



**fy24 annual report**

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# note from the chair



**vanya mariani**

commercial director – media carsales

IAB Australia continues to play a key role in the advertising and media landscape, uniting the industry to set standards, advance measurement, educate the market, engage with government on policy, generate trusted research, and strengthen community connections. As digital advertising now commands approximately 70% of the paid media market, a strong, credible, and effective industry body is more critical than ever.

In FY24, the IAB and research partner Ipsos successfully embedded the endorsed audience measurement currency, Ipsos iris. Setting a new benchmark for cross-screen audience insights including on Connected TV, BVOD data was integrated into the currency in a world-first collaboration with OzTam, along with enriched YouTube video data in collaboration with Google.

Recognising the urgency of reducing carbon emissions within advertising, the IAB joined forces with the AANA, ACA, and MFA in FY24 to lay the groundwork for a local chapter of Ad Net Zero. In FY25, sustainability remains a central focus, with Ad Net Zero activities and the IAB's efforts at the forefront.

IAB's community continues to grow, with a rising number of member organisations investing time and resources to drive industry progress. In FY24, Domain joined the board, and numerous companies sought IAB's expertise in retail media, data practices, and governance.

**“Digital advertising now commands approximately 70% of the paid media market”**

As I assumed the Chair role in early FY25, I extend my gratitude to the outgoing Chair, Matt Rowley, for his remarkable ambassadorship of digital advertising. I also thank the board members, who while they may be fierce commercial competitors in their day jobs, unite within the IAB to support Australia's \$15.6 billion digital advertising market. I am immensely proud of our diverse board representation across gender and expertise, encompassing marketers, managing directors, as well as leaders in data, product, and commercial roles.

In 2025, as IAB Australia marks its twentieth anniversary, the organisation will continue its essential work, focusing on privacy reform, video standards and measurement, carbon reduction, investment trends, industry workforce support, and navigating AI's opportunities and challenges.

# note from the ceo



**gai le roy**  
ceo  
iab australia

**Thanks to all our members for their investment in the IAB. This funding allows us to provide a wide range of initiatives that benefit your individual company whether that be resources, research, events, mentoring, profile opportunities or council involvement. It also funds a lot of behind the scenes work on behalf of the whole industry including representation with government and regulators, establishing agreed industry standards, ensuring Australia has a high quality audience measurement rating service, working with other industry bodies to support self-regulation and much more.**

With approximately 350 people representing a wide range of companies across the digital advertising industry in our Councils and Working Groups, the quantity and quality of output continues to increase across a wide range of topics. In FY24 we launched a new Future of Search Working Group to help agencies and marketers understand changes in the search ecosystem particularly in relation to the integration of AI into decision-making. The Retail Media Working Group quickly became one of our most popular and active groups with the release of an e-learning module, glossary, measurement guidance and a new state of the nation report.

FY24 was a year where marketing budgets and ad investment were under pressure, more retailers and brands launched media offerings, there was uncertainty and changes in timing for a range of policies and practices

including 3rd party cookies in Chrome and local privacy regulation, there was finalised gambling advertising restrictions, there was yet again new video measurement initiatives and marketing effectiveness measurement was front and centre.

The IAB made a major impact across a wide range of industry issues and audiences including making eight submissions to Government inquiries along with many consultations, expanding video measurement in the digital ratings currency, helping to increase investment in true crime podcasts with a world first neuroscience research study Crime Pays and providing a plethora of nickable charts and research for inclusion in pitches and planning. More than 450 people have now participated in our incredibly popular and powerful mentorship program and there were 1,800 e-learning modules undertaken in FY24.

# note from the ceo continued



**gai le roy**  
ceo  
iab australia

IAB Tech Lab continues to play an important role in the global digital advertising industry and they have been prolific recently developing and updating frameworks and guidance on data clean rooms, privacy enhancing technologies, seller defined audiences, data deletion requests, podcast measurement, CTV measurement, ad creative ID framework, global privacy platform, accountability platform and much more. These initiatives ensure the effective operation of digital advertising in a world of changing tech and regulation.

