

# brisbane market update



**gai le roy**

ceo,  
iab australia

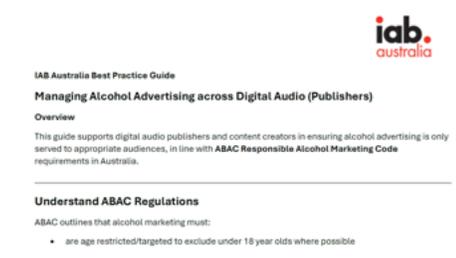
thank you to our sponsor

*News* Australia

# market intelligence



# standards & policy



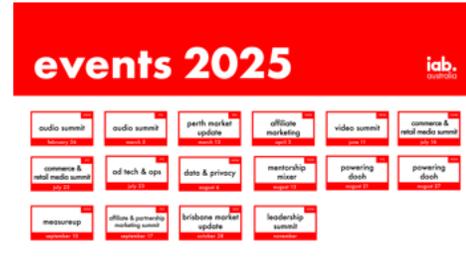
Tech Lab Standards & Services – Solving Real Problems

1 IDENTITY, DATA, & PRIVACY	2 BRAND SAFETY & AD FRAUD	3 AD EXPERIENCES & MEASUREMENT	4 PROGRAMMATIC EFFECTIVENESS
Project Rearc <small>(researching post-click)</small>	ads.txt / app-ads.txt <small>(advertising)</small>	VAST <small>(video ad delivery spec)</small>	OpenRTB <small>(programmatic real-time bidding)</small>
DigTrust ID service	ads.txt Aggregator <small>(brand safety)</small>	SIMD <small>(video ad interactivity spec)</small>	OpenDirect <small>(programmatic guaranteed spec)</small>
Data Label <small>(Creative Label for ads)</small>	sellers.json <small>(brand safety)</small>	MRAID <small>(mobile interstitial ad spec)</small>	CATS <small>(ad request spec for direct buy)</small>
Audience Taxonomy <small>(data segment categorisation)</small>	SupplyChain object <small>(advertising spec)</small>	New Ad Portfolio <small>(ad weight, line, experience spec)</small>	Ad Management API <small>(creative approval API)</small>
Transparency & Consent Framework (IAB Europe)	ads.cert <small>(security, anti-fraud spec)</small>	SafeFrames <small>(secure ad container)</small>	CTVOTT Guidance <small>(OTT, Over-the-top, Video-on-demand)</small>
CCPA & Other Privacy Frameworks	Content Taxonomy <small>(brand safety)</small>	Open Measurement <small>(brand lift, attribution &amp; brand)</small>	Spiders & Bots <small>(mobile app, desktop &amp; browser)</small>
	Ad Product Taxonomy <small>(product categorisation)</small>	Podcast Measurement Technical Guidelines	Blockchain education

**iab. TECH LAB**      **Bold = Recommended adoption priorities**



# education & connection



### **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.

- 1. audience trends**
- 2. investment trends**
- 3. industry trends**

# audience trends

# digital audience growth areas

## major categories with audience growth

average monthly audience aged 14+ for year ending August 2025 v year ending August 2024



