

welcome & key industry updates

iab.
australia

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adtech
&ops
summit



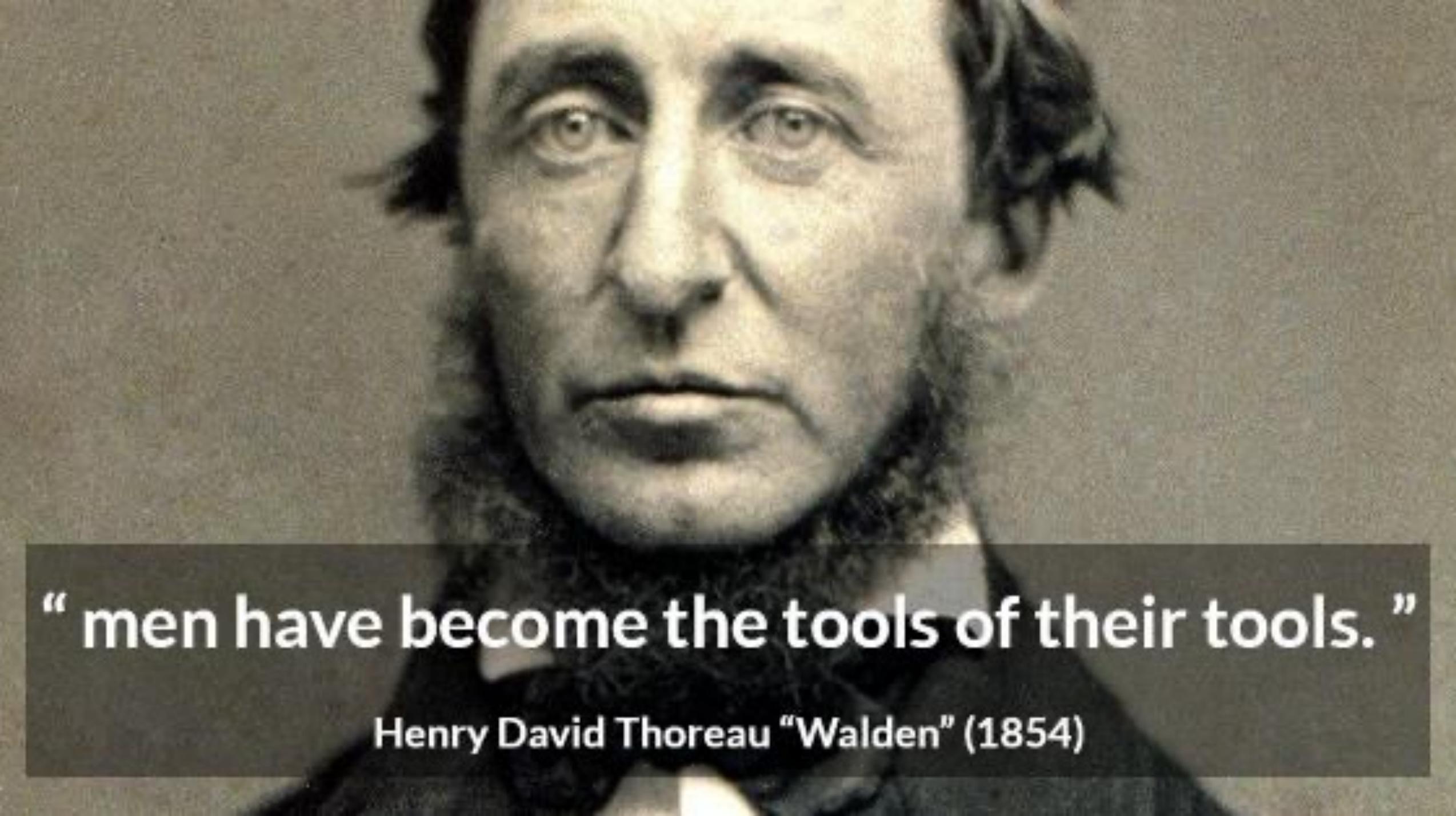
RUGBY POSITIONS EXPLAINED



20
25

digital advertising
& ad tech industry
talent review.



