

cross council & working group update

september 2025

CEO Update – Executive Summary

Current/Completed

Events: It has been a busy three months, with six events held in August and September. Full event analysis and review underway.

Comms & PR: Share of voice for trade media clips up in July to August (47% of all clips) due to range of releases and events.

Major Releases:

[FY25 Internet Advertising Revenue Report](#)

[MMM Landscape Review](#)

[Evolving Search Journeys](#)

[AI Hub / AI Use Cases in Advertising \(US IAB\)](#)

[Nickable Charts: Social Networking](#)

Policy: IAB AU submission for the Productivity Commission's Harnessing Data & Digital Tech lodged after cross board consultation.

Upcoming

[Brisbane Market Update](#) – 28th October

Annual report / AGM to be timed for Leadership Summit on Nov 19th

Leadership Summit, Publisher Forum & Ad Tech Product Updates: Sessions to be set up with Tony Katsur's (CEO of IAB Tech Lab) visit on 18th & 19th November. Invitations to be distributed shortly.

IAB Birthday: Get ready for some IAB Australia 21st birthday fun next year.

2026 IAB Events: The IAB is working with Councils and Working Groups on timing and structure of the 2026 calendar. Dates will be set in October. Due to the success of the 2025 events many sponsors are rolling over in 2026, but if you would like to see the opportunities that are available contact jenn@iabastralia.com.au

Work Streams and Policy Update

NEW: major cross organisational work streams

Beyond council and working group initiatives, the IAB team and board have identified three key areas requiring broad, market-wide collaboration via IAB Australia starting in late 2025 and through 2026.

Each stream will have a clear scope, project plan, and leadership from both an IAB executive and board director/s. We will discuss these projects with Councils and Working Groups as well as reach out to key members and stakeholders for input in coming months.

Policy

- 1. Productivity Commission Submission:** IAB made a [submission](#) to the Productivity Commission Interim Report - Harnessing Data and Digital Technology on 18 September 2025. The submission advocated for an outcomes-based approach to privacy rather than a consent-centric and prescriptive regime.
Next Steps: the Commission will finalise its Report by the end of 2025. IAB is participating in the Commission's consultations prior to release of the final Report.
- 2. Privacy Reform:** The Government has indicated that it will release a further package of privacy reforms before long. IAB Australia will keep members updated on discussions, progress and timings.

1. publisher & media owner vitality

Supporting publishers through technology standards, yield optimisation, education, commercial analysis, audience measurement, AI impact, and policy. Ensuring publishers, broadcasters and content environments remain sustainable in the next era.

2. future of measurement

A comprehensive review of local measurement needs for the coming years: audience and outcomes. Focus on quality, standards, ratings services, and transparency across the ecosystem.

3. privacy & data education & responsibility

Building trust in digital advertising by promoting responsible and transparent data use. Educating industry, government, and legislators on privacy requirements while developing frameworks that enable compliant, safe, data-driven practices.

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Executive Technology Council

Chair: Mitchell Greenway (OpenX)

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 initiative with UnLtd. – ETC clarifying a summary of requirements and achievable options. James Bayes to help with ETC and UnLtd connection	Ongoing	Showcase industry collaboration and innovation whilst also supporting media industry charities through programmatic solutions	H2 2025
Transparency Guidance – the group are keen to build upon the curation work and provide an update on transparency and the progress made in this area across both the supply and demand sides.	Planning	Show progress in a key topic from key industry ad tech vendors, sellers and buyers. Media Agency ask (WPP).	H2 2025
Dedicated IAB Tech Lab Publisher Product session – take the lead on curating an invite-only interactive session in Nov with Tony Katsur, dedicated to supporting Publishers commercially & strategically	Planning	Provide insights, guidance and leadership on a key strategic focus for this group in FY26..	Nov 2025

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 – update on the various identifiers & ID solutions in the Australian market, including a matrix of the most popular.	Published	Provide updated education, guidance and awareness	Q4 2024
De-Identification, Encryption & Anonymisation Explainer + Q&A – explainer publisher followed by a council Q&A on the various methods of providing security and anonymity in the usage of consumer data for advertising.	Published	Education on the different approaches and how they differ from a product perspective.	H1 2025
ID Solutions Update – an update to the work done with the last explainer (published H2 2024) to update the list of various identifiers & ID solutions in the Australian market, provide more guidance on interoperability and share more recent case studies to demonstrate best practice for businesses of different types on both the buy and sell sides.	In Planning	Provide updated education, guidance and awareness on a key topic which is ever evolving.	Q4 2025

