT HERE

Publishers were shipping in silos. Buyers couldn't scale.

The problem

Every publisher started to experiment non-instream formats their own way. Pause on one broadcaster wasn't the same as Pause on another. Buyers couldn't scale a Pause campaign across supply.

As of May 2025, 92% of the most innovative CTV formats were locked in non-programmatic channels, even though 75% of CTV overall transacts programmatically.

How we consolidated

Oct 2024 — **Ad Format Hero launched**
Industry-wide call for submissions

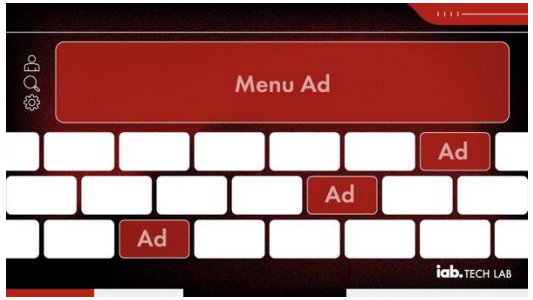
Jan 2025 — **100+ formats, 36 companies**
Taskforce sorted and categorized

May 2025 — **NewFronts priorities**
Task force presents consolidation

Dec 2025 — **CTV Ad Portfolio ships**
Six formats defined

The outcome Six standardized CTV ad formats: **Pause** · **Screensaver** · **Overlay** · **Squeezeback** · **In-Scene** · **Menu**

What are the formats?