A black and white portrait of Henry David Thoreau, showing his face and a dark beard. He is looking directly at the camera with a serious expression. The background is a plain, light color.

“ men have become the tools of their tools. ”

Henry David Thoreau “Walden” (1854)

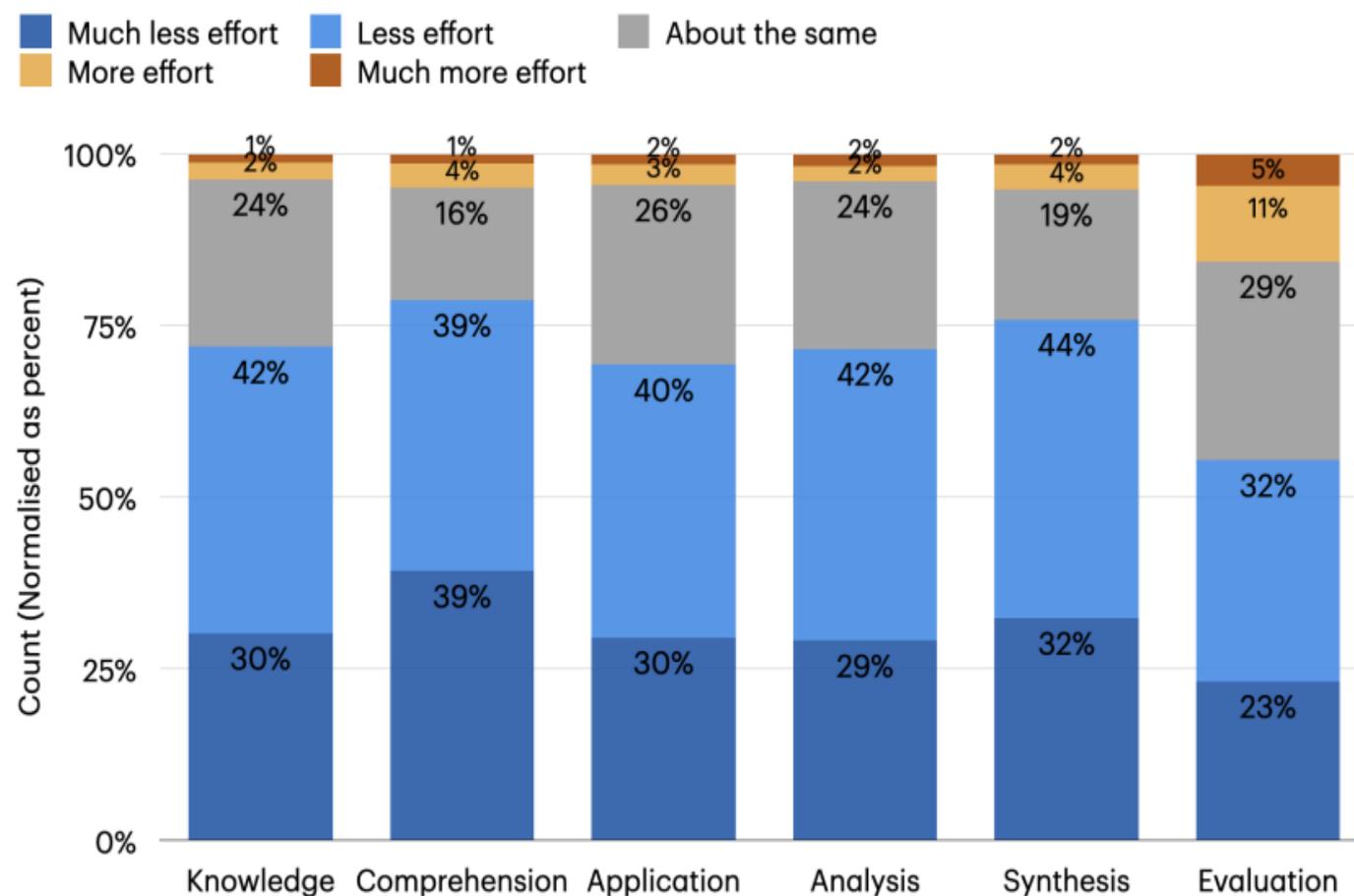
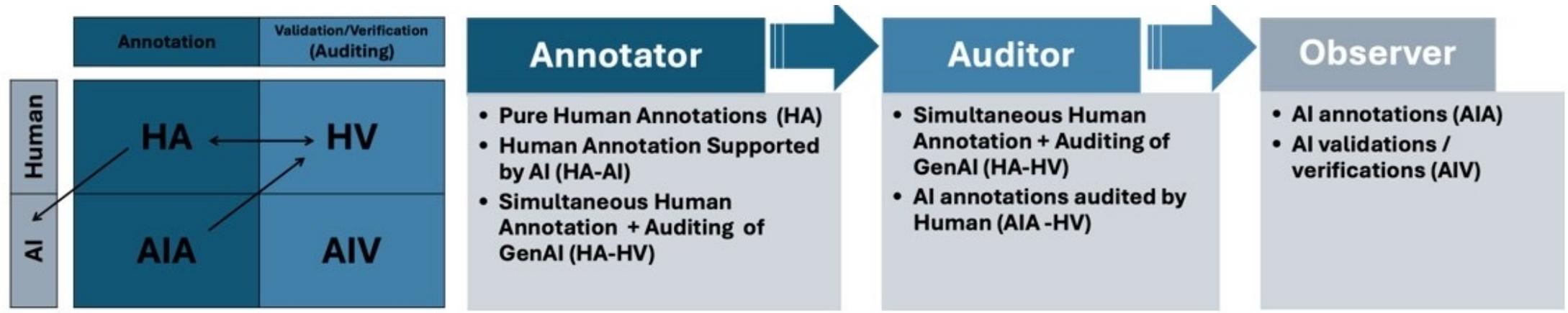