Audience Measurement – Ipsos iris

of member organisations: 12

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

Key initiatives – Ipsos iris	Status	Purpose	Delivery date
<p>Annual review of market usage rules for broadly distributed materials and claims using Ipsos iris data: has been completed and amendments supported by the IAB Board. New rules will come into effect with September data release.</p>	Completed	Clarity in how Ipsos iris data can be used for market claims.	Oct 2025
<p>Transition of Ipsos iris to age 18+: adjusting all measurement and reporting to remove 14–17-year-olds, and to also improve the granularity of geographic and age reporting. Plan includes the launch of weekly 18+ audience data.</p> <ul style="list-style-type: none"> Ipsos is currently testing 18+ data 	In progress	Reduce variation in monthly audience data from under sampling on the panel of age 14-17.	Q1 CY26
<p>Weekly Data Availability</p> <ul style="list-style-type: none"> Ipsos are working to provide a preview of weekly data for Council review in November and for consideration of reporting thresholds (both n=20 and n=30) to be applied for market reporting. 	In progress	More timely and granular data.	Q1 CY26

Standards & 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
Participate in Tech Lab's AI Content Monetisation Protocols (CoMP) WG – active participation in a WG designed to support publishers and content creators to sustainably manage and monetise their content & audiences through workable tools and guidance in an increasingly AI-first digital ecosystem.	Planning	Support local publishers strategically through changes to how audiences are discovering & consuming content.	2026
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.	Planning	Enable key capabilities for all forms of video, CTV and linear TV ad campaigns.	2026

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	Ongoing	Quantify digital audio market	Next release Q3 data
New recommended practices to meet ABAC (alcohol advertising) self-regulation requirements for streaming audio & podcasting	Published	Industry responsibility	Aug 2025

Video Council

Co-Chair: Vikki Pearce, ZO

of member organisations: 35

Council purpose: Empower the Australian market to make the most of the opportunities in Video. We do this through providing education, inspiration & 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 Measurement Framework – creating an outline of the different measurement options in video and the companies who can both implement and support it.	In progress	Feedback from survey was around further understanding video measurement availability	Q4 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.	Planning	Enable key capabilities for all forms of video, CTV and linear TV ad campaigns.	2026
Participate in Tech Lab’s AI Content Monetisation Protocols (CoMP) WG – active participation in a WG designed to support publishers and content creators to sustainably manage and monetise their content & audiences through workable tools and guidance in an increasingly AI-first digital ecosystem.	Planning	Support local publishers strategically through changes to how audiences are discovering & consuming content.	2026

Ad Effectiveness Council

Chair: Yasmin Sanders – Samba TV

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
Market Mix Modelling Landscape Report 2025: Increase understanding of techniques, methods and models, governance & verification, data inputs and the metrics generated. 12 MMM vendors have completed a standardised questionnaire to allow comparison.	Complete Report download	Increase industry understanding of MMM techniques	Sept 2025
MeasureUp: held on 10 September, with 34 speakers on the agenda including buy-side and media owner panel discussions and presentations on key topics	Completed. Content wrap-up coming soon	Demonstrate the ways to prove ad effectiveness and show the return and outcomes of marketing investments	Sept 2025
Council review of key focus areas and projects for 2026 - <ul style="list-style-type: none"> Including review of relevance for an Ad Attention Measurement Update and potential other projects. 	Scoping	Agree on 2026 projects for the purpose of continuing to educate the industry on best ways for assessing advertising effectiveness.	TBC

Retail Media Council

Chair: Lachlan Brahe, Epsilon

of member organisations: 36

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"> - The Role of Agencies (published) - Incrementality - Audience Design & Inventory Enrichment - Redefining Retail Readiness 	In progress	Education and upskilling	Aug onwards
The Perfect Retail Media Brief	Kick off	Improve processes	Nov
Retail Media Supplier Forum – Twice year closed room forums	Planning	Education & effectiveness	Nov/Dec

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
Updated Programmatic OOH Buyers Guide	Published	Education	July 25
Powering DOOH 2025 – programmatic ooh events (Syd & Melb) in collaboration with the OMA	In planning	Education and Inspiration	August 25
Update e-learning program	Kick off	Education	2026

AI Working Group

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

of member organisations: 21

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
Launch and alignment on x5 Core Areas of focus – group have agreed upon a roadmap and defined accountable plan on what can be achieved over the first 3 months and through the rest of 2025. x5 workstreams have been created with dedicated volunteers within each.	Ongoing	Align the group and prepare to be publicly accountable and transparent in terms of its aligned plans & goals.	August 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, so included a mix of free and paid tools, guidance and education.	Published	Provide easy-to-access guidance on where to start with AI tools, leveraging content and training.	Sept 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 examples of early best practices for marketing across the industry.	H2 2025

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
Search Trends Series covering: <ul style="list-style-type: none"> • Social Search: The discovery revolution (published) • Evolving Journeys: The new consumer path to purchase (published) • 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	Ongoing
Search Trends Series covering: <ul style="list-style-type: none"> • Social Search: The discovery revolution (published) • Evolving Journeys: The new consumer path to purchase (published) • 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	Ongoing

Affiliate Working Group

Chair: Neguin Farhangmehr, ND Agency

of member organisations: 11

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

Key initiatives	Status	Purpose	Delivery date
Best Practice Guide for Downloadable Software in Affiliate Marketing	Published	Improve clarity and responsibility across the ecosystem	Sept 2025
Melbourne Affiliate Summit – 1 st year	Finished	Education	Sept 2025

If you have any questions on any of our projects, please reach out to us at:

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