### online forums

18.1m, +14%



### fashion & beauty retail

fashion 14.3m, +7%  
beauty 6.7m, +15%



### property

property search 13.8m, +8%



### finance

insurance 12.4m, +12%  
loans 13.5m, +9%



### health & fitness

fitness 10.3m, +10%  
health retail 10.7m, +13%



### technology

AI 10.4m, +76%  
smart devices 8.7m, +24%



### automotive

auto search 5.1m, +14%  
auto manufacturers 4.5m, +10%

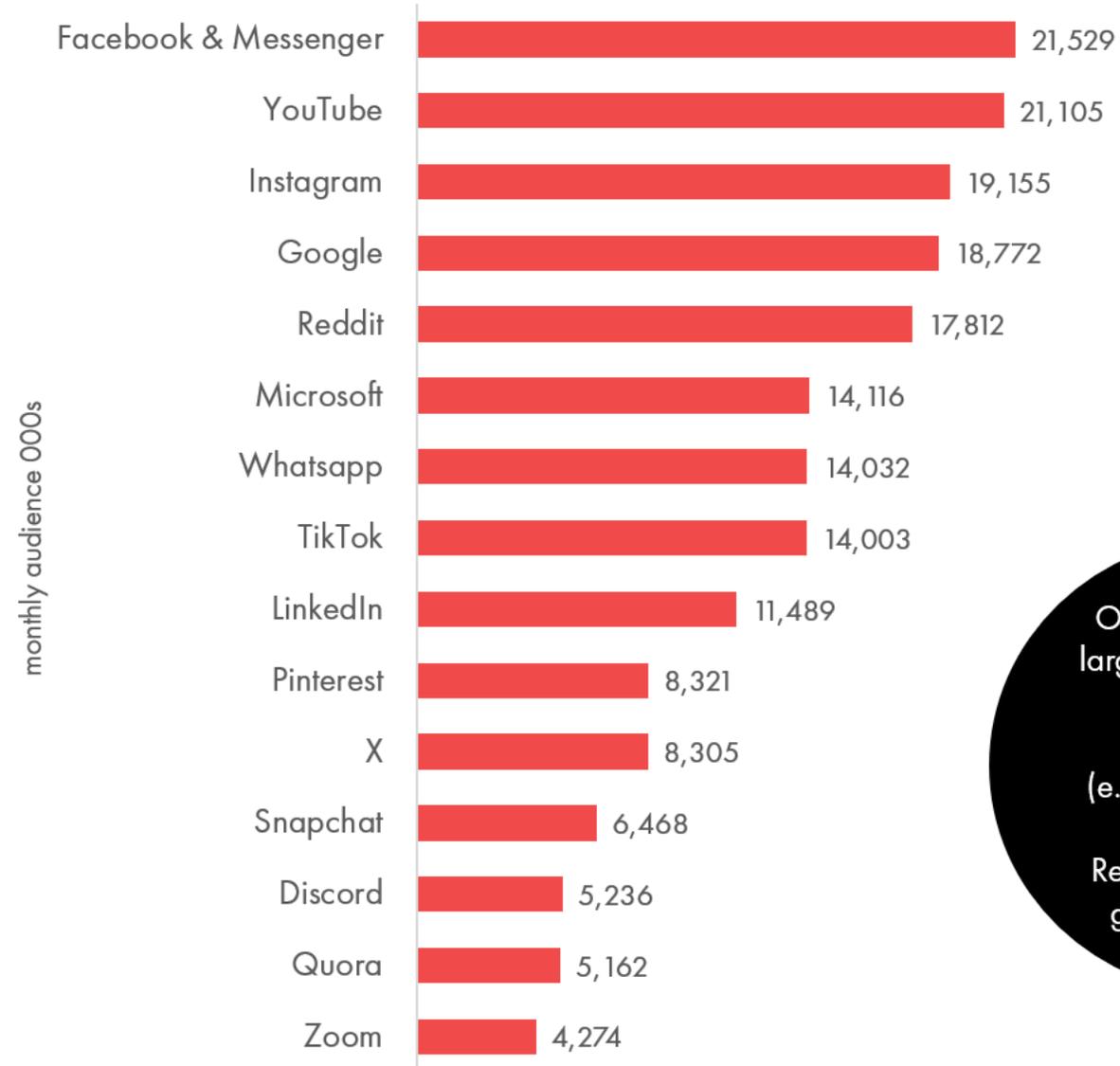


### lifestyle

ticketing retail 10.5m, +11%  
games & toys retail 5.4m, +11%  
pets retail 4.3m, +15%  
religion 3.5m, +16%  
environment 3.4m, +16%  
genealogy 2.1m, +13%