Figure 2: Distribution of perceived effort (%) in cognitive activities (based on Bloom’s taxonomy) when using a GenAI tool compared to not using one.

Amazon Mechanical Turk

Access a global, on-demand, 24x7 workforce





Task	Fluctuation in the type of human effort as GenAI advances		Discussion
	AI-Supported Human Annotation	Human-Audited GenAI Annotations	
Content Creation	↘	↗	<ul style="list-style-type: none"> ▶ Human annotation effort decreases for tasks previously requiring HA. ▶ Tasks that required AIA-HV, we envision an increase in the human auditing effort with the introduction of GenAI.
Sentiment detection/ classification	↗	↗ →	<ul style="list-style-type: none"> ▶ We envision a shift to tasks that require HA-HV. ▶ Tasks needing AIA-HV, we foresee continued intense human auditing efforts, regardless of GenAI reliance.
Verification and Validation	—	↗	<ul style="list-style-type: none"> ▶ We envision a relative increase in the human auditing effort involving AIA-HV.
Information Finding	↘	↗	<ul style="list-style-type: none"> ▶ Human annotation (HA) may decrease, transitioning to intense auditing, eliminating the need for direct human annotation, thus moving towards AIA-HV.
Image labeling	↗	↗	<ul style="list-style-type: none"> ▶ Given the level of dependence from GenAI we envision image labeling tasks to either need an intense human effort in HA-AI and AIA-HV tasks as well as increase HA-HV tasks.

UAE set to use AI to write laws in world first

Gulf state expects move will speed up lawmaking by 70% but experts warn of 'reliability' issues with the technology



The UAE plans to use AI to track how laws affect the country's population and economy © Christopher Pike/Bloomberg



Highly capable general-purpose AI

- Foundation models that can perform a wide variety of tasks.
- Their capabilities can match or exceed those present in today's most advanced models.
- Such models will span from novice through to expert capabilities, with some even showing superhuman performance across a range of tasks.