As we hurtle towards CY25, we are experiencing a local ad market that is still challenged, a federal election looming that may change the timing and substance of some regulatory reforms, rapidly advancing AI that will offer the industry opportunities and challenges, mandatory climate reporting being phased in, as well as retail and commerce media continuing to evolve.

**“In 2025, IAB Australia will be here to lead and support the industry”**

In 2025, IAB Australia will be here to lead and support the industry with all our existing body of work and a special focus on:

- > Helping to encourage and harmonise carbon emissions tracking for media buying and planning through the socialisation and adoption of the Global Media Sustainability Framework led by Ad Net Zero
- > Evolving the digital ratings currency, Ipsos iris with increased granularity, harmonising engagement metrics and further expansion in video measurement reporting
- > Working with industry and Government in preparation for the 2nd tranche of privacy reforms
- > Updating the Australian Digital Advertising Practices to aid ad tech and digital advertising transparency by providing a common understanding of the ecosystem, encouraging shared responsibility and enabling trust and confidence
- > Continuing to assess and embed IAB Tech Lab standards and technical frameworks to improve the effectiveness and efficiency of digital advertising operations with a particular focus on the range of advanced TV solutions to improve the CTV experience for advertisers and consumers
- > Providing education and guidance on AI developments impacting the digital advertising industry

Lastly, I would like to thank the IAB Australia team and board for their untiring commitment and care ensuring that the IAB continues to thrive and remain at the heart of the digital advertising industry.

# iab australia board



**vanya mariani**  
commercial director  
– media  
carsales

**appointed chair  
in august 2024**



**andrew brain**  
director, data and  
growth  
seven west media

**appointed deputy  
chair in august 2024**



**sarah myers**  
general manager  
audience and marketing  
rea group



**paul blackburn**  
director commercial  
data – video and  
product  
news corp australia



**suzie cardwell**  
chief data officer  
  
nine



**caroline oates**  
head of youtube  
deals and programmatic  
sales, google



**john mcnerney**  
managing director  
AUSEA  
yahoo



**adele wieser**  
regional managing  
director  
index exchange



**rebecca costello**  
managing director  
  
the guardian



**rebecca darley**  
cmo  
  
domain



**carolyn bollaci**  
head of media  
  
meta



# iab australia team



**gai le roy**  
ceo



**jonas jaanimagi**  
technology lead



**natalie stanbury**  
director of research



**sarah waladan**  
director of policy and  
regulatory affairs



**jenn thomas**  
director of marketing  
and membership



**tiffany hill**  
events and office  
manager



**emily soper**  
design and content  
manager





# members




## new members in FY24


## new members beginning of FY25

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IAB Australia membership continues to diversify and expand with 20 new members in FY24. Initiatives in relation to retail media have attracted new members including retailers and specialist tech companies, there also has been a range of new agencies and brands joining to ensure they are up to date with the latest regulatory and technical changes in relation to data and identifiers.

# about iab australia

**“grow sustainable and diverse investment in digital advertising in australia”**



The Interactive Advertising Bureau (IAB) Limited is a registered not-for-profit organisation; membership fees and revenue generated is invested back into industry initiatives and IAB membership benefits such as research, resources, events, reporting, mentorship and industry representation.

IAB Australia is the peak trade association for digital advertising in Australia. As one of 45 IAB offices globally and with a rapidly growing membership, the role of the IAB is to support sustainable and diverse investment in digital advertising across all platforms in Australia. The organisation supports marketers and agencies involved in digital advertising by:

- > Demonstrating to marketers and agencies the many ways digital advertising can deliver on business objectives.
- > Ensuring the necessary standards and guidelines are in place to promote a trusted and transparent digital marketplace, reduce the friction within the digital supply chain and to improve the online advertising experience for consumers, advertisers, and publishers.