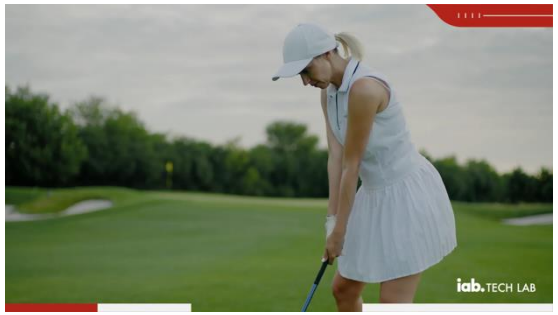
Menu Ads



Pause Ads



Screensaver Ads



Overlay on Content Ads



Squeeze Back Ads

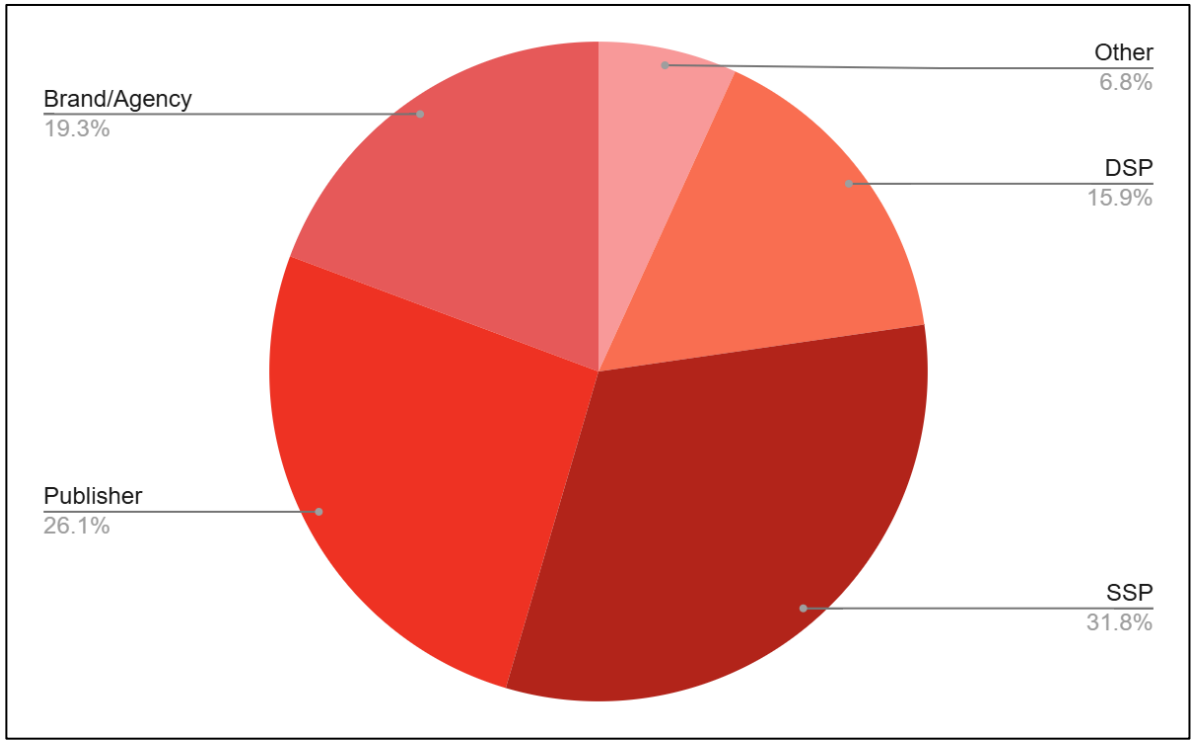


In Scene Ads

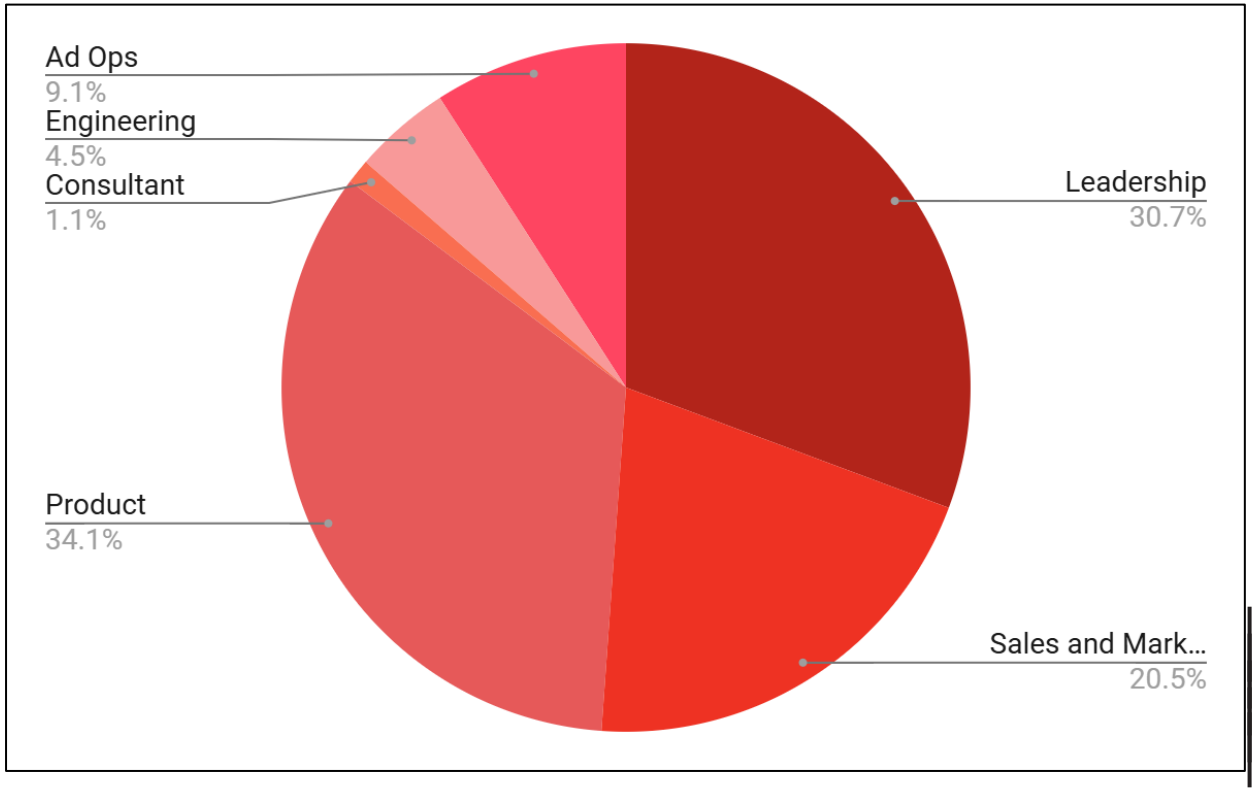
What did the Industry have to say?