Highly capable narrow AI

- Foundation models that can perform a narrow set of tasks, normally within a specific field like biology.
- Their capabilities can match or exceed those present in today's most advanced models.
- Generally, such models will demonstrate superhuman abilities on these narrow tasks or domains.

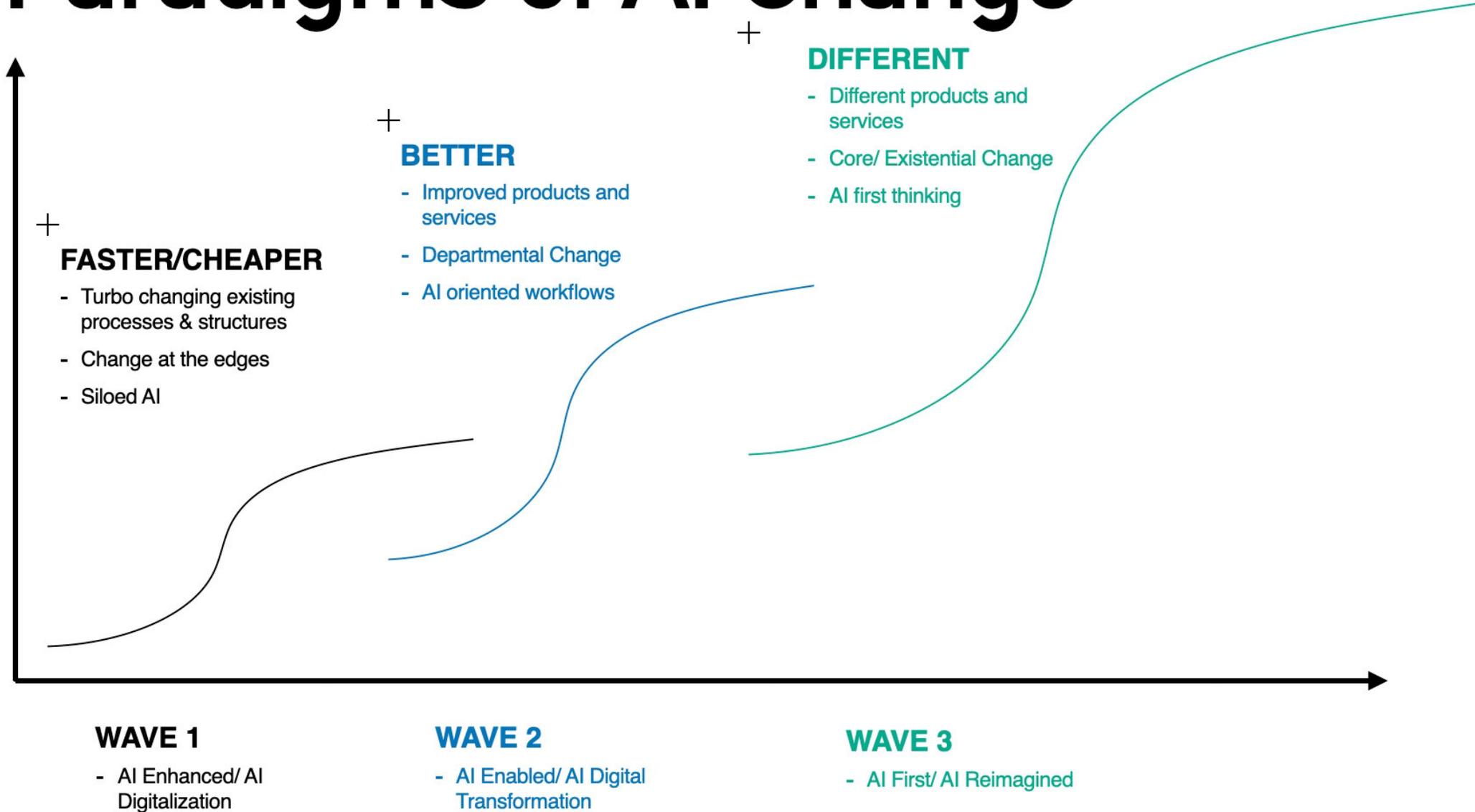
Agentic AI or AI agents

- An emerging subset of AI technologies that can competently complete multiple sequential steps over long timeframes – e.g. sending email or instructions to physical equipment – to complete a high-level task or goal.
- These systems can use tools such as coding environments, the internet, and narrow AI models to complete tasks.