To achieve these goals, IAB Australia produces content in the form of standards and guidelines, best practice handbooks, research and training to clarify and improve digital ad effectiveness and strengthen the supply chain. Significant time and resources are also committed to the management of a sole and preferred supplier deed for digital audience measurement, delivering a world-class digital measurement solution for the digital advertising industry.

**Ensuring there are standards and solutions in place that:**

**drive trust and transparency**

**reduce friction associated with the digital ad supply chain**

**improve ad experiences for consumers, advertisers and publishers**

## strategic priorities

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.

# australian digital ad market in fy24: \$15.6b

Online advertising expenditure was \$15.6 billion in the twelve months ended 30 June 2024, representing growth of 9.7% on FY23, a healthy increase after a softer FY23 with only 1.8% growth. Digital advertising now makes up approximately 70% share of the total paid ad market. Of digital investment in FY24, 44% was attributed to Search and Directories, 27% to Video Advertising, 13% to Display Advertising (including audio, native and infeed) and the remaining 16% to Classifieds.

Streaming audio and podcasting revenue with data from IAB and CRA members was reported for the second year with audio revenue representing 4.7% of display and video investment. Along with video investment, audio represents one of the fastest growing formats in the digital market.

Over the few years, the leading advertiser investment category has been the retail sector, representing 17.7% of display spend in FY24. Followed by the automotive sector, which has been suppressed for a number of years, which has seen steady growth from back half of FY23 and throughout FY24 increasing share from 10.7% in FY22 to 15.4% in FY24.

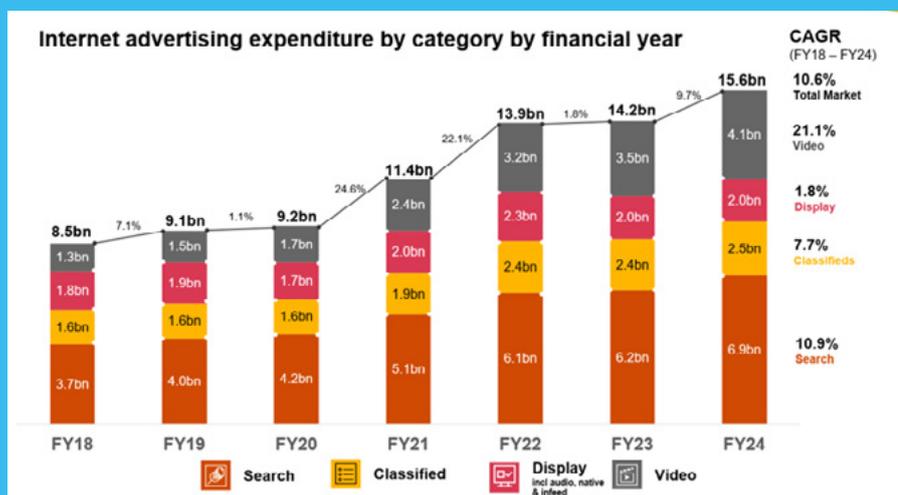
Although there is solid growth in sectors of the market, investment in local media owners and content environments has been softer than the overall market growth, in part due to the push for short term returns from marketers driving strong investment in search and social and the growth in retail media. The quarterly IAB/PwC Online Advertising Expenditure Report (renamed the Internet Advertising Revenue Report in late 2024) is provided free of charge to IAB Australia members who have access to detailed industry data from 2006.