Respondent Profiles

Company Types Responding

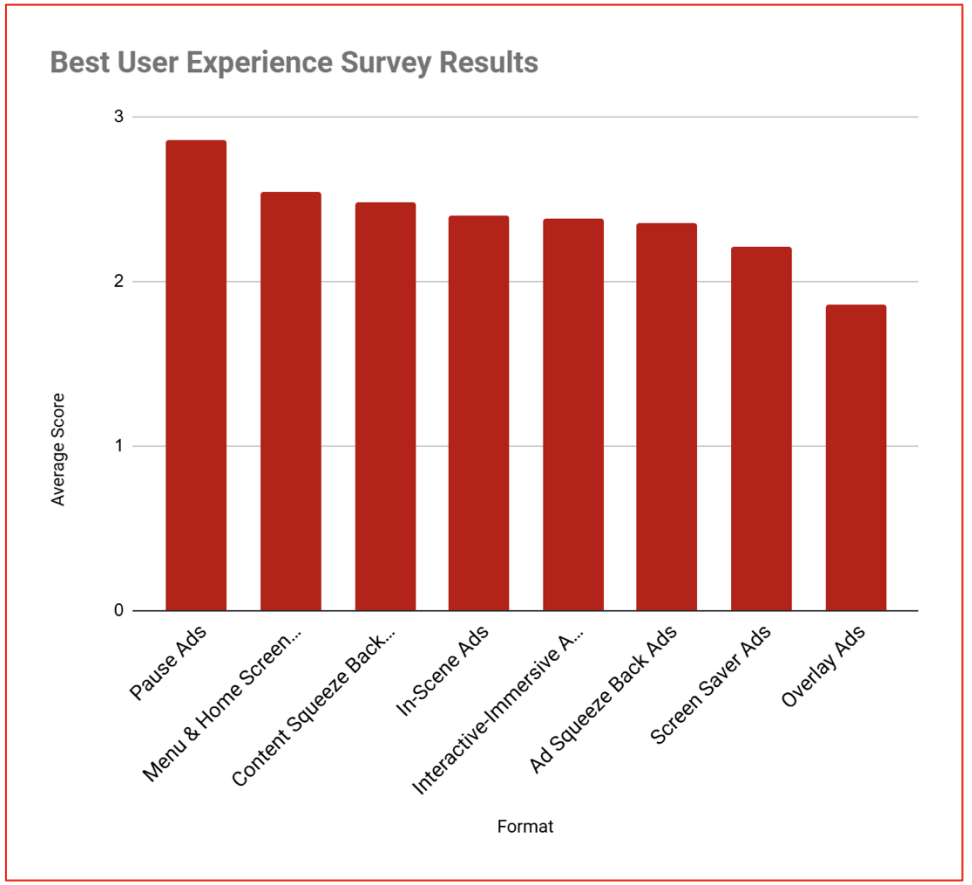


Personas Responding



What Format Provides the Best User Experience?