3 Paradigms of AI Change



ALL WE HAVE IS NOW



APRIL 2025

WAVE 1

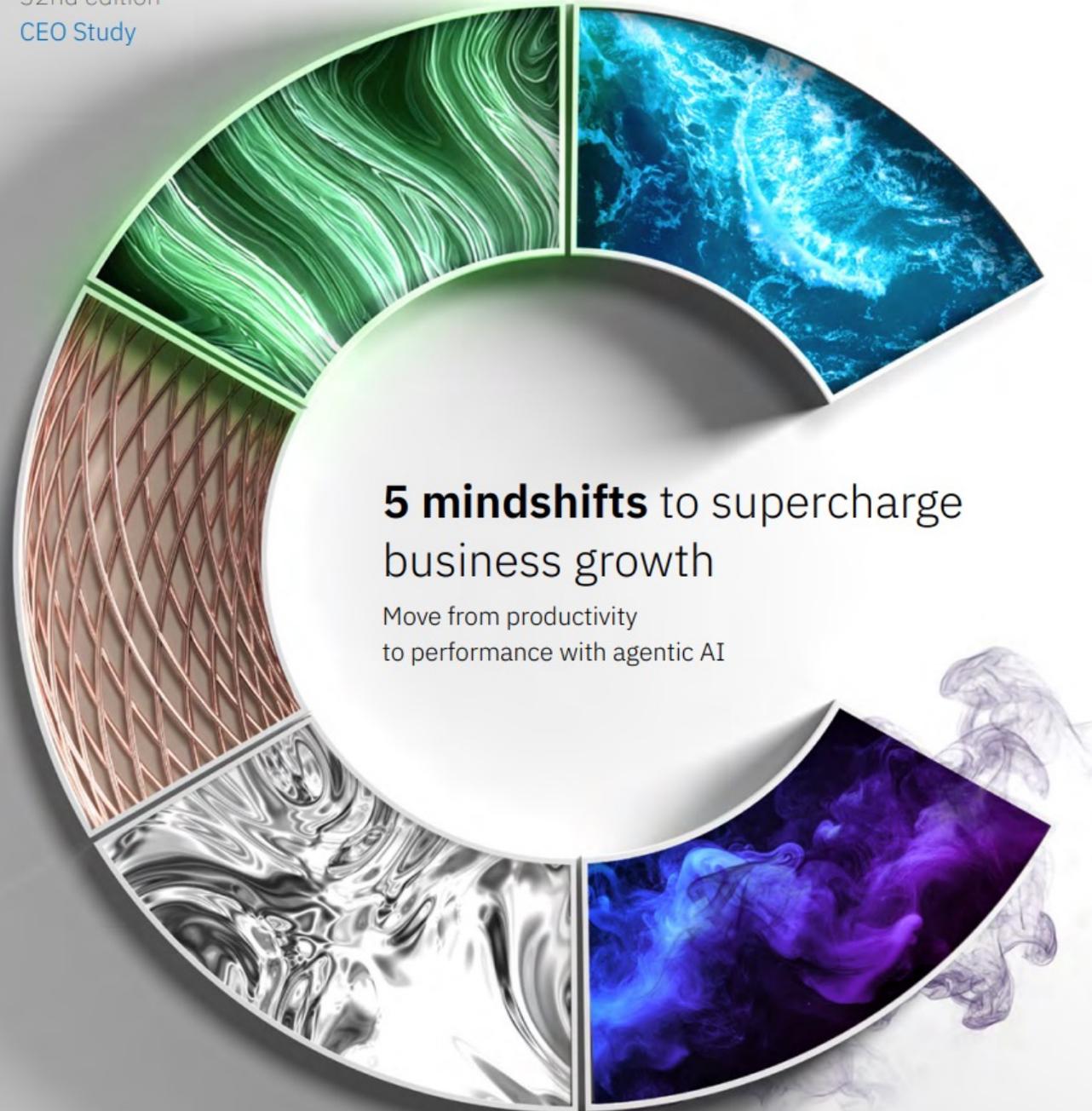
- AI Enhanced/ AI Digitalization

WAVE 2

- AI Enabled/ AI Digital Transformation

WAVE 3

- AI First/ AI Reimagined



5 mindshifts to supercharge business growth

Move from productivity
to performance with agentic AI



Redefining AI ROI

Cost reduction is only part of the equation.

65%

of CEOs say they prioritize AI use cases based on ROI.

Over the past three years, CEOs say only 25% of AI initiatives have delivered expected ROI—and only 16% have scaled enterprise-wide.

To transcend the hype, successful CEOs prioritize ROI-focused innovation. Today, 65% of CEOs say their organization leans into AI use cases based on ROI—and 68% say their organization has clear metrics to measure innovation ROI effectively.

This focus on data-driven implementation is helping organizations move the needle with their AI investments. In 2025, Chief AI Officers report an average AI ROI of 14%, as many AI programs move beyond pilot programs to larger implementations at scale.⁴ So far, organizations have focused on making improvements in areas where traditional AI already made big gains, such as IT and customer service.

But where should CEOs focus their efforts after the low-hanging fruit has been picked?

CEOs in our study say their top priority for the next three years is improving forecast accuracy—predicting business outcomes to inform more stable strategic plans—which is up from fourth place last year. The key, then, is investing in innovations that help teams respond to market shifts.

“AI has been business needs-driven to ensure that we can start small and scale—that we can test its adoption, get people working on it, and then scale it across our operations.”

Tamara Vrooman, CEO, Vancouver Airport Authority (YVR)



But only

52%

say their generative AI investments are delivering value beyond cost reduction.



Talent and partnerships

Borrow the talent you can't buy

Generative AI—along with AI assistants and agents—are creating new jobs faster than companies can fill them.

Journey to the Frontier Firm

Every organization's AI transformation will look different, but here's how we see it playing out over time.

Phase 1

Human with assistant



Every employee has an AI assistant that helps them work better and faster

Phase 2

Human-agent teams



Agents join teams as "digital colleagues," taking on specific tasks at human direction

Phase 3

Human-led, agent-operated



Humans set direction and agents execute business processes and workflows, checking in as needed



Goal Optimization and Reporting Settings

Synchronize Data ...

