

october 2024

cross-council and working group updates and activities

update from iab australia ceo, gai le roy:

- **Ad Net Zero** – the IAB along with MFA, AANA and ACA has established a local chapter of Ad Net Zero to leverage global initiatives and drive local education and to accelerate the decarbonisation of the advertising and marketing industry. Review and localisation of the [Global Media Sustainability Framework](#) will be a key initiative during 2025. Twenty local companies along with CRA and OMA have joined as local Ad Net Zero supporters. Reach out directly to [me](#) if you want more details.
- **Revenue reporting:** September quarter market Internet Advertising Revenue Report to be released late November.
- **Leadership Conference:** New senior [leadership event](#) curated by the IAB board – each member organisation receives one free ticket and Exec Tech Council members receive two tickets. Current sponsors for the event: Google, Microsoft, Index Exchange, Yahoo, IAS.
- **Ratings Currency:** YouTube and BVOD integrations into the IAB endorsed digital audience rating currency, Ipsos iris, are now in market.
- **MFA's Psychosocial Safety Guide:** IAB board reviewing [this resource](#) with a view to becoming an industry association supporter.
- **Privacy:** Consultation on 2nd tranche of privacy reforms to possibly as early as November – IAB liaising with the Attorney General's Department. Not expecting finalised tranche 2 reforms to be tabled before the election.
- **Ad Creative ID Framework (ACIF):** Important new initiative from IAB Tech Lab that has the possibly of improve the video (particularly CTV) experience for consumers and advertisers. IAB Australia has identified this as a potential major project for 2024/25. Initially to be led by the Video Council.
- **Annual Report:** The IAB Australia Annual Report will be released at the Leadership Summit on 20th November.
- **2025 IAB Events:** Dates and locations being finalised. If you are interested in hearing about sponsorship opportunities contact our Director of Marketing & Membership [Jenn Thomas](#).

recent council releases



[Data Council: Identifiers Explainer](#)



[Affiliate Working Group: Attribution in GA4](#)



[Measurement Council: Landscape Report](#)



[Retail Media Council: State of the Nation](#)



[Retail Media Council: Media Measurement](#)



[Data Council: Cookie Deprecation Q&A](#)



[Search Working Group: Performance Max](#)



[Video Council: State of the Nation](#)

other key releases



[Annual Industry Talent Review](#)



[Annual ecommerce Report](#)



[Internet Advertising Revenue Report](#)



[Nickable Slides: Digital Audience Trends](#)

policy & regulatory – priority issues in october 2024

The priority policy issues for Q3/4 for IAB are outlined below.

Priority issues	Status	Next steps for IAB
1 Privacy	<ul style="list-style-type: none">The Government introduced Draft legislation into the Parliament on the first tranche of privacy reforms on 12 September 2024. This tranche did not include advertising specific provisions. The legislation was referred to the Legal and Constitutional Affairs Legislation Committee on the 19th of September. The Committee is currently considering submissions and will provide a report, together with any recommendations, by 14 November 2024.The Government has indicated that it remains committed to introducing a second tranche of reforms, including provisions to implement the advertising specific recommendations in its Department’s report, and that further consultation on these reforms is expected to commence later this year.	<p>Await and engage further with AGD on advertising elements of the reforms.</p> <p>Review Final Bill and inform members of impacts on industry.</p>
2 AI and consumer law	<ul style="list-style-type: none">The Government has released a Discussion Paper which explores the application of the ACL to AI-enabled goods and services. According to the announcement by the Hon Stephen Jones MP, this will be part of the Government’s ongoing work to strengthen laws to address risks and harms from AI. The Discussion Paper seeks views on issues includingThe appropriateness of existing consumer protections under the ACL for consumers of AI-enabled goods and services,The application of existing ACL provisions to new and emerging AI-enabled goods and services, andRemedies for consumers and liability for suppliers and manufacturers of AI-enabled goods and services where things go wrong.	<p>Submissions due 12 November.</p> <p>IAB will review the paper and engage with the process so far as it impacts digital advertising practices.</p>

