

JOIN US TO SHAPE
THE FUTURE
OF DIGITAL ADVERTISING
IN EUROPE

Membership benefits 2018

iab.europe

OUR MISSION

IAB Europe is the leading European-level industry association for the digital advertising ecosystem.

Our mission is to promote the development of this innovative sector and ensure its sustainability by:

- **Shaping** the regulatory environment
- **Demonstrating** the value digital advertising brings to Europe's economy
- **Developing** and facilitating the uptake of harmonised business practices
- **Taking account** of changing user expectations
- **Enabling** digital brand advertising to scale in Europe

Our strength comes from an extensive membership of both national trade associations and companies.

Our focus areas



QUALITY



DATA PROTECTION
AND ePRIVACY



BRAND
ADVERTISING



PROGRAMMATIC



VALUE OF
DIGITAL ADVERTISING



DIGITAL SINGLE
MARKET



EDUCATION



SELF-REGULATION



TRANSPARENCY



AD BLOCKING



VIDEO



ADFORMAT



NATIVE ADVERTISING
AND CONTENT MARKETING



VIEWABILITY

TOP 5 REASONS TO BE A MEMBER

- 1 Promote your company as a digital leader**

Promote your company to our pan-European audience through our conferences, webinars and seminars, educational briefings, white papers, best practices libraries, research publications, digital communications and media outreach programme and partner initiatives.
- 2 Drive investment in digital advertising**

Collaborate with other industry experts in our committees and task forces to shape business standards, develop market-making research and educate the market.
- 3 Protect your interests**

Does your business process data? Do you need to build intelligence on how the EU's new General Data Protection Regulation will redefine the rules for legal data processing in the European Union and beyond? Shape the development of EU rules and their implementation into national law to avoid differing local approaches. Consult our policy team, the industry's foremost experts on EU regulatory developments, and gain knowledge on how your company can approach compliance. Meet and educate policymakers, provide the knowledge about complex technology topics and real-world business that needs to inform regulation, and get the opportunity to meet with senior-level EU decision-makers.
- 4 Access our knowledge hub**

Consult our regulatory one-stop-shop for information about latest legislative developments. Access research reports and definitive guides to digital advertising spend, programmatic, mobile, ad effectiveness, measurement, viewability, video, cross-device and ad formats.
- 5 Grow your network**

Network with industry leaders across Europe via events such as Interact, Virtual Programmatic Day, the IAB Europe Research Awards and MIXX Awards Europe. Meet the national IABs and learn about developments in local markets.

N.B: Please note that IAB Europe membership does not include membership of the national IABs. Both memberships offer complementary benefits to your company.



OUR ACTIVITIES

IAB Europe tackles a broad waterfront of issues, and creates opportunities for our member companies and the industry as a whole.

Policy and Regulatory

IAB Europe represents policy and regulatory interests liaising with European institutions for the European digital advertising industry. Working with national IABs, we help ensure that EU policymakers better understand the rapidly evolving technology and business models in our sector and what companies need from regulation in order to be able to continue to deliver value to consumers and support European media.

We also make the case for alternatives to regulation, like self- and co-regulation, that may be better-suited to the fast pace of technology evolution in our sector than “hard law”.

The IAB Europe working group on the interpretation of the General Data Protection Regulation brings together leading experts from across the digital advertising industry to discuss the European Union’s new privacy law, share best practices, and agree on common interpretations and positioning on the most important issues. The initial output of the working group will be the first the European-level normative guidance on how to interpret the GDPR in the digital advertising sector.

Programmatic Trading

IAB Europe aims to address the inefficiencies in digital campaign planning and buying in order to enable transactions to happen at scale and deliver the significant brand advertising campaigns sought by brand marketers. The IAB Europe Programmatic Trading Committee is a multi-stakeholder initiative of publishers, technology platforms, agencies and advertisers working to increase understanding of the programmatic ecosystem and the impact it is having on digital advertising and influence industry initiatives to improve the ecosystem.

Brand Advertising

IAB Europe aims to drive brand investment into digital by providing Brand Advertisers with a reliable and trusted Brand Advertising Framework for the converging digital and traditional media environment.

The Framework is composed of a set of initiatives which includes the establishment of recommendations designed to be compatible with other initiatives around the globe. There are three areas of focus – quality, digital measurement and ad formats.

Research

Our programme of research proves the value and growth of the digital industry across Europe, proves the value of digital advertising techniques which maybe under threat of adverse legislation and provides insight and education to the market via studies gaining the opinions of the industry on specific topics. The programme includes benchmarking and shared pan-European studies including the AdEx Benchmark report and the European Programmatic Market Sizing report.

