

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



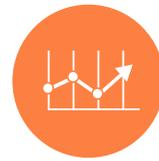
DATA PROTECTION
AND ePRIVACY



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

Digital advertising is the object of increasing regulatory scrutiny in Europe, whether from a data protection and privacy point of view or as a potential (unwitting) vector for online threats such as fake news and IP rights infringement. IAB Europe's policy advocacy, in collaboration with that of national IABs, aims at ensuring that rules emanating from Brussels promote innovation and do not needlessly hamper digital advertising's capacity to deliver societal benefits to European citizens, from media plurality to equality of access to scientific, educational, business and entertainment services. IAB Europe members are the faces and voices that make this advocacy compelling for the policy-makers and regulators. Being part of this work gives companies early insights into policy trends and the opportunity to help shape them. We also make the case for self- and co-regulation that may be better-suited to the fast pace of technological evolution in our sector than "hard law". Finally, there is an important workstream on helping member companies – and the digital advertising industry as a whole – interpret and comply with EU rules on data protection and privacy, notably the General Data Protection Regulation (GDPR) adopted in April 2016 (and enforceable as from May 2018). IAB Europe's GDPR Implementation Group (GIG) and its constituent working groups are the locus of this activity. The GIG brings together leading legal and technical experts from across the digital advertising industry to share best practices, agree on common interpretations and positioning on key issues, and then socialise those interpretations with external stakeholders, including European and national regulators. Membership in the GIG is available as a stand-alone item, at EUR 8,000 per year per company.

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 (viewability, brand safety and fraud), digital measurement and ad formats.

Research

Our programme of research illustrates the value and growth of the digital industry across Europe, it proves the business contribution of digital advertising 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.



European 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 may join our Advertiser Council, gaining insight into how IAB Europe members elsewhere in the ecosystem assess the main challenges facing the industry and what actions they propose to take to address them. Council members have (non-voting) access to all IAB Europe's business-side committees and taskforces, and to all outputs generated by them, as well as 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 Implementation Group
- Ad Blocking Task Force
- Digital Single Market Task Force
- Native Advertising and Content Marketing Task Force



Brand Advertising Committee

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



Research Committee

- AdEx Benchmark Task Force



Programmatic Trading Committee

- Transparency Working Group



Education and Training Committee

Tier 1 Companies



Tier 1 National IAB Members



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	●	●	●

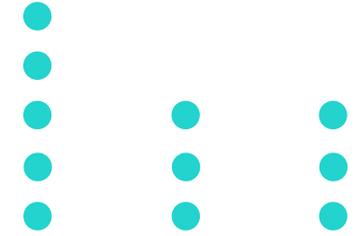
Research

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
- European 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



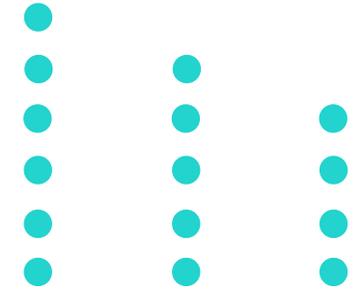
Education

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



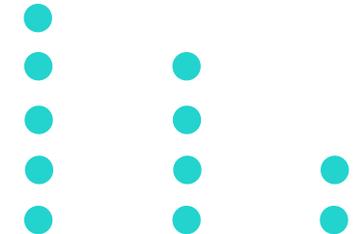
Networking

- 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



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](https://twitter.com/IABEurope)

 [IAB Europe](https://www.linkedin.com/company/iab-europe)

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