# growth in online forums within social networking

**top 15  
social networking  
brands**  
audience 000s  
August 2025



Online forums is the largest growing social networking subcategory (e.g. Reddit, Quorra, Steam).  
Reddit audience has grown 24% YoY\*

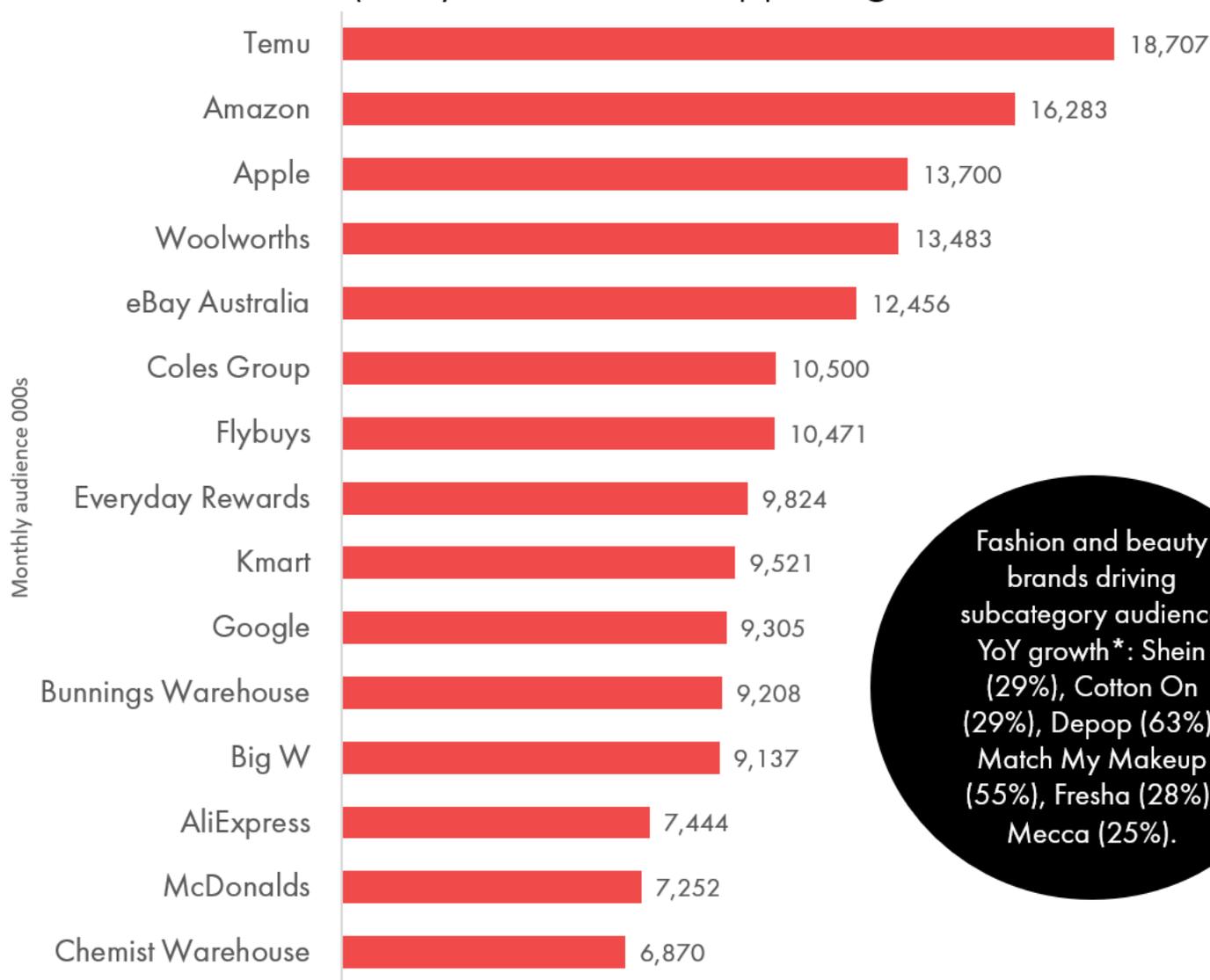
# top 15 online retail brands

**21.8 million**

Australians aged 14+ used a retail or commerce website or app in August 2025.