**total internet advertising market fy24**

**\$15.6 billion**

**internet advertising market growth fy24 vs fy23**

**+9.7%**

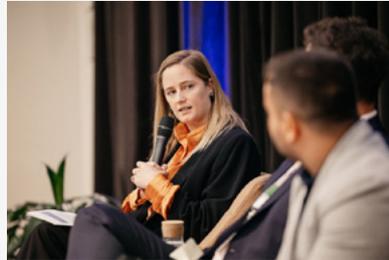


# events

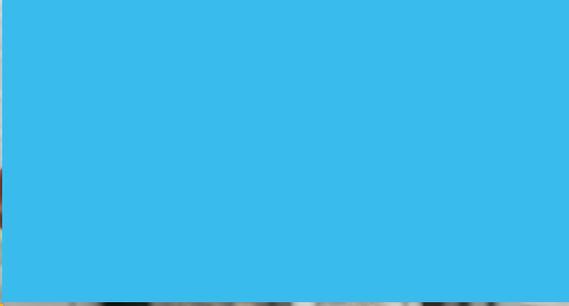
IAB Australia ran twelve events in FY24 with 2,750 attendees which was an 8% increase on FY23 attendance levels. Events were held across a wide range of topics including audio, measurement, ecommerce, video, data, privacy, gaming, affiliate marketing, ad tech and operations. Events were held in Sydney, Melbourne and Brisbane, in FY25 the IAB team will be heading to Perth for a market update.

The events play an important role in educating our members and the market, sharing information and providing networking and community connection. There is a commitment to showcasing a diversity of speakers and organisations as well as encouraging and supporting people with their first speaking engagement. IAB events provide incredible value for IAB member organisations who receive two free tickets for the majority of events.

As well as industry educational events, in late 2023 we had a lot of fun bringing the market together for the first industry pantomime, Addy Lala demonstrating that as well as working hard we are able to poke fun at ourselves. The pantomime raised enough money for the UnLtd's MOOD Tea team to fund a year long BackTrack Art Express Program.



**“The events play an important role in educating our members and the market, sharing information and providing networking and community connection.”**



# education, talent and mentoring

## e-learning courses

There were over 1,800 enrolments in the IAB Australia e-learning programs during FY24. Three new e-learning programs were rolled out in FY24: Foundations of Ad Fraud, Foundations of Market Mix Modelling and Foundations of Retail Media.

## talent review

The annual Digital Advertising and Ad Tech Industry Talent Review provides members with information on the talent market, desirable skills, most in demand roles, employment and people policies. The employment vacancy rate in 2023 was 4.6%, a significant drop from 11.8% after a post COVID hiring spree in 2022. The vacancy rate reported in the 2024 report (early FY25) was 4.5% but with a reduced number of people employed by the industry compared to 2023.

## mentorship program

Each year IAB Australia supports approximately 90 people with less than ten years industry experience by matching them with a senior industry leader for six months. This prestigious program has supported 450 people since its inception. It is one of the IAB's most popular and important initiatives supporting emerging talent in the industry.