Standard Settings +

#1 Priority Goal Highest Importance ? x

Revenue - in platform ✎

- Predicted LTV [Revenue][amcq58l9kk9] x

#2 Priority Goal x

AMC LTV ✎

- Purchase Within 14 days [Revenue (Conversion value)] [A1YYPJ10HF0HZ1] x

#3 Priority Goal x

AMC New Customer Revenue ✎

- New Customer Order [Revenue][amcq58l9kk9] x

+

... < >

↑ Drag and Drop to Add

Save Settings

Configurable Goal List

Filter by search term Display All Platforms

- All Impressions
- All Clicks
- All Web Conversions
- All revenue(Conversion value)
- Add To Cart (Click) [Conversion] [A1YYPJ10HF0HZ1]
- Add To Cart (Click) [Revenue (Conversion value)] [A1YYPJ10HF0HZ1]
- Brand Searches (Clicks) [Conversion] [A1YYPJ10HF0HZ1]
- Brand Searches (Clicks) [Revenue (Conversion value)] [A1YYPJ10HF0HZ1]
- Detail Page Views (Clicks) [Conversion] [A1YYPJ10HF0HZ1]
- Detail Page Views (Clicks) [Revenue (Conversion value)] [A1YYPJ10HF0HZ1]
- New Brand Detail Page View (Clicks) [Conversion] [A1YYPJ10HF0HZ1]
- New Brand Detail Page Views (Clicks) [Conversion] [A1YYPJ10HF0HZ1]
- New Brand Detail Page Views (Clicks) [Revenue (Conversion value)] [A1YYPJ10HF0HZ1]
- New Brand First-time Purchases (Click or View) [Conversion] [A1YYPJ10HF0HZ1]

