

cross-council and working group update

may 2025

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.

An IAB Australia board strategy day will be held in late June to review these priorities for FY26

policy and regulatory affairs

Key Updates

IAB Policy Lead: Recruitment for a new Head of Policy & Regulatory Affairs is still ongoing. JD for this role can be found [here](#).

Ad Restrictions (food & beverage):

AANA, IAB, CRA, OMA, and FreeTV have published a new report produced by: “Navigating Food & Beverage Choices in Australia.”

Key Findings:

- 71% of Australians are satisfied with existing regulations on marketing to children and outdoor ads near schools.
- 74% prefer health education and subsidies over additional advertising bans.

This report has been shared with key politicians as a proactive measure. Public release of the report and findings post-election.

UK: From 1 October 2025, paid-for online ads for ‘less healthy’ HFSS (high fat, salt, or sugar) products will be banned by law. The ban applies to all UK-targeted ads, regardless of the audience's age. This ban will have significant commercial impact on the UK digital ad market. More information can be found on the [IAB UK website](#).

Industry Value: Handy new IAB Europe consumer study, [Optimisation Over Reform](#), offers fresh insights into how European consumers perceive online advertising, data privacy, and the value exchange that supports free digital services. This report provides a comprehensive overview of those consumer attitudes and their implications for the future of digital advertising and policy.

Key findings:

- The average European benefits from €212 worth of free online services per month.
- 60% of consumers consider a 'pay or consent' model reasonable when they understand the value exchange.
- 80% prefer fewer, more relevant ads over generic, mass-distributed ones.

Privacy: New IAB US whitepaper released in conjunction with the 2025 IAB Public Policy and Legal Summit - [Trusted Execution Environments in Digital Advertising: A Pathway to Enhanced Data Privacy, Security, and Regulatory Compliance](#). The white paper provides an overview of Trusted Execution Environments (TEEs), their role as a privacy-enhancing technology (PET), and their application in the digital advertising industry. It explores how TEEs strengthen data protection, security, and privacy while providing policymakers and regulators with insights into their benefits, challenges, and potential regulatory implications.

ad net zero au progress report

SUPPORTERS AND WORKING GROUPS:

30 supporters as of April 2025, with vendor, ad tech, agency and client all represented.



Working groups in place for key areas of focus across the Ad Net Zero Action Plan:

WG1 – Business Emissions: Chair Sarah Young, oOh!

WG2 – Advertising Production: Chair Steph Loutas, Ad Council

WG3 – Media Emissions: Chair Ros Allison, IPG

WG4 – Behaviour Change: Co-chairs Jess Gregory, Publicis & Justin Merrell, Lion

MARKETING:

We have continued to develop our ongoing and on-demand resources to support our members and the wider industry, including:

- LinkedIn: Ad Net Zero AU page launched in March, to share key updates and resources with supporters and the entire industry. Please encourage your teams to follow and engage with the content.
- Ad Net Zero Fundamentals Training: the current course, delivered globally, is ending in June. We are partnering with SBS locally to create new, Australia-specific training content for the entire industry.
- In development: updates to the Ad Net Zero AU website to better house resources to support across all five pillars; quarterly updates in person, to build community across our supporter network; quarterly newsletter.

KEY PROJECTS UPDATE: Global Media Sustainability Framework (GMSF):

The GMSF is a voluntary framework built on climate-science standards and advertising industry best practice, to provide a standard for measuring media emissions more accurately, consistently and efficiently across channels. It is fully open source to move the entire industry forward.

The latest release launches in April, before a full release mid-year. The next release will include Metrics & Methodology for all channels, and data guidance for digital (see below for the components of each element). The latest overview can be found [here](#).

Ad Net Zero AU supporters have been guiding the development and will lead the roll-out of the GMSF through Working Group 3.