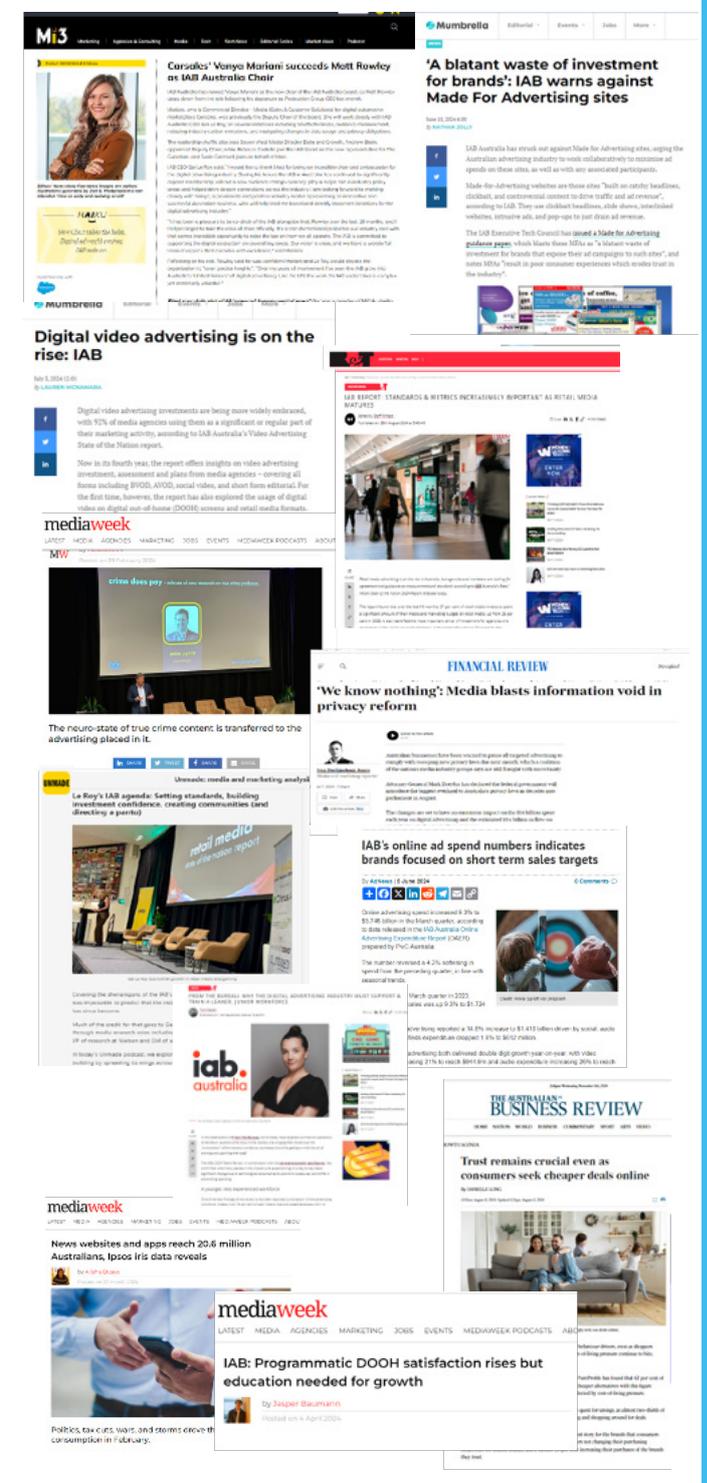
# pr and communications



Representing the digital ad industry and members in market remains an important role of the IAB in Australia. Trade media coverage remained high in FY24 with over 1000 articles and the share of voice of trade associations and measurement currency bodies was an impressive 40%.

This consistent stream of information and education in the media continues to reinforce the benefits of digital advertising, ways to improve the ecosystems as well as the implications of that for increasing marketing opportunities and the broader national business economy.

The IAB directly communicates with over 7,700 professionals via our weekly newsletter providing industry updates and information on IAB initiatives as well as events.



# measurement

Since the mid 00's IAB Australia has been the standards setting and education industry body in relation to digital audience and advertising measurement.

## digital audience measurement ratings

Ipsos iris was launched as the IAB Australia endorsed audience measurement currency in early 2023, providing robust and comprehensive data on digital media consumption across computer, tablet and mobile devices. Video audience measurement was introduced into Ipsos iris in 2024 with the inclusion of tagged short-form editorial video, as well as the integration of BVOD data in a world-first collaboration with OzTam to provide cross-channel video metrics including for Connected TV. In mid 2024, enhanced YouTube video audience metrics across all devices including Connected TV were added to Ipsos iris in collaboration with Google.

## ad effectiveness

IAB's Ad Effectiveness Council continues to provide the local advertising industry with detailed and up to date guidance on ad effectiveness measurement best practice. In FY24 the Council launched a five-part marketing measurement innovation knowledge series including information and guidance on experiments, MMM, AI and ML impact on measurement and 1st party data capabilities.



FY24 was a busy year for local and global industry and Government policy reviews and movements. While there were some delays on some key Government policy decisions and legislation, the IAB provided input into eight major reviews on behalf of the digital advertising industry including the Privacy Act Review, ACCC inquiry into data brokers, Department of Industry's Safe and Responsible AI discussion paper, online gambling advertising review, ACCC unfair trading practices consultation, Department of Communications Online Safety review, Department of Health and Aged Care's consultation on food marketing to children and Treasury's scams prevention framework consultation.