document release

2024
edition

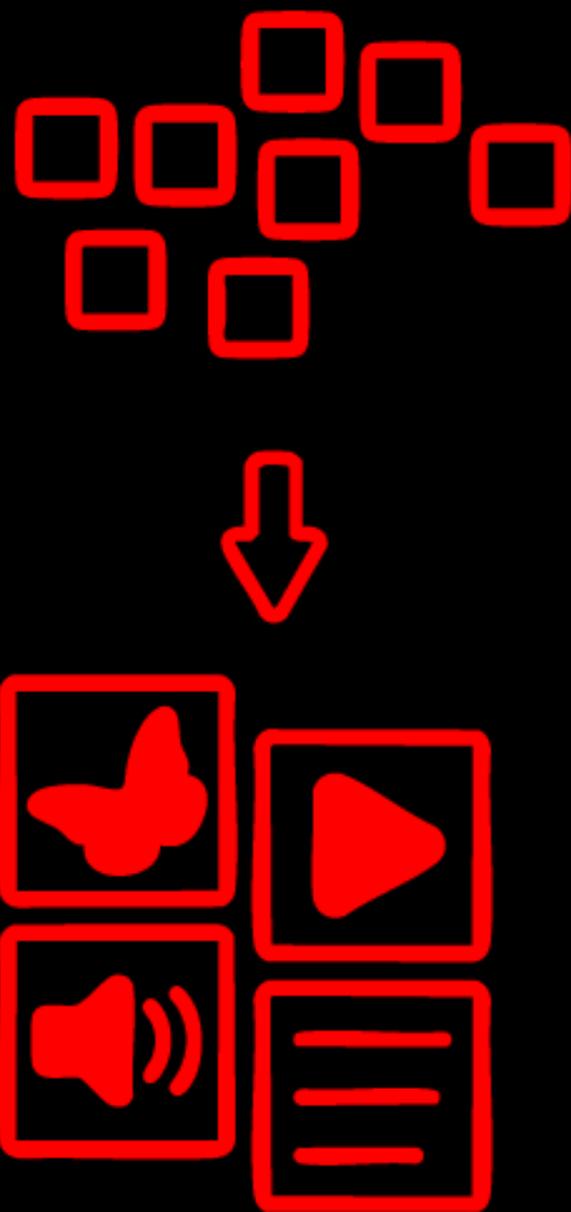
identifiers explainer guide and matrix

iab.
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programmatic curation

- *an explainer*

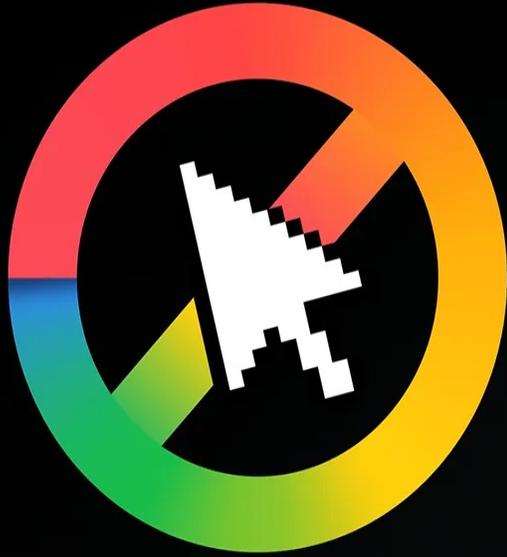
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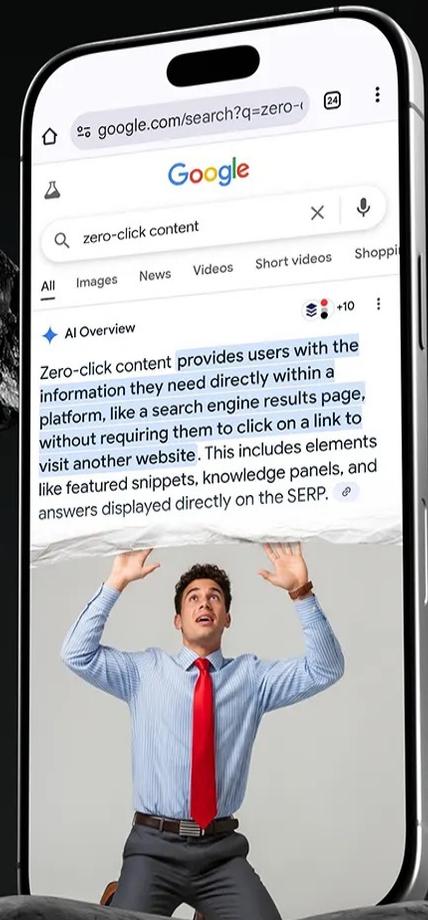


Curated Audiences

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THE RISE OF GOOGLE'S ZERO-CLICK SEARCH



google.com/search?q=zero-click content

Google

zero-click content

All Images News Videos Short videos Shopping

AI Overview

Zero-click content provides users with the information they need directly within a platform, like a search engine results page, without requiring them to click on a link to visit another website. This includes elements like featured snippets, knowledge panels, and answers displayed directly on the SERP.



- Overview
- Analytics
- Version Management
- DNS
- Email
- Spectrum
- SSL/TLS
- Security**
 - Overview
 - Analytics
 - Web asset discovery
 - Security Rules
 - Settings
- Access
- Speed
- Caching
- Workers
- Rules
- Network
- Traffic
- Custom Pages

Security > Settings > Detections

Automated traffic protection