Key retail growth subcategories: fashion & beauty, games & toys, health, pets, photos, tickets\*.

retail and commerce category audience (000s) websites and apps August 2025



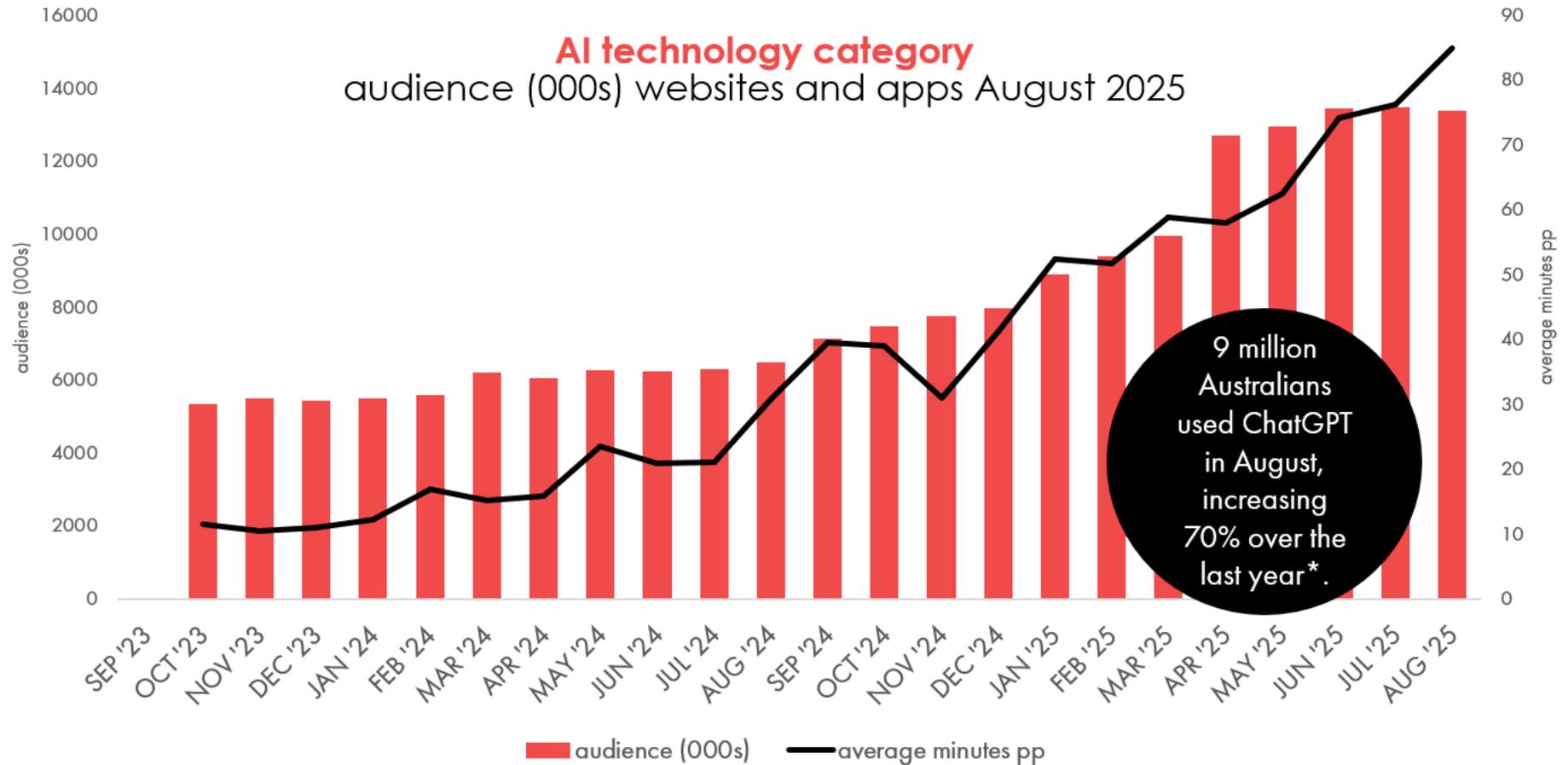
Fashion and beauty brands driving subcategory audience YoY growth\*: Shein (29%), Cotton On (29%), Depop (63%), Match My Makeup (55%), Fresha (28%), Mecca (25%).