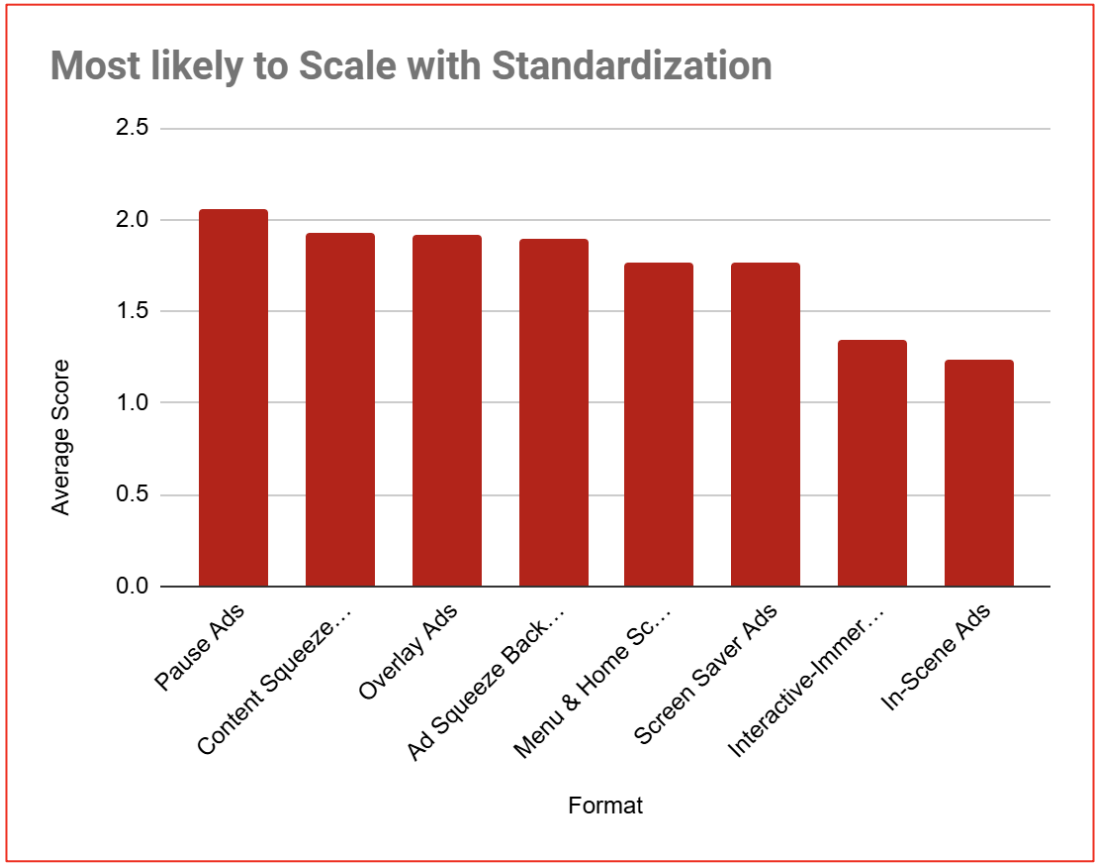
Brand & Agency	DSP	ALL Buy Side
		
Pause Ads	Pause Ads	Pause Ads
Publisher	**SSP**	**ALL Sell Side**
		
Pause Ads	Pause Ads	Pause Ads



Top Ranked Overall: Pause Ads

What Format will Scale most Effectively with Standardization?

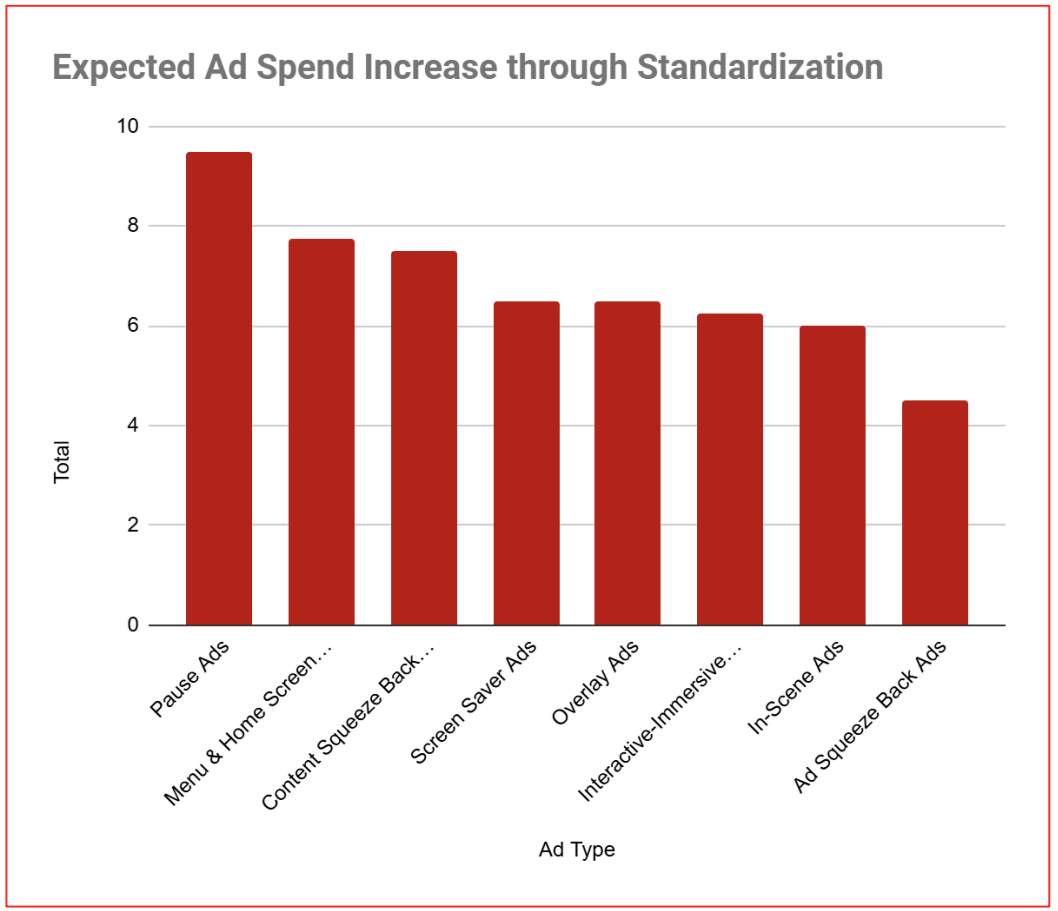
Brand & Agency	DSP	ALL Buy Side
		
Content Overlay	Pause Ads	Content Overlay
Publisher	**SSP**	**ALL Sell Side**
		
Pause Ads	Pause Ads	Pause Ads



Top Ranked Overall: Pause Ads

What Format is expected to provide greatest increase in Ad Spend?