A range of IAB Australia members again contributed inventory to the industry's Healthy Eating campaign co-ordinated by the OMA that was valued at over \$12 million in 2024 reaching over 11.6 million Australians focusing on encouraging Australians to make healthy choices with the consideration of cost-of-living pressures.

## **Privacy**

While the industry was poised for privacy reform during FY24, the first tranche of privacy reforms were finally released in September 2024. The provisions relate to a statutory tort for serious invasions of privacy, privacy policy requirements regarding automated decision-making transparency, children's online privacy code provisions, additional enforcement powers for the OAIC and criminal offences for doxing, amongst others.

Notably for IAB members, the Bill does not include the advertising specific provisions relating to targeting, trading etc. that IAB had expressed concerns about in submissions and during recent consultation processes. In terms of the process for the advertising specific provisions, the Government has indicated that it remains committed to introducing these at a later stage – as part of a second tranche of reforms. At this stage, it is likely we won't see legislation for this second tranche before the next Federal election.

Privacy changes continue to roll out across the globe and IAB Tech Lab has developed the Global Privacy Platform (GPP) to help ecosystem participants support user choice and comply with consumer privacy regulations across diverse regulatory regimes globally. The GPP reduces the cost of managing privacy compliance by maximising interoperability and simplifying and harmonising user preference communication. Making it easier for all parties in the digital advertising supply chain to comply with regional privacy regulations and simpler for users to understand their options and express and manage preferences. Once local ad related privacy reforms are finalised, IAB Australia will work with IAB Tech Lab to support the Australian market.

# tech developments and standards

The IAB locally and through IAB Tech Lab remains at the centre of the development, implementation and education of important industry technical standards. Throughout FY24 there were a number of key releases as well as ongoing projects to help improve the efficiency and effectiveness of digital advertising across all devices. A few of the key initiatives are outlined below;

## made for advertising (mfa) guidance

In June IAB Australia has issued a strong warning about Made for Advertising (MFA) sites, asking the Australian advertising industry to take the issue more seriously and work collaboratively to minimise ad spends on these sites as well as with any associated participants. To assist understanding of the issue, the IAB Executive Tech Council issued a Made for Advertising guidance paper with clear definitions and recommendations.



## ctv and advanced tv

IAB Tech Lab has developed a focused product roadmap for Advanced TV of key developments and standards across different TV viewing on linear platforms and emerging IP-enabled TV (CTV, OTT, Addressable Linear, streamed FAST channels) over the next 3-5 years. At the heart of the project is ensuring that any ad can be identified and made accessible as part of the complete addressable landscape for both traditional broadcast as well as all emerging IP-enabled TV experiences, to enable interoperability between legacy linear and connected television. IAB Australia will be working with the Video and Executive Tech Councils to assess and roll out standards and initiatives in the local market including the Ad Creative ID Framework.



## identifiers

As a result of the ongoing deprecation of third-party cookies, recent privacy features in Apple's iOS environments reducing IDFA volumes and the resulting negative impact on the mechanics of digital advertising, IAB Tech Lab released a set of four standards which draw from existing standards in market and included Best Practices for User-Enabled Identity Tokens Guidelines. These specifications have drawn a clearer focus on how one of the (three) futureproof approaches will be the use of identity service to competently link 1:1 audiences between publishers and advertisers. In early FY25 the IAB Australia Data Council have released an updated Identifiers Explainer to assist the local market.



# councils



**Purpose:**

Provide insight, leadership and guidance with a particular focus on the digital value chain. Working with other councils and providing a strategic view of IAB focus areas.

**FY24 Initiatives:**

Mentorship Program

Made for Advertising Guidance



**Purpose:**

Identify standards and guidelines both nationally and internationally, evaluate the needs of the local advertising industry, establish a program of work to produce and promote standards and guidelines for the Australian online advertising industry.