# audience using AI continues to grow strongly, ChatGPT usage up 70% year on year



## AI Technology 13.4 million

australians aged 14+  
accessed standalone  
AI brands in August '25,  
increasing 76% over the  
last year\*



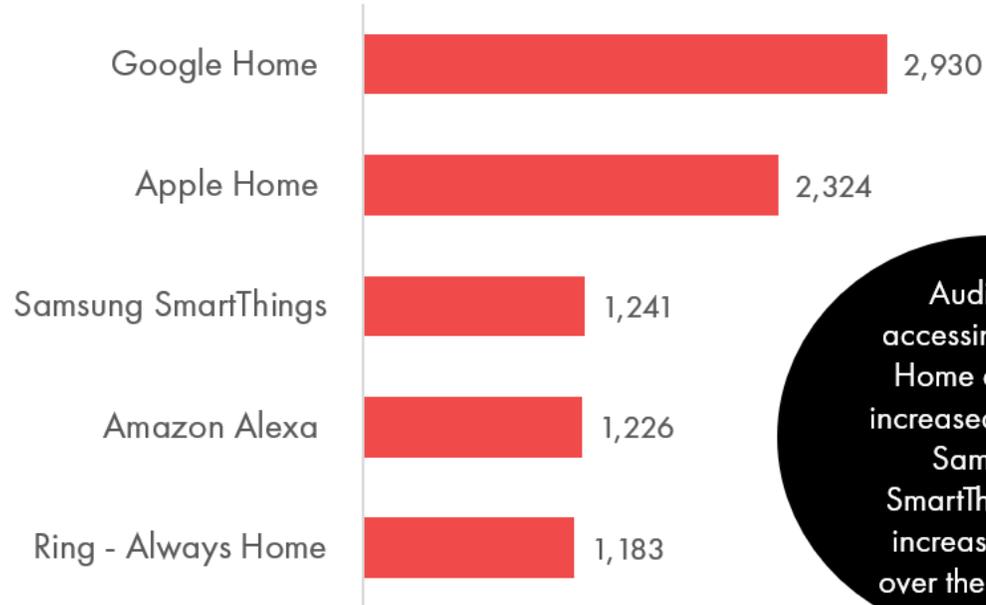
# increasing usage of smart home devices for increased convenience, security and energy efficiency



**smart device  
websites and apps  
9 million**

australians aged 14+ accessed smart device websites and apps in August 2025, increasing 24% year on year\*

**top 5 smart device mobile apps**  
audience (000) apps August 2025



Audience accessing Apple Home app has increased 155% & Samsung SmartThings has increased 65% over the last year