Brand & Agency	DSP	ALL Buy Side
		
Content Squeeze Back	Pause Ads	Pause Ads
Publisher	**SSP**	**ALL Sell Side**
		
Menu and Home Screen	Pause Ads	Pause Ads



Top Ranked Overall: Pause Ads

Pause Ads



- Half screen and full screen sizing standardized
- Multiple types of "movement" allowable by the publisher

Screensaver Ads



- Half screen and full screen sizing standardized
- Multiple types of "movement" allowable by the publisher

Menu Ads



- Standardized sizes for "hero" banner and tiles
- ~6 aspect ratios to choose from for publishers

Overlay Ads

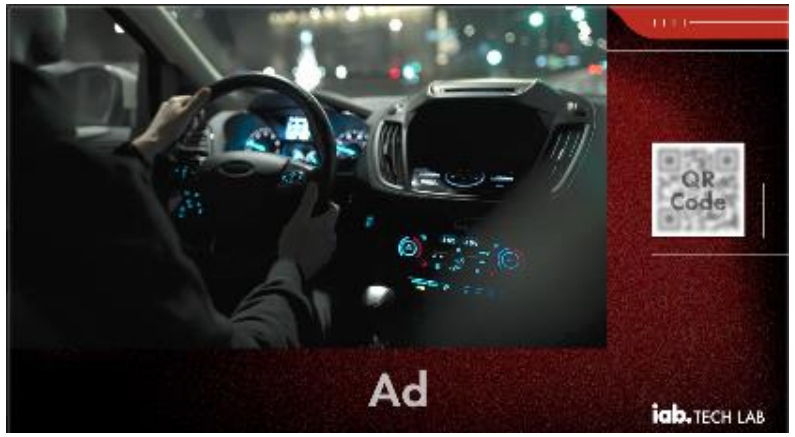


Lower Third option



Corner option

Squeezeback Ads



Right or Left Squeeze Back



Frame Squeeze Back



Double Box Squeeze Back (with or without Background)

In Scene Ads



- Current standardization only contemplates in scene placements that are more like OOH (billboards, etc)
- Others are still too custom for assets to standardize

Operationalizing the CTV Ad Portfolio

Julia Bourke
Ads Product Manager, Rakuten TV

iab. TECH LAB

SUMMARY

Six formats, two signaling paths

Six CTV Ad Portfolio formats

Pause
Shown when viewer pauses

Screensaver
Idle-state creative

Overlay
Layered over playing content

Squeezeback
Content compressed, ad in remaining space

In-Scene
Embedded in the content itself

Menu
Home / browse / channel-list surfaces

Same VAST parser still runs on both paths. Native just wraps it.

Two request paths

Video + VAST path

Pause, Screensaver, Overlay, Squeezeback, In-Scene

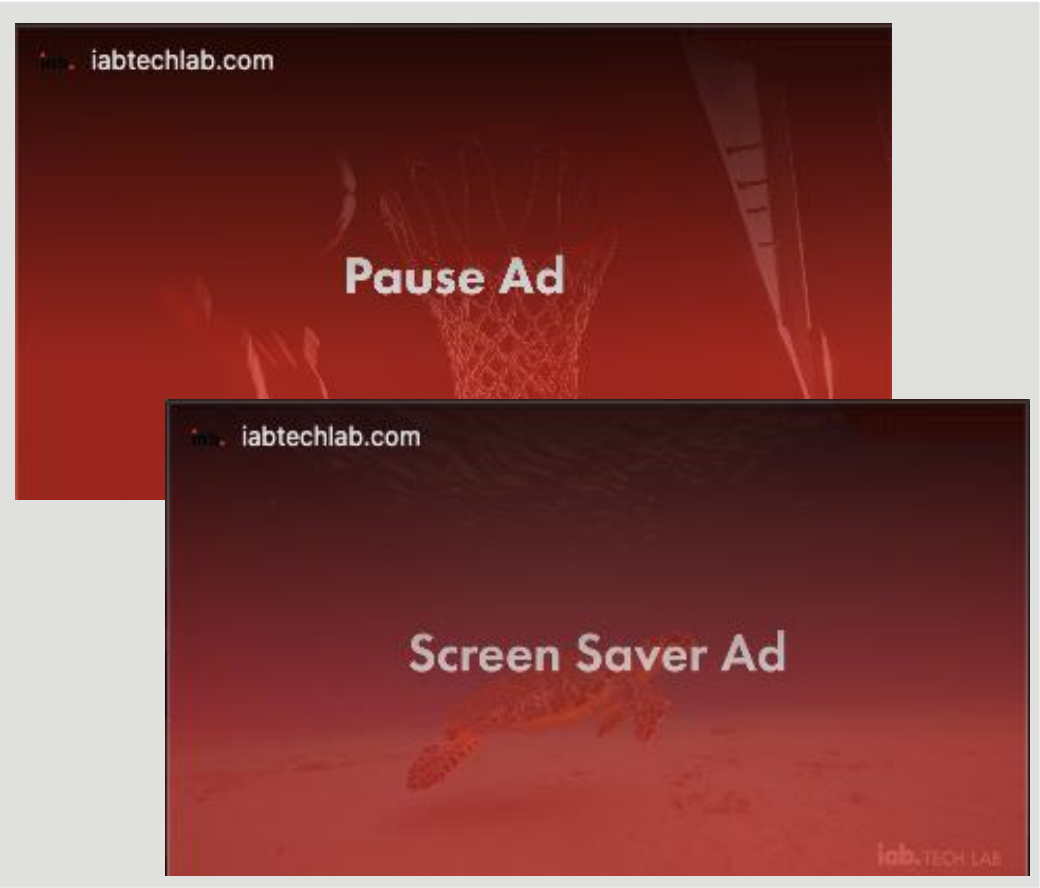
Request: imp.video
Signals: plcmt, pos, playbackmethod, battr
Response: VAST NonLinearAds in bid.adm