**FY24 Initiatives:**

AdOps Conference

Digital Ad Fraud Foundations e-learning

Sustainability in Digital

Advertising Best Practice



**Purpose:**

Drive and monitor standards for measuring digital audiences and content ratings in Australia.

**FY24 Initiatives:**

Oversight of the measurement currency, Ipsos iris

Integration of BVOD and YouTube data in digital currency

Landscape and consumer behaviour reports



**Purpose:**

Educating the industry on assessing digital advertising activity; highlighting ways of making more effective digital investments.

**FY24 Initiatives:**

Marketing Measurement Innovation Series

Foundations of Market Mix Modelling e-learning



**Purpose:**

Aims to empower the Australian market to make the most of the opportunities in video advertising by providing education, inspiration and technical standards. Build trust and transparency in the industry and support the market growth.

**FY24 Initiatives:**

Video Advertising Summit

Video Advertising State of the Nation Report

Video Landscape One Pager Series

Connected TV Handbook



**Purpose:**

Define standards for digital data of all types and support the industry via best practices related to its management, interrogation and usage/execution.

**FY24 Initiatives:**

Data and Privacy Summit

Data and Privacy State of the Nation

Consent Strings Explainer

Input into industry response and discussion with Government and regulators in relation to privacy reform



**Purpose:**

Educate and evangelise the power and true value of audio to the advertising industry. Develop research, guidelines and standards in audio advertising and drive revenue.

**FY24 Initiatives:**

Audio Summit – Sydney and Melbourne

Audio State of the Nation Research

Digital Audio Foundations e-learning

Crime Pays – true crime podcast research

# working groups

## > dooh working group

Established to support the growing programmatic DOOH industry, assist with standards, education and healthy development of the market. Upgraded to a Council in FY25.

### FY24 Initiatives:

Powering DOOH event with OMA

Launch of Foundations of Programmatic DOOH e-learning

Attitudes to DOOH research wave 3

## > affiliate working group

To provide the market with information about the Affiliate and Partnerships industry.

### FY24 Initiatives:

Affiliate Industry Review

Affiliate and Partnership Marketing Event

5-part knowledge series

## > retail media working group

Provide education and market information on retail media as well as help establish best practices and standards. Upgraded to a Council in FY25.

### FY24 Initiatives:

Retail Media State of the Nation

Foundations of Retail Media e-learning

Retail Media Glossary of Terms

## > game advertising working group

Support the growth of game advertising in the Australian market and provide education and inspiration on the opportunities available.

### FY24 Initiatives:

Game Advertising Summit

Game Advertising State of the Nation

## > future of search working group

Providing education and information on the changing paid search products and market.

### FY24 Initiatives:

Range of educational articles, podcast and Q&A articles

Report – Pulling the Right Levels for Performance Max

## > talent and careers working group

Reviewing needs to attract, retain and support talent in our industry.