Identify and mitigate automated traffic to protect your domain from bad bots, including scraping and form spam.

Learn more

Detections

Bot management Always active
 Bot Management identifies traffic that may be automated. For each request, Cloudflare generates a score (1-99) that can be used to isolate bot requests.... [Read guide](#)
[Custom rules \(1\)](#)

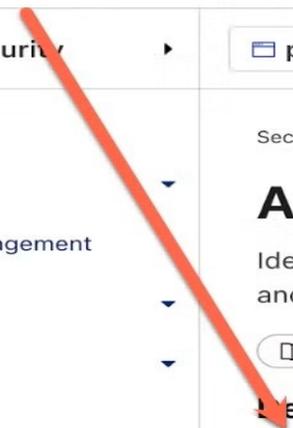
Block AI bots Inactive
 Block bots from scraping your content for AI applications like model training. [Disable](#)
Note: Blocking AI Bots will also block verified AI bots [Read guide](#)

Configurations

AI Labyrinth Beta
Cloudflare modifies your pages by adding nofollow links to AI-generated content to disrupt bots ignoring crawling standards. [Learn more](#)

JavaScript Detections
Use lightweight, invisible JavaScript code snippets that follow Cloudflare's privacy standards to improve Bot Management.

Auto-update machine learning model
Automatically update to the newest bot detection models created by Cloudflare as they are released.





LLM Content Ingest API Initiative

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Trusted Server

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