Education and Training

We are raising standards in education at pan-European level and support its development in collaboration with IAB US. Our Education Committee oversees, guides and assesses training efforts across Europe. IAB Europe is running a successful Endorsement Programme for courses and training materials developed by corporate and national IAB members, provided they meet a certain set of quality and content requirements.

Our events

IAB Europe's events are unique opportunities for our members to make themselves heard on digital advertising's most pressing issues, while providing Thought Leadership to the digital advertising ecosystem as a whole.

INTERACT

INTERACT, our major annual conference, is the essential meeting-place where leading European advertisers, industry experts, agencies and media owners gather for digital insights, debate and inspiration.



MIXX Awards Europe and IAB Europe Research Awards

THE MIXX Awards recognise and celebrate the year's best digital advertising campaigns in Europe, and the IAB Europe Research Awards recognise and showcase great European digital research projects and the contribution they have made to the development of the digital advertising industry. Every year, the MIXX and IAB Europe Research winners are awarded at INTERACT, IAB Europe's major annual conference.



Executive CEO Policy Fly-in

C-level executives of Europe's innovative and competitive companies in the digital advertising ecosystem within IAB Europe's membership are able to attend the Executive CEO Policy Fly-in. It is a unique opportunity for European industry leaders to provide "real world" feedback to the EU policy makers and stakeholders whose policy and regulatory initiatives increasingly impacts business in the digital advertising ecosystem.



Digital Leaders' Council

Tier 1 Corporate and National IAB representatives are able to join the Digital Leaders Council. It is charged with reflecting on specific industry challenges and opportunities, which may be proposed to the Board input and incorporation into the IAB Europe's work plan.

Advertiser Council

International advertisers are able to participate in our Advertiser Council acting as a sounding board on industry challenges and developments. Advertisers can access expert information about digital advertising, opportunities to speak at our events and meet experts in our business committees.

Virtual Programmatic Day

The Virtual Programmatic Day is an online event that will explore the growth drivers and barriers of programmatic in Europe and provide guidance on areas such as mobile, data and transparency.

Webinars

Our webinars explore the complexity of today's digital advertising landscape by looking into strategic achievements and best practices from our Member companies and recently developed IAB Europe's initiatives or reports

COMMITTEES AND THEIR TASK FORCES

Policy Committee

- Privacy and Data Protection Task Force
- GDPR Working Group
- Ad Blocking Task Force
- Digital Single Market Task Force
- Native Advertising and Content Marketing Task Force

Brand Advertising Committee

- Quality Task Force (Viewability, Brand Safety, Fraudulent Traffic)
- Transparency Working Group
- Ad Blocking Task Force
- Native Advertising and Content Marketing Task Force
- Video Ad Formats Task Force

Research Committee

- AdEx Benchmark Task Force

Programmatic Trading Committee

- Transparency Working Group

Education and Training Committee

Tier 1 Companies



facebook

groupm

Google



Oath:

RADIUMONE™

RTL
GROUP

Tier 1 National IAB Members

iab
france

BVDW
Wir sind das iab

iab
Internet
Advertising
Bureau
UK

MEMBERSHIP STRUCTURE

There are three main categories of membership based on the specific sets of benefits outlined below.

Pricing in €

Visibility

	Tier 1 44,000	Tier 2 22,000	Tier 3 11,000
Visibility and quotes in flagship publications, e.g. the AdEx Benchmark report	●		
Media outreach role/spokesperson role for the digital marketing industry	●		
Opportunity to give a thought leadership keynote at our annual Interact event (T1)	●		
Receive third party speaker opportunities	●		
Positioning as public lead/ champion on IAB Europe signature issue	●		
Opportunity to chair one of our events or webinars	●		
Opportunity to chair an awards jury	●		
Promotion of your events on our website events area	●	●	
Speaker or panellist opportunities at key industry events	●	●	
Opportunity to do a joint PR on a key topic	●	●	
Opportunity to be a panellist in our webinars	●	●	●
Promotion of your news and events across our pan-European network via our newsletter and social media channels	●	●	●
Interact with the IAB network across Europe on key topics and new trends	●	●	●
Gain visibility through company profile on our website and member communications	●	●	●
Spread yours news across the network via our Media News Summary newsletter	●	●	●
Showcase your publications, e.g. research and case studies in our best practice libraries and via our network	●	●	●
Opportunity to present your case studies and research in our webinars	●	●	●
Opportunity to be a Research, MIXX Awards or other jury member (10 seats available)	●	●	●
Opportunity to be featured in our white papers and research reports	●	●	●
Opportunity to showcase your videos on our YouTube channel and website	●	●	●