# significant year on year growth in australians visiting **automotive search and manufacturer** websites and apps

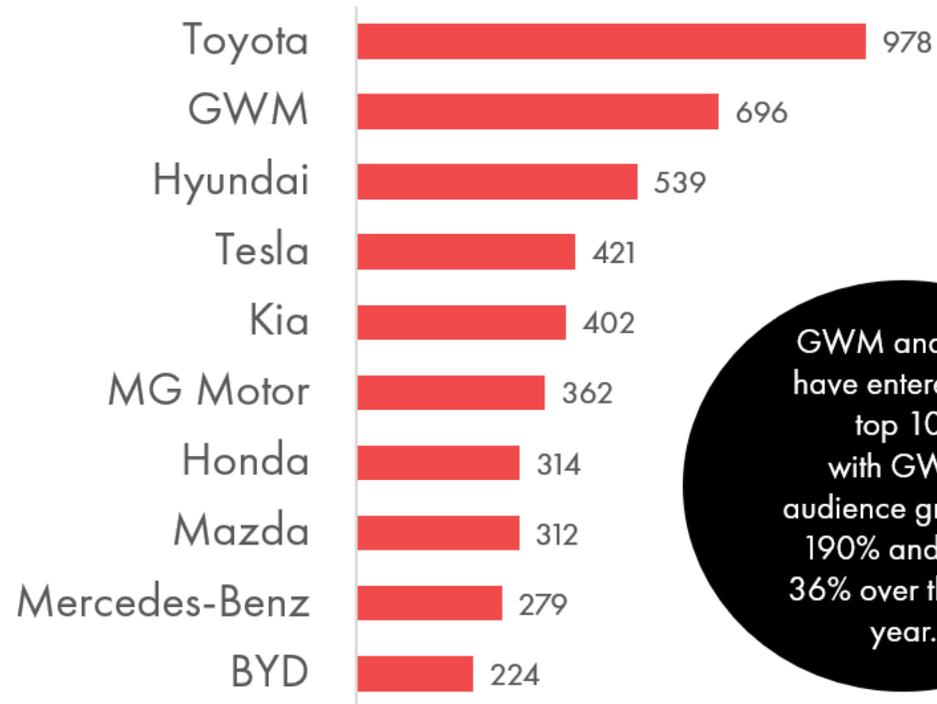


automotive  
12.6m

australians aged 14+ visited  
Automotive websites and apps in  
August '25

Audience for the overall category  
has grown 8% year on year, while  
audience to automotive search has  
grown 14% and automotive  
manufacturers has grown 10%\*.

## top 10 online automotive manufacturer brands audience (000) websites and apps August 2025



GWM and BYD  
have entered the  
top 10,  
with GWM  
audience growing  
190% and BYD  
36% over the last  
year.

