cross-council and working group
updates and activities

february 2025

iab.
australia

our strategic priorities

iab. australia

Data and Privacy	Measurement & Effectiveness	Increasing Transparency	Environmental Sustainability	Preparing for the Future

iab's role

IAB Australia drives industry-wide initiatives to establish best practices that not only comply with regulations but also prioritise consumer trust and ethical data management. The IAB plays an active role representing the industry across the ecosystem and with regulators.	IAB Australia sets standards and guidance on digital audience and ad effectiveness measurement, providing credible and independent resources that enable confident and effective investment.	IAB Australia advocates for a transparent supply chain across the digital advertising ecosystem. Through educating and guiding on standards and best practice, it ensures that all stakeholders can confidently assess and select ad technologies and digital inventory.	IAB Australia, in partnership with fellow industry bodies, takes a proactive stance on carbon emissions reduction, launching initiatives like Ad Net Zero and identifying a path towards net zero fostering a sustainable future for the industry.	IAB Australia develops strategic insights and resources that prepare the industry for future challenges. Fostering innovation and adapting to market changes helps media owners, agencies and advertisers stay ahead in a rapidly evolving digital landscape.

council activity: executive technology council

Chair: Adele Wieser (Index Exchange)
# of member organisations: 22
Council purpose: Provide insight, leadership, and guidance with a particular focus on the digital value chain. Working in a collaborative manner with our technology-focused councils on some of the ongoing projects - and providing a more strategic view of what we should focus on moving forwards.

Key initiatives	Status	Purpose	Delivery date
Potential initiatives with UnLtd. – Steve Hunt to join the next meeting and propose a collaboration with IAB's ETC to look at supporting new digital solutions to raise funds for charities.	In Planning	Showcase industry collaboration and innovation whilst also supporting media industry charities through programmatic solutions rather than contracts & paperwork etc.	H1 2025
Launch & Support AI Working Group – support the launch of a dedicated group that can build awareness of key topics, trends & best practices in relation to the use of AI in digital advertising. Click here to review the draft proposal	In Planning	Collaborate with other like-minded and key industry players on a critical and fast-moving topic. Ultimately built out best practices, recommendations and key considerations around a set of mutually agreed advertising use cases.	Q1 2025
ADAPs v3 – take the lead on supporting the content refresh and update for ADAPs (v3). This will be promoted through a series of Education & Storytelling initiatives aimed at driving awareness and education on related key topics.	Start work Q2	Opportunity to show both leadership and provide a sensible & meaningful framework for all participants within the local digital ad ecosystem to build education and trust.	2025

council activity: data council

Chairs: Rachida Murray (Spark Foundry) & Moritz van Sanden (Audience360)
# of member organisations: 32
Council purpose: Define standards for digital Data of all types and support the industry via best practices related to its management, interrogation and usage/execution.

Key initiatives	Status	Purpose	Delivery date
ID Solutions Explainer and local Matrix of Providers v2– an update of this explainer of the various identifiers & ID solutions in the Australian market, including a matrix of the most popular. As well as the matrix the guidance will include updated information such as the definitions and examples of identifiers, deterministic vs. probabilistic data matching, key considerations for both Buyers & Sellers, tokenization vs. encryption, IAB Tech Lab's latest ID solutions implementation guidance and a glossary of key terms.	Published	Provide updated education, guidance and awareness on a key topic which is ever evolving.	Q3 2024
Consent Strings Explainer – publish an explainer on the current frameworks for management of both the US Privacy and IAB Europe TCF consent strings.	Published	Education and awareness on a key topic with a view to proactively engaging on a critical topic for both industry & govt.	H2 2024
De-Identification, Encryption & Anonymisation Guidance followed by Q&A – run a council Q&A on the different methods of providing security and anonymity in the usage of consumer data for advertising. Foundational topic prior to Privacy Review outcomes due sometime in 2025.	In Planning	Education on the different approaches and how they differ from a product perspective.	Q1 2025

council activity: ad effectiveness council

Chair: Yasmin Sanders – SambaTV
# of member organisations: 33
Council purpose: Educating the industry on assessing digital advertising activity and highlighting ways of making more effective digital investments.

Key initiatives	Status	Purpose	Delivery date
Elevating Brands Through Multi-Channel Excellence: A collection of council perspectives, case studies and key charts that highlight the benefits of multi-channel campaigns, evidence of why they are more effective and guidance for creating and measuring successful multi-channel campaigns.	Completed.	Reiterate the importance of strong brands in driving sales and long-term business success and the role that the diverse variety of digital channels in combination with other channels play in delivering enduring and cost-efficient brand impact.	Published November 2024. Continue to leverage resource.
Market Mix Modelling Landscape Report 2025: Increase understanding of this fast-evolving technique with information that recognises differences in vendor solutions, across methods and models, governance and verification, data inputs (and nuances required for digital ad formats) and the metrics generated. IAB will invite MMM vendors to complete a standardised written questionnaire to allow comparison and will also collate perspectives from buy-side and media owners.	Draft vendor survey with council for feedback.	Increase industry understanding of MMM by providing transparency on key areas, enabling buyers to make more informed vendor choices and sellers to understand the technique driving media mix decisions.	Aiming for publish Q2 2025.
Ad Attention Measurement Update: Updated local guidance originally provided in Ad Attention Measurement Landscape Report 2022 with information from IAB US and MRC guidelines (open for comment in Q1 2025).	Scoping.	Provide understanding of local implications for the global accreditation guidelines.	H2 2025.

council activity: standards and guidelines council

Chair: Nathan Farrugia (REA Group)
# of council member organisations: 14
Council purpose: Identify standards and guidelines both nationally and internationally, evaluate the needs of the local advertising industry, establish a program of work within and across the industry to produce and promote standards and guidelines for the Australian online advertising industry.