Native path

Menu (only)

Request: imp.native.request.native
Signals: plcmttype (1 or 3), device.devicetype = 3
Response: Native assets; video via video.vasttag

Pause and Screensaver

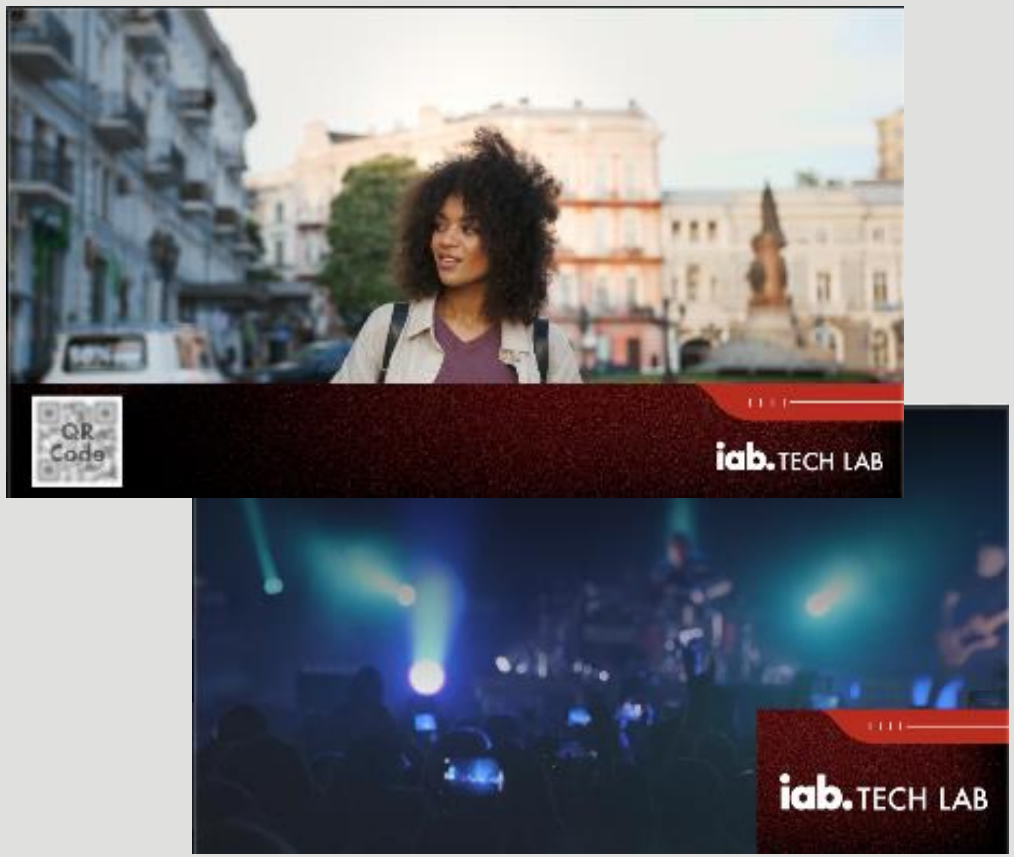


ORTB signaling

Field	Pause	Screensaver
Request	imp.video	imp.video
plcmt	5	6
pos	7 or 8	7 or 8
playbackmethod	8 or 9	10 or 11
battr (block motion, optional)	e.g. [22,23] static-only, [23] no full-motion, [ ] allow all	
Response	NonLinear VAST	NonLinear VAST