# there is a healthy use of fitness apps

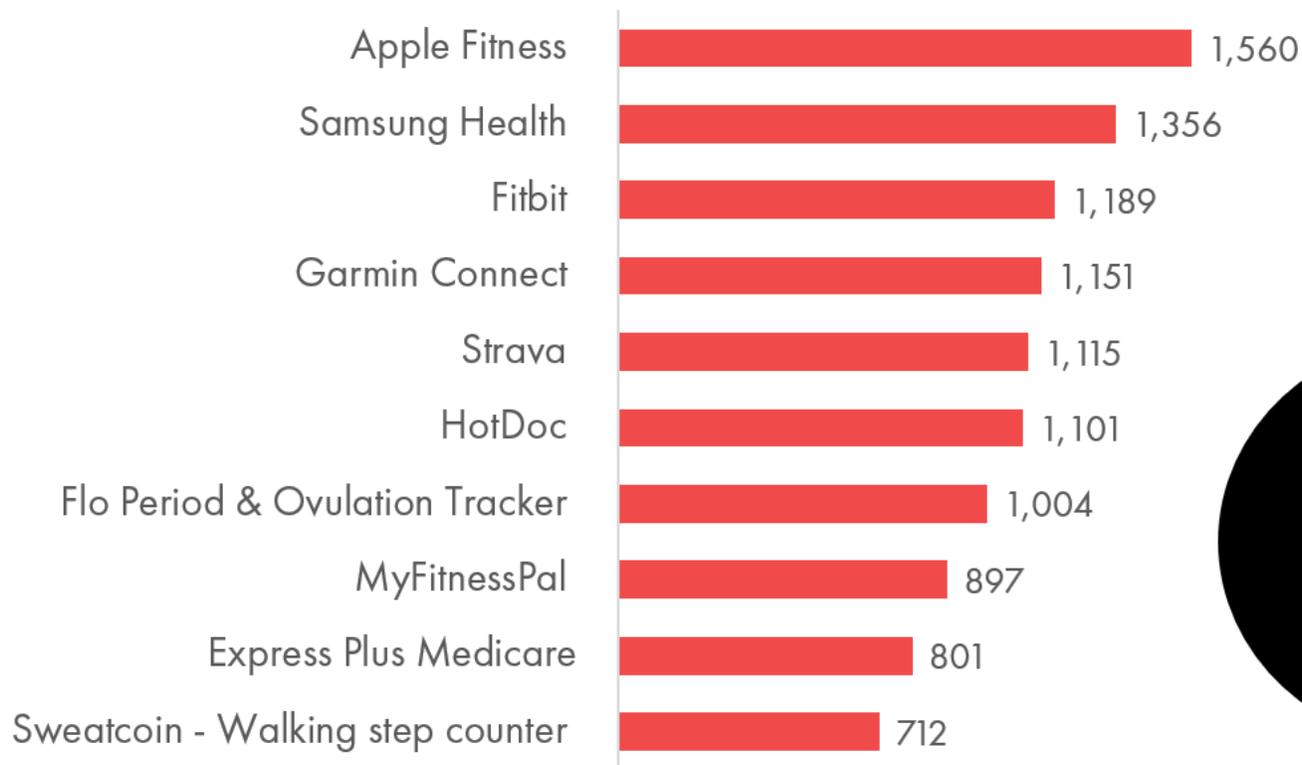


**health**  
**18.9 million**

australians aged 14+ accessed health websites and apps in August 2025, with 9.7 million accessing a health app.

The audience to fitness and exercise websites and apps have increased 10% over the last year\*.

## top 10 health mobile apps audience (000) apps August 2025



Apple Fitness is the #1 health app with 1.56 million accessing the app in August 2025, up 30% over the last year\*.

# signs of recovery in confidence, however consumers still managing areas of spending

audience selected digital content and services

average monthly audience aged 14+ for year ending August 2025 v year ending August 2024



**loans**

13.1 million (+9%)



**retail loyalty**

12.4 million (+4%)



**insurance companies**

11.5 million (+12%)



**energy & utilities**

10.0 million (+6%)



**retail product & service comparison**

7.6 million (-5%)

A range of nickable slides can be downloaded by IAB members [here](#).