policy & regulatory – priority issues in october 2024

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Priority issues	Status	Next steps for IAB
<p>3 Unfair Trading practices</p>	<ul style="list-style-type: none"> This week the Government announced that it would take action on unfair trading practices, in particular to address practices including: <ul style="list-style-type: none"> ‘Subscription traps’ that use arduous and confusing steps to make cancelling a subscription difficult. ‘Drip pricing’ practices where fees are hidden or added throughout the stages of a purchase. Deceptive and manipulative online practices that aim to confuse or overwhelm consumers, omit or hide material information, or create a false sense of urgency or scarcity – this can include warnings that a customer only has limited time to purchase a product. Dynamic pricing where a product’s price changes during the transaction process. Requiring consumers to set up an account & provide unnecessary information to make an online purchase. Where a business makes it difficult for a consumer to contact them when they have a problem with their product or service. IAB made a detailed submission to the previous Government consultation process on this issue in December last year here. The Government has now indicated that it will engage in further consultation on the design of an unfair trading practices prohibition prior to developing final reform proposals in the first half of 2025. 	<p>We will with the process in line with our previous position.</p>
<p>4 Scams</p>	<ul style="list-style-type: none"> IAB submitted to the Scams – Mandatory Industry Codes consultation paper, in February, raising our concerns with the scope of the proposed new legislative framework to combat scams. A draft exposure Bill was released by Treasury for consultation, with submissions due by 4 October. IAB reviewed the legislation and compared it against the issues we previously submitted on. Those issues had been resolved. 	<p>Keep members updated about the progress of the draft exposure Bill.</p>

policy & regulatory – priority issues in october 2024

The priority policy issues for Q3/4 for IAB are outlined below.

Priority issues	Status	Next steps for IAB
5 Ad restrictions	<ul style="list-style-type: none">• Gambling – No further update on the Government’s timing on this.• Unhealthy food advertising – IAB is continuing its work with the cross-industry advertising group on research to support future positions on unhealthy food advertising.• Environmental Claims - The AANA has recently released finalised updated Environmental Claims Code and this will come into effect in March 2025.	Await outcome of gambling advertising review. Continue work with cross-industry group.
7 Other issues	<ul style="list-style-type: none">• We will keep across any developments on these and let the Board know. These include:<ul style="list-style-type: none">▪ Release of OAIC guidance on AI and training generative AI models.▪ Online safety▪ Digital advertising services inquiry.	Continue prosecuting our arguments on these issues.

council activity: executive technology council

Chair: Adele Wieser (Index Exchange)

of member organisations: 21

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.	Q4 2024
MFA definitions & best practices – work to define what ‘Made For Advertising’ content is, collate any work on this actively in-play globally and draft some best practices and future recommendations on this topic.	Published	Provide guidance on a growing issue globally, with a local perspective, local data points and an opportunity for ETC thought leadership on a key topic.	June 2024
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. Awaiting MFA and AANA resource availability.	Planning	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.	H1 2025

audience measurement – measurement council (Ipsos iris oversight group)

of member organisations: 12

Council purpose: Drive and monitor standards for measuring digital audiences in Australia

Key initiatives	Status	Purpose	Delivery date
<p>YouTube video audience measurement (incl on CTV) released:</p> <ul style="list-style-type: none"> • YouTube video metrics (computer, smartphone, tablet) released for use in market from 20th March. • YouTube video metrics on CTV released for use in market from 15th August. 	Complete	Further develop video audience metrics incl on CTV for comparisons and media planning across video landscape.	March – September 2024
<p>Content Owner audience on YouTube released including attribution of audience to Organisations:</p>	Complete		
<p>Weekly audience data:</p> <ul style="list-style-type: none"> • IAB MC are providing feedback on proposed specifications for a weekly audience dashboard with data delivered following week. A development timeline will be confirmed by Ipsos (for Q1/Q2 2025). 	Detailed specs being scoped.	Provide more granular and timely audience data for comparisons and planning (not rankings).	TBC (Q1/Q2 2025)
<p>Other proposed roadmap items being explored for 2025:</p> <ul style="list-style-type: none"> • New universe update; MSN audience attribution, TikTok video audience with 2 sec viewing threshold, further SVOD video audience measurement. 	Exploration	Further develop digital audience currency meeting industry needs.	2025

council activity: standards and guidelines council

Chair: Nathan Ferrugia (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.	Q4 2024
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: 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 revenue report – in collaboration with CRA	Released quarterly	Quantify digital audio market	Next release Q3 data
Update Audio Advertising Buyers Guide	Planning	Education and confidence	2H 2024
CY25 Planning - event, research, council activity	Preparation		24 th Oct

council activity: video council

Chair: Vikki Pearce, Zenith

of member organisations: 28

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 one-pager matrix on video formats and where they can run for media buyers.	Being finalised	To help media buyers when planning campaigns with assets given	October 2024
End of year Q&A from key video council members on the year that was and what is predicted for 2025	In progress	To reflect on the current state of video from 2024 & what is ahead in 2025	November 2024
Ad Creative ID Framework (see following pages)	Planning	Improve video (in particular CTV) ad experience and management	2025

Ad Creative ID Framework (ACIF)

IAB Tech Lab has developed the Ad Creative ID Framework (ACIF) which supports the use of registered creative IDs that persist in cross-platform digital video delivery, in particular Connected TV (CTV) environments. IAB Australia feels this is an important initiative that should be explored locally. A Video Council sub-group has been established to explore options for the Australian market. Other industry bodies will be engaged, particularly the Advertising Council of Australia (creative agencies).