Key initiatives	Status	Purpose	Delivery date
Review IAB EU's CreativeLi tool - CreativeLi is designed to optimise digital display advertising creatives by reducing file size without compromising on visual quality. Good for efficiency, effectiveness & sustainability.	In progress	Actively support a unique IAB initiative and drive awareness and adoption of a sustainable operational practice.	Q1 2025
Creative ID Framework – introduces a standardised system for unique creative IDs for all video ad creatives, across both linear and digital. Unifying the supply will enable a wide range of operational benefits such as frequency capping, competitive separation & cross-platform Reporting for all forms of video, CTV & linear TV advertising.	In planning	Work collaboratively across the industry to enable key capabilities for all forms of video, CTV and linear TV ad campaigns.	H2 2025
AdOps Event – Planning ahead for the next AdOps event (Tech & Ops) in Melbourne in June 2025.	In planning	15th event of its kind to focus on best practices and actively support our members.	Q2 2025

council activity: video council

Co-Chair: Vikki Pearce, ZO
# of member organisations: 31
Council purpose: The Video Council aims to empower the Australian market to make the most of the opportunities in Video. We do this through providing education, inspiration and technical standards. Our goal is to build trust and transparency in the industry & support the market growth in Video.

Key initiatives	Status	Purpose	Delivery date
Format Landscape – creating a matrix on key video formats and the channels where they can run for media buyers.	Finalising	To help media buyers when planning campaigns with assets given	February 2025
2025 projects: to be discussed in next council meeting in February 2025. Possible ideas: - Video measurement tools – a side-by-side comparison - Growth of video – retrospective view to where it is today - The use of AI in video	Working on	To educate and inspire	March – June 2025
Video Summit Event	Content development	To educate and inspire	June 10th 2025

council activity: audience ratings measurement/Ipsos iris

# of member organisations: 12
Council purpose: Drive and monitor standards for measuring digital audiences in Australia

Key initiatives	Status	Purpose	Delivery date
Weekly audience data: • Weekly audience ratings via industry currency Ipsos iris for larger properties	Data preview review commenced.	Provide more granular and timely audience data for competitive comparisons (not rankings).	May 2025

council activity: audio council

Chair: Steve Golding – Nova
# of member organisations: 16
Council purpose: Educate & evangelise the power and true value of audio to the Australian advertising industry

Key initiatives	Status	Purpose	Delivery date
Digital audio & podcasting revenue integrated in the OAER report – in collaboration with CRA	Released quarterly	Quantify digital audio market	Next release Q3 data
Updated Audio Advertising Buyers Guide – updating 2022 guide	Being finalised	Education and confidence	Feb 2025
Audio Advertising State of the Nation – buyside industry survey	Being finalised	Market intelligence	Feb 2025
Audio Summits – Sydney & Melbourne	Preparation	Showcase and education	Feb & Mar 2025

council activity: dooh council

Chair: Brad Palmer (JCDecaux) and James Lambert (Group M)
# of member organisations: 26
Council purpose: Support the growth of DOOH and in particular programmatic DOOH in the Australian market.

Key initiatives	Status	Purpose	Delivery date
Reporting capabilities for pDOOH	Feb 25	Education & standardisation	Oct 24
Inventory Availability Explainer	Feb 25	Clarification & harmonisation	Oct 24
Powering DOOH 2025 – programmatic ooh event in collaboration with the OMA	In planning	Education and Inspiration	Aug 25

council activity: retail media council

Chair: Lachlan Brahe, Cashrewards
# of member organisations: 33
Working group purpose: Help to set standards, educate and drive collaboration across the industry. Moving from Working Group to Council

Key initiatives	Status	Purpose	Delivery date
Local Retail Media Measurement Guide	Published	Educate & align industry	Sept 24
Knowledge Series: - Audience - Measuring Outcomes - Setting up & scaling up: retailers - Setting up & scaling up: advertisers - The Role of Agencies	In development		Mar 24
Measurement 2.0 – Deeper dive into measurement	Planning	Beyond the basics education	Apr 25
Supplier Q&A	Part 1 Published, Part 2 in field	Understanding supplier needs	Nov 25

council activity: future of search working group

Chair: Jonathan Henshaw, Ryvalmedia
# of member organisations: 11
Council purpose: Provide guidance and education on the paid search market as it evolves.

Key initiatives	Status	Purpose	Delivery date
Guide – How Search Engine Advertising Auctions Work	Published	Education	Feb 25
Interactive Tool – improving campaign performance	Launched	Campaign improvement	Feb 25

affiliate working group

Chair: Neguin Farhangmehr, Growth Ops
# of member organisations: 11
Council purpose: Educate the market about the affiliate and partnerships marketing industry & opportunities

Key initiatives	Status	Purpose	Delivery date
GA4 Guide for Affiliates – clarity around metric changes	Published	Education	Oct 2024
Affiliate Market Industry Review – survey	Planning	Marketing Intelligence	Apr 25
Affiliate Marketing Validation Best Practice (first in series of recommended practices for the affiliate industry)	Draft	Improve clarity for affiliates/publishers	Mar 25

ai working group

New working group of AI in advertising industry leaders being established.