### FY24 Initiatives:

Industry Talent Census review and related articles

supporting people in the industry

## > sustainability working group - new

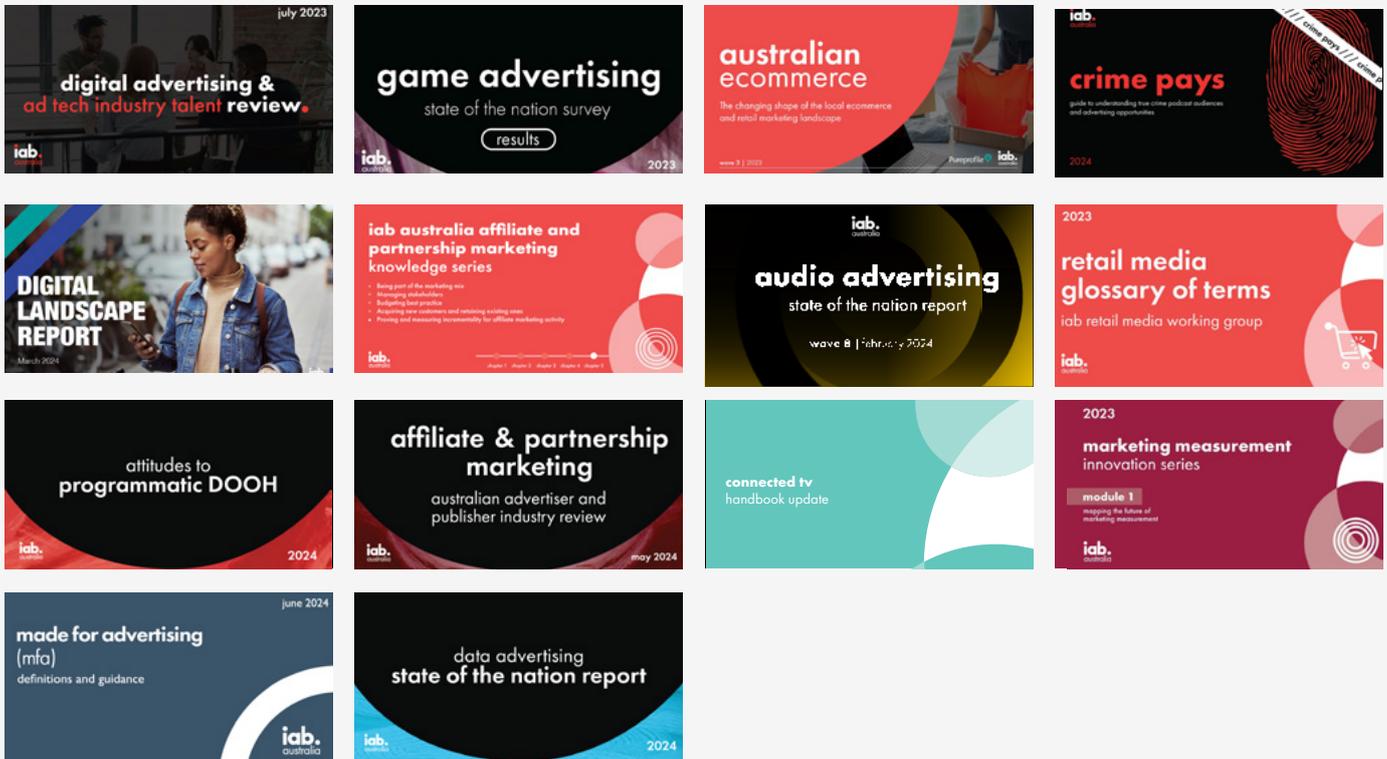
Help the industry identify ways to measure and reduce carbon emissions generated by digital advertising.

### FY24 Initiatives:

Sustainability in Digital Advertising – Best Practices and Recommendations

Helping support the establishment of the Australia Chapter of Ad Net Zero

# FY24 releases



# Early FY25 releases



# fy25 and beyond

2025 will see the IAB Australia strengthen our resolve with our existing priorities while still providing education and exploring new market needs and dynamics. It will be a year where the IAB and the IAB community will showcase innovation, ignite inspiration while ensuring there are responsible frameworks in place that meet marketers, consumers and Government expectations.

We encourage you to get involved in IAB councils, working groups, events, mentoring and establishing strong peer-to-peer connections. Working collaboratively can make an enormous difference—and that is a cause for great optimism.

Our core priorities remain, supporting the industry on:

- > Data and Privacy
- > Measurement and Effectiveness
- > Increasing transparency
- > Environmental sustainability
- > Preparing for the future

In 2025, IAB Australia will be here to lead and support the industry with all our existing body of work and a special focus on:

- > Helping to encourage and harmonise carbon emissions tracking for media buying and planning through the socialisation and adoption of the Global Media Sustainability Framework led by Ad Net Zero
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- > Providing education and guidance on AI developments impacting the digital advertising industry
- > Developing best practice and standards for the emerging retail media industry

**iab.**  
australia