WHY

By standardising operational procedures for ad registries across platforms and channels ACIF can enable:

- **Frequency Capping:** Today, the same video ad often has different sources, identifiers, and labels. The framework calls for a unique ID that will make it easier for ad-decisioning algorithms to manage ad frequency.
- **Competitive Separation:** The unique ID will make it easier to ensure that competitive ads are appropriately separated.
- **Cross-platform reporting:** The current lack of unique creative IDs generates data inconsistencies that make accurate media reporting difficult. This is compounded by the inability to easily compare log data from one ad platform to another. Unique creative IDs will dramatically simplify reporting.
- **Campaign Reconciliation:** The current reconciliation process is costly, clumsy, and ineffective. Unique IDs would greatly simplify advertisers' understanding of where ads were placed and how they were served, enabling advertisers to more easily tie performance to ad creative.
- **Campaign ROI:** Understanding campaign performance for specific ad creatives enables advertisers to take meaningful action and ultimately improve overall ROI.

HOW

ACIF is a framework of components that work together to support ad operations throughout the life of a video/CTV ad campaign. In terms of how this works:

1. Establish or leverage a local Registry - The key starting point is to establish a local registry here that maintain records for ad creative and assign each a unique ID. Option to work with ClearAds (FreeTV) aligning digital and linear activity.

Ad Creative ID Framework (ACIF)

This is quite a useful guide on creative IDs in TV and video/CTV: <https://videoweek.com/2024/08/14/creative-ids-explained/>

1. Standardise the use of registered IDs – This does rely upon the use of VAST and a recent addendum does ensure ease of transport of a registered ID through the supply chain (via the *UniversalAdId* field). Establish this as standard industry practice here will require a united effort.
2. ACIF Directory - This is a centralised solution managed by IAB Tech Lab which enables ad systems to identify where and how to validate a registered creative ID from a participating Registry. Minimal requirements for a directory will include a registry URL/code as a unique identifier for the registry and lookup info so that a business can validate each ID. We would need to ensure any local registry can meet those requirements and formally participate in the dedicated framework.
3. Validation - The final component of ACIF is the ability to validate registered ad creative when their unique IDs (*UniversalAdId*) are encountered in the video ad supply chain. Ad tech companies wishing to validate UniversalAdIds can use the ACIF Directory to look up the ad registries and how each enables validation and metadata retrieval. Again, we'll need to test this (once the API has been developed) and support its adoption locally.



1. Registries

provide registered IDs for all video creative.



2. Standardised Use

buyers, creative management teams, workflows need to update to ensure creative IDs make their way into VAST or the appropriate transport method based on the buy-type.



3. Directory

a directory of all participating registries globally. Ad tech platforms can easily find the framework participants and the method to access the registries ID validation.



4. Validation

method for supply chain participants to prove that an ID was generated by a registry and who the advertiser is.



Advertisers/Agencies

ensure standard usage of registered IDs on all video inventory, include the ID and registry in VAST



Technology Platforms

make it easy to include and pass along the UniversalAdID attribute and domain in VAST. Check with registries for ability to validate IDs.



Registries

provide easily accessible methods for ID validation and basic metadata.

[Framework Documentation](#) –
TechLab Details

Ad Creative ID Framework (ACIF)

WHAT

The most common barrier to a process such as ad registration is workflow. *Who registers the ad? Where is the assigned ID stored? Does the campaign management software include a field for supplying the registered ID? Do junior account representatives know about ad registration and what to do with the ID?*

Setting up a proper workflow to handle ad registration is the most important thing a company can do to support ACIF. Brands and agencies own much of the workflow, but other participants in the supply chain must play a key role.

Ad Creative Registries: Once we have figured out the local registry approach, we will need to submit self-attestation in Tech Lab's Transparency Center for support of ACIF in Australia.

Publishers: Publishers & broadcasters will need to be educated on ACIF and how to point their partners and customers to supporting materials on the IAB Tech Labs ACIF website for registering their creative with the Australian ad registry and providing IDs.