Shaping of industry initiatives

Participation in Digital Leaders Council	●		
Opportunity to initiate Committees and Task Forces	●		
Opportunity to chair Committees and Task Forces	●		
Opportunity to designate topics for white papers and research projects (1 per year of either), lead and participate in the communication outreach	●		
Opportunity to lead an IAB Europe white paper	●	●	
Shape industry initiatives and network with experts in the Committees & Task Forces	●	●	●
Contribute to white papers	●	●	●
Access to dedicated Committee project areas	●	●	●
Candidate for Board seat	●	●	●
Vote at the Annual General Assembly	●	●	●

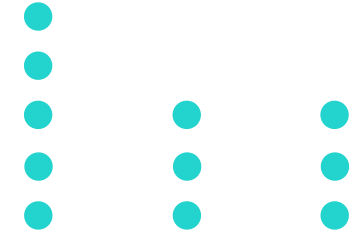
Research

Access to full AdEx Benchmark data (Online Ad Spend per market)	●		
Access to full data results of IAB Europe research projects on ad spend and other research projects	●		
Dedicated private briefings for you and your audience on AdEx Benchmark or other IAB Europe research output (1 per year)	●		
Opportunity to lead a research project	●		
Opportunity to receive IAB Europe advice on research	●		
Opportunity to conduct a research project or white paper in association with IAB Europe (company funded and subject to guidelines)	●		
Access to the annual AdEx Benchmark report	●	●	●
Access to full research project data	●	●	●

Policy and Regulatory

- High-level Brussels outreach programme
- Opportunities to receive IAB Europe advice on policy
- Executive CEO Policy Fly-in
- Receive updates and analysis on a comprehensive range of policy topics
- Receive speaking opportunities for policy events

Tier 1 Tier 2 Tier 3



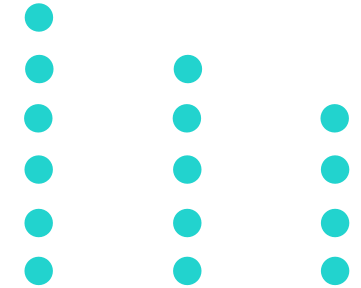
Education

- Provide trainers for pan-European IAB training programme
- Endorsement of your training programme (see criteria)
- Discount on training sessions for your teams and clients



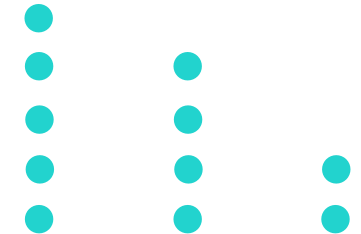
Networking

- Receive one free registration to our annual Interact event
- Opportunity to have IAB Europe speak at your event
- Access to pan-European industry conference calendar
- Early bird opportunity to get involved in our annual interact conference
- Personal introduction to national IABs
- Industry networking retreats with advertisers, agencies, publishers



Relationship management

- Quarterly call with your team
- Annual face-to-face meeting with our management team
- Bespoke packages aligned to company's priorities
- Annual call with your team
- Membership induction call with your team



Others

- Discount for the IAB/ABC Spiders and Bot list





MEMBERSHIP APPLICATION FORM 2018

Company Information

Full name:

Job title:

Email address:

Phone number:

Company applying for membership:

Company's primary web address:

Type of business:

Postal address:

VAT Number:

Membership Information

Please confirm the level of membership you wish to apply for:

- Corporate Membership Tier 1 Corporate Membership Tier 2 Corporate Membership Tier 3 Corporate Membership Associate*

Name

Signature

Please complete and return this form to Townsend Feehan, Chief Executive Office: feehan@iabeurope.eu or Alison Fennah, Executive Business Advisor: fennah@iabeurope.eu and we will process your membership application, and send you an invoice for your membership fee depending on your chosen membership tier.

Please note that per Article 11 of IAB Europe's Bylaws (see [here](#)), resignation from the Association needs to be notified six months before the start of the calendar year in which it will be effective. The same notice period applies for companies or IABs wishing to downgrade from a higher membership Tier to a lower one. The IAB Europe Team works hard to ensure that your membership investment yields the maximum benefits for your organisation, and welcomes feedback at any time on the Association's performance. For more information, please contact Townsend Feehan: feehan@iabeurope.eu

Please note that IAB Europe membership does not include membership of the national IABs. Both memberships offer complementary benefits to your company.

(* Please note that IAB Europe can offer an introductory membership, which enables a company to gain insight into IAB Europe work programmes but does not include participation and input to committees and task forces. This option is limited to one year.

Thank you for your interest in IAB Europe

Contact us for more information

 www.iabeurope.eu

 @IABEurope

 IAB Europe

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