Position: 7 = fullscreen, 8 = partial. Playback pairs = sound on / sound off, differ by format

Overlay

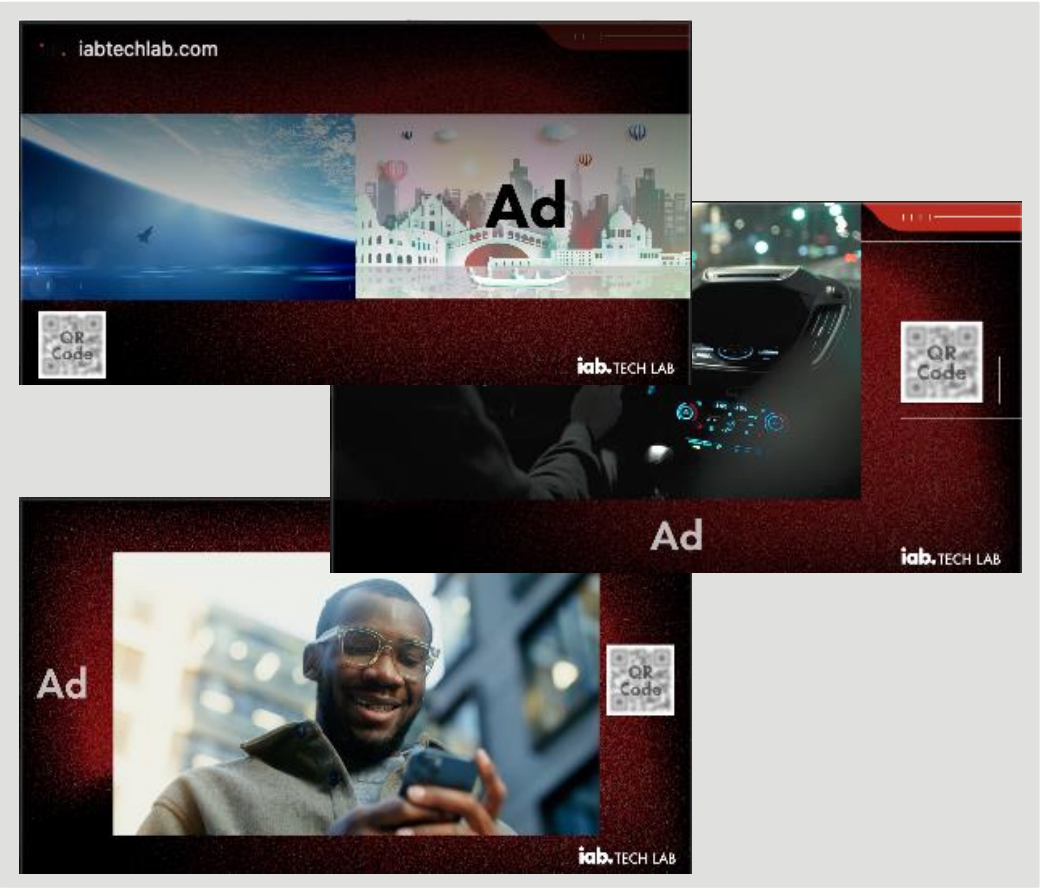


ORTB signaling

Field	Value
Request	imp.video
plcmt	7
pos	5, 9, 10, 14, or 15
playbackmethod	1 or 2 *sound on/off*
battr (block motion, optional)	e.g. [22,23] static-only, [23] no full-motion, [ ] allow all
Response	NonLinear VAST

pos
5 (Footer),
9 (Top Left),
10 (Top Right),
14 (Bottom Left),
15 (Bottom Right)

Squeezeback



ORTB signaling

Field	Value
Request	imp.video
plcmt	8
pos	11, 12, 13, 16, or 17
playbackmethod	1 or 2 *sound on/off*
battr (block motion, optional)	e.g. [22,23] static-only, [23] no full-motion, [ ] allow all
Response	NonLinear VAST

pos
11 (Frame the content),
12 (Double box),
13 (Double box w/background),
16 (L shape),
17 (Reversed L shape)

In-Scene



Key difference Creative is inside the content, not on top of it.