Ad Tech vendors: DSPs, SSPs, SSAI, DMPs, measurement vendors, and other ad tech services will want to know how to look up listed ACIF registries in Tech Lab's Transparency Center and work with them to validate inbound IDs and receive relevant metadata about the ad registered. Tech Lab has proposed a Registry Validation API as a standard request/response protocol and once ready, ad tech companies will want to update their platforms to leverage the API for automated ad validation, decisioning, and reconciliation. They may also want to consider working with brands and agencies on the workflow for getting ads registered and supplying IDs in the VAST tag.

Agencies and brands: Agencies and brands will want to work with their creative partners and DSP partners to determine the workflow for who will register ads. Account managers responsible for setting up campaign details will need to be educated on registered IDs and the value to supply in any campaign interface.

Creative Agencies: Depending on the workflow with partners and customers, creative developers may be the designated party to register ad creative.

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.	H1 2024
Privacy Review Q&A – as we await the next round of engagements related to the ongoing privacy review in Australia, the council will provide guidance on some of the ‘known unknowns’ and how to start preparing for what we expect to eventually see.	In Planning	Education, awareness & thought leadership on a key topic.	Q4 2024

council activity: ad effectiveness

Chair: Yasmin Sanders – SambaTV

of member organisations: 35

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 synthesis of research, council perspectives, case studies and key charts to highlight the benefits of multi-channel campaigns, evidence of why they are more effective and guidance for creating and measuring successful multi-channel campaigns.	Final materials in design phase.	Reiterate the importance of strong brands in driving sales and long-term business success and the role that the diverse variety of digital channels and environments in combination with other media play in delivering enduring and cost-efficient brand impact.	Publish late October.
Scoping 2025 projects: Potential topic areas include; media data inputs required for Market Mix Modelling, developments in ad attention measurement and updating ad effectiveness training resources.	Scoping	Identifying projects for 2025 aligned with IAB and council purpose.	2025
MeasureUp 2024 and wrap up: Our annual MeasureUp conference was held on 11th Sept with 26 speakers who treated the audience to a day filled with advertising effectiveness insights. Post event wrap up , presentations and video content published.	Complete	Showcase new research, measurement innovation, the application of best practice and case studies of digital advertising contribution to business outcomes.	11 September 2024

council activity: retail media

Chair: Lachlan Brahe, Cashrewards

of member organisations: 33

Council purpose: Help to set standards, educate and drive collaboration across the industry

Key initiatives	Status	Purpose	Delivery date
Local Retail Media Measurement Guide	Published	Educate & align industry	Sept 24
Retail Media State of the Nation Survey	Published	Benchmark and market intelligence	Sept 24
Annual e-commerce report – support for study with additional loyalty and retail media questions	Published	Understanding of consumer retail landscape	Aug 24
Exclusive Briefing – Colin Lewis	Completed	Education and community connection	Oct 24
Measurement 2.0 – Deeper dive into measurement	Planning	Beyond the basics education	Feb 25
Supplier Q&A	Planning	Understanding supplier needs	Nov 25

council activity: dooh

Co-Chairs: Brad Palmer (JC Decaux) 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. Transitioning to Council

Key initiatives	Status	Purpose	Delivery date
Reporting capabilities for pDOOH	In progress	Education & standardisation	Oct 24
Inventory Availability Explainer	In planning	Clarification & harmonisation	Oct 24
Powering DOOH 2025	In planning	Education and Inspiration	Apr 25

gaming working group

Chair: Yun Yip (iion)

of member organisations: 13

Working group purpose: Support the growth of gaming in the Australian market & provide education and inspiration on the opportunities available.

Key initiatives	Status	Purpose	Delivery date
Gaming e-learning module – deliver an interactive guide on definitions and best practices, including up-to-date case studies on best practices.	In Planning	Provide education and awareness on planning and buying opportunities in & around gaming.	Q4 2024
Gaming event – Third event of its kind to be run in August with live gaming installations and interactive opportunities.	In Planning	Provide updates, education and guidance on key complex topics related to gaming advertising.	Aug 2025

future of search working group

Chair: Gary Nissim

of member organisations: 10

Working Group purpose: Help the industry understand the evolution of paid search

Key initiatives	Status	Purpose	Delivery date
Performance max educational resource	Published	Help agencies & clients understand new AI driven search products	July 24
Role & influence of search - looking at the impact that search has on other channels, the role it plays in non bottom areas of the funnel and how other investment impacts search performance. Include analysis of vertical search	Scoping	Help agencies and clients with cross media planning and analysis	Feb 25
Education piece: How Search Engine Auctions Work – guide & online tool	Finalising	Foundational education	Early Nov

affiliate working group

Chair: Neguin Farhangmehr, Growth Ops

of member organisations: 11

Working group 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	Finalised	Education	24 th Oct 2024

If you have any questions,
please contact jenn@iabaustralia.com.au