COMING UP:

- Shared learning forums: Launching in April, for supporters to share their expertise and experience, through case studies and spotlights on relevant topics. These will be open to all supporters, please encourage your teams to join. Invitations will be shared through the Ad Net Zero supporters email database.
- Ad Net Zero Awards: Early bird deadline 29th May. These global awards aim to celebrate the industry's best work in support of sustainable behaviours and better business outcomes. They are open to the entire industry, not just supporters – whether you're an advertiser, agency, media owner or production company. Previous winners case studies can be viewed in the Resources Hub [here](#)

council activity: executive technology council

Chair: Nicole Prior (Microsoft)

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.	In Planning	Showcase industry collaboration and innovation whilst also supporting media industry charities through programmatic solutions rather than contracts & paperwork.	H1 2025
Support the 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.	Ongoing	Collaborate with other like-minded and key industry players on a critical and fast-moving topic.	2025
Annual Industry Talent Review Wave 4 – aggregated data on industry talent profile and skills requirements.	In planning	Key industry data on talent profile, training needs and company policies in relation to staff	July 2025
Ad Tech & Ops Industry Survey – take the lead on creating a survey for industry and attendees related to the Talent Census and providing a temperature check on how industry is reacting to the potential threat of AI replacing staff.	In Planning	Provide insights and leadership around a key and currently sensitive topic.	July 2025

council activity: audience measurement council

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: <ul style="list-style-type: none">Preview data for 17 individual weeks has been provided in excel to IAB AMC for review and feedback.Audience reporting thresholds and external data usage rules to be developed and agreed by IAB AMC.	In progress	Provide more granular and timely audience data for competitive comparisons (not rankings).	Q2 2025
Annual review of market usage rules for broadly distributed materials and claims using Ipsos iris data: <ul style="list-style-type: none">Annual review of rules to keep up with data usage practices in market and provide greater clarity around some examples of data usage in market that has been queried by IAB AMC members.	In progress	Clarity around how Ipsos iris data can be used for media owner claims in broadly distributed materials.	Q2 2025
Steps to reviewing renewal of IAB Australia deed of endorsement for Ipsos iris (endorsed digital audience ratings currency)	In progress	Updated KPIs to monitor Ipsos adherence to quality standards and set expectations on delivery of product roadmap enhancements that are important to the industry.	May 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. However, IAB Europe have requested fees to access, which has put this on hold in the short term.	On hold	Actively support a unique IAB initiative and drive awareness and adoption of a sustainable operational practice.	H1 2025
Ad Creative ID Framework (ACIF) – 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
Ad Tech & Ops Event – Planning ahead for the next AdOps event (Tech & Ops) in Melbourne in July 2025.	In planning	15th event of its kind to focus on best practices and actively support our members.	July 2025

council activity: video council

Chair: Vikki Pearce, Zenith

of member organisations: 32

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 and support the market growth in Video.

Key initiatives	Status	Purpose	Delivery date
Video Ad Format Matrix (https://iabaustralia.com.au/resource/video-ad-format-matrix/)	Released	To showcase to media buyers the various environments available for different video formats.	February 2025
Video State of the Nation Survey 2025	In Progress	Understand buy-side video investment trends	April 2025
Video Measurement Matrix	Scoping out	To help the broader market understand what is available across video measurement	July 2025
A look back at Video: <ul style="list-style-type: none">- Audiences- Technology	Scoping out	To help see the advancements of video over the last 20 years and opportunities available	September 2025
Video Summit 2025. Agenda: <ul style="list-style-type: none">- State of the Nation report release- Marketer's View of Video Advertising- CTV Standardisation & Innovation: New Ad Formats & Ad Creative ID Framework- The Evolution of Video: Streaming in 2025 - David Salmon, EVP & Managing Director, International - Tubi- Video Creator – Engaging with Brands- Media Agency Panel – wrap up	Planning	To educate and inspire the market on various video topics.	11 th June 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 IARR report – in collaboration with CRA	Released quarterly	Quantify digital audio market	Next release Q3 data
Update Audio Advertising Buyers Guide	Published	Education and confidence	Feb 2025
New recommended practices to meet ABAC self-regulation requirements	Being finalised	Industry responsibility	May 2025
Sonic Branding Workshops	Preparation	Improving creative quality across the industry	May 2025
Ad Frequency Recommendations for Audio	Information Gathering	Improve efficiency	June/Jul 205