ORTB signaling

Field	Value
Request	imp.video
plcmt	9
pos	not applicable *no on-screen geometry*
playbackmethod	1 or 2 *sound on/off*
battr (block motion, optional)	e.g. [22,23] static-only, [23] no full-motion, [ ] allow all
Response	NonLinear VAST

Menu / Homescreen



Key difference Only format on the Native path, not Video+VAST.

ORTB signaling

Field	Value
Request	imp.native.request.native
plcmttype	1 or 3 *1=tile, 3=headline banner*
device.devicetype	3 *required, signals CTV*
assets[]	img, video, or both
Response	Native assets; video via video.vasttag

VAST still ships when creative is video, just embedded in the Native response.

VAST CHANGES

What changed in VAST for the Video+VAST formats

REQUIRED

MediaFiles now allowed inside NonLinear

Previously NonLinear supported StaticResource, IFrameResource, HTMLResource only. Now MediaFiles works too, same creative-delivery model as Linear. Core structural change.

CONDITIONAL

Duration

Required when time-based tracking is expected (Overlay, Squeezeback, Cinemagraph Pause). Optional for static image ads used as Pause / Screensaver / Overlay.

AS APPLICABLE

NonLinear tracking events

creativeView, overlayViewDuration, close available. Quartile events (start, firstQuartile, midpoint, thirdQuartile, complete) fire when Duration is present.

OPTIONAL

Extensions block for AdCOM round-trip

Echo plcmt, pos, playbackmethod, attr into VAST Extensions. Optional per spec. Include when downstream consumers in your path (SSAI stitchers, measurement) need the values to validate creative-to-placement match.

THINGS TO NOTE

QR codes and SIMID interactivity

QR code signaling

Two layers:

1. Declare presence → DSP sets attr [19] on bid response to indicate the creative contains an advertiser QR code.

2. Provide metadata → VAST CreativeExtensions carries scan URL, optional rendered image URL, position, size.

```
<CreativeExtensions>
  <CreativeExtension type="tl_qrcode">
    <QRCode>
      <ScanURL><![CDATA[https://adv.example/qr]]></ScanURL>
      <RenderedImageURL><![CDATA[https://cdn.example/qr.png]]>
      </RenderedImageURL>
      <Position>bottom-left</Position>
      <Size>200x200</Size>
    </QRCode>
   </CreativeExtension>
<CreativeExtensions>
```

SIMID (secure interactive)

Signal support: api attribute on the video object in the bid request.

Preferred pattern (VAST 4.4): InteractiveCreativeFile inside NonLinear MediaFiles. IFrameResource pattern not recommended.

Fallback: include a ready-to-render MediaFile alongside the interactive file. Player falls back if it can't execute SIMID.

```
<NonLinear ...>
  <MediaFiles>
    <MediaFile type="video/mp4">
      fallback.mp4
    </MediaFile>
    <InteractiveCreativeFile
        type="text/html"
        apiFramework="SIMID">
      simid.html
    </InteractiveCreativeFile>
  </MediaFiles>
</NonLinear>
```

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LET'S ADAPT TO SCALE

Adopt the spec

Publishers / SSAI: audit bid requests for plcmt and pos; update SSAI to read Extensions when present.

SSPs: add plcmt 5-9 to request and bid validation; enable format-level reporting/dashboards.

DSPs: recognize new plcmt values; declare attr correctly; echo AdCOM to Extensions when your path needs it.

Creative / QA: update VAST templates for MediaFiles-inside-NonLinear; Handle QR code and add attr 21/22/23 to QA checklist.

ENGAGE

IAB Tech Lab Advanced TV Working Group

Implementation Guidelines

GitHub issues on spec repo

Rakuten TV Enterprise

A Case Study: Programmatic Homescreen on Rakuten TV

Homescreen unit "Billboard" is now trading over oRTB with major SSP and DSP.

THE FORMAT

Homescreen, now trading over oRTB

The first screen users see now more accessible than ever.

BUILT FOR BUYERS

Plugs into buyers existing workflows

Same DSP, same targeting and frequency controls.

THE BUILD

Rakuten TV: Map unit to Native spec & new parameters
SSP: Build out support for Native with embedded VAST to bidding, pacing, reporting workflows, and route it to buyers.
DSP: bids on Native display units. New sizes & formats available.
All: End-to-end calibration & QA.



Homescreen request: imp.native object, plcmttype 3, 1920x496 image, optional VAST video

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