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.	Q4 2024
De-Identification, Encryption & Anonymisation - 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.	Published	Education on the different approaches and how they differ from a product perspective.	Q1 2025
Contextual Playbook refresh – update the 2021 document with up-to-date content and some solid contextual advertising case studies from both vendors & publishers.	In Progress	Provide awareness and education.	June 2025

council activity: ad effectiveness council

Chair: Yasmin Sanders – SambaTV

of member organisations: 38

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
Market Mix Modelling Landscape Report 2025: Increase understanding of this evolving technique with information that recognises differences in vendors, across methods and models, governance and verification, data inputs (and nuances required for digital ad formats) and the metrics generated. IAB has invited MMM vendors to complete a standardised written questionnaire to allow comparison and will also collate perspectives from buy-side and media owners.	Vendor questionnaire live, results and perspectives due to IAB end of April.	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.
MeasureUp Call for Content: Open for submissions and evaluate ideas for presentations, panel discussions and workshops demonstrating new approaches, industry data and research, best practice advice and local case studies in advertising and media measurement.	Submissions to open 1 May to 26 June	To showcase market leading, evidence-based insights on a range of important ad effectiveness topics including cross-media audience and ad measurement, brand building, ROI, emerging digital formats, creative, AI etc.	MeasureUp event 10 September.
Ad Attention Measurement Update: Updated local guidance originally provided in Ad Attention Measurement Landscape Report 2022 with information from IAB US and MRC guidelines (when released in US).	Scoping.	Provide understanding of local implications for the global accreditation guidelines.	H2 2025 (pending US guidelines)

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
Knowledge Series: <ul style="list-style-type: none"> - Audience - Measuring Outcomes - Setting up & scaling up: retailers - Setting up & scaling up: advertisers - The Role of Agencies 	In development	Education and upskilling	May & June 25
Measurement 2.0 – Deeper dive into measurement	Planning	Beyond the basics education	Jun 25
Retail Media State of the Nation research	Questionnaire design	Market intelligence	Jul 16
Commerce – annual consumer research	Questionnaire design	Consumer behaviour trends	Jul 16
Commerce & Retail Media Summit (Syd and Melb)	Planning	Showcasing and education	Jul 16 (Syd) & Jul 25 th (Melb)

council activity: dooh council

Chair: Brad Palmer (JC Decaux) and James Lambert (Group M)

of member organisations: 26

Council purpose: Support the growth of programmatic OOH in the Australian market.

Key initiatives	Status	Purpose	Delivery date
Reporting capabilities for pDOOH	Published	Education & standardisation	Feb 25
Updated Programmatic OOH Buyers Guide	In development	Education	Jul 25
Powering DOOH 2025 – programmatic ooh events (Syd & Melb) in collaboration with the OMA	In planning	Education and Inspiration	Aug 25
OOH site tour for digital buyers	Preparation	Education and inspiration	May 25

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
Search Trends Series covering: <ul style="list-style-type: none"> • Evolving Journeys: The new consumer path to purchase • Social Search: The discovery revolution • Zero Click: Optimising for AI answers • AI & Trust: Navigating privacy in an AI driven environment • AI productivity: Supercharging search marketers 	In development	Education and inspiration	Jun 25

affiliate working group

Chair: Neguin Farhangmehr

of member organisations: 12

Council purpose: Educate the market about the affiliate and partnerships marketing industry & opportunities

Key initiatives	Status	Purpose	Delivery date
Affiliate Market Industry Review – survey	Released	Marketing Intelligence	Apr 25
Affiliate Marketing Best Practice / Code of Conduct Series -	Ongoing	Improve clarity and manages expectations across ecosystem	Mar 25 onwards

AI working group

Chairs: Kellyn Coetzee(Zenith) & Daevid Richards (News Corp)

of member organisations: 18

Working group purpose: Build awareness of key topics, trends & best practices in relation to the use of AI in digital advertising – specifically around agreed advertising use cases.

Key initiatives	Status	Purpose	Delivery date
WG Launch and alignment on Core Areas of focus – have a roadmap and accountable plan on what can be achieved over the first 3 months and through the rest of 2025. Present this at the ATO event in July.	Ongoing	Align the group and prepare to be publicly accountable and transparent in terms of its aligned plans & goals.	July 2025
Foundational Guidance, Definitions & Early Use Cases – provide some meaningful definitions to industry and early guidance on AI use cases for advertising, including examples of best practices.	In Planning	Establish some clear definitions & provide some examples of early best practices across the industry.	H2 2025
Prompts Guidance & Free Training Links - Provide a range of free member guidance and a library of commonly used AI prompts from the larger providers. Group is keen to ensure we are cognisant of the importance of making AI tools accessible to individual members and smaller agencies & organisations.	In Planning	Ensure that we can provide IAB members with easy-to-access guidance on where to start with AI tools, leveraging the available free content and training.	H1 2025