20  
25

# commerce report

## shopper trends transforming commerce and retail marketing

australia : wave 5  
new zealand : wave 2

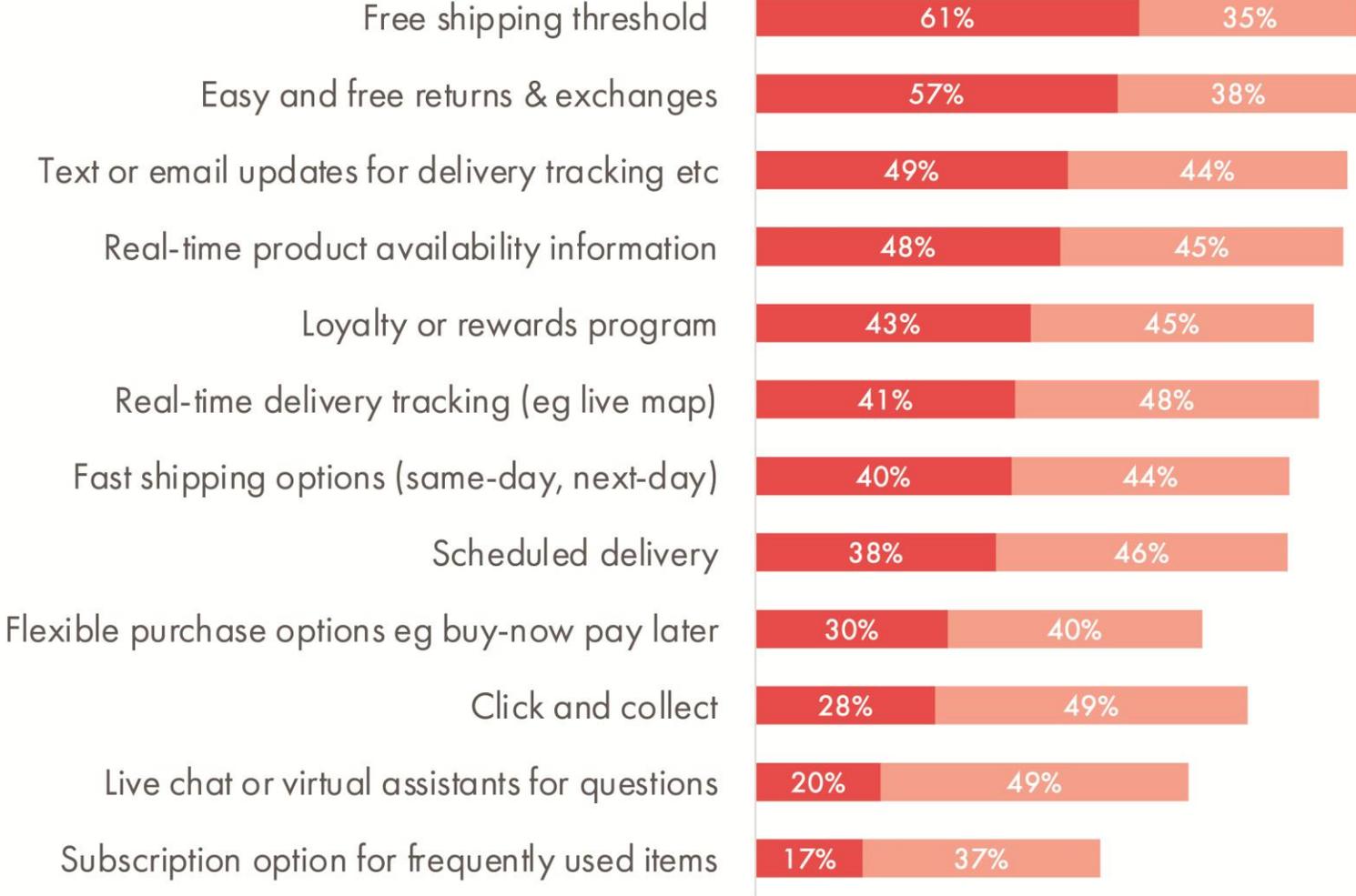
Download the full report [here](#).



# importance of online retailer offerings

Free shipping thresholds and free and easy returns are important for nearly all online shoppers.

There is rising expectations for immediacy and responsiveness.



■ Very important ■ Somewhat important

# cost-of-living impacts on shopping behaviour

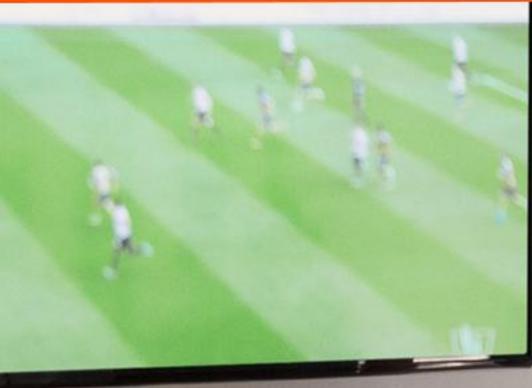
% increased shopping behaviour due to current rises in costs-of-living



# investment trends

# IAB Australia Internet Advertising Revenue Report

For the financial year and quarter ended 30 June 2025



**Historic IARR reports and data can be downloaded by IAB members [here](#).**



# Headline results – Financial year ended 30 June 2025

Total internet advertising market for FY25

# \$17.2 billion

Internet advertising market growth FY25 v FY24

# +10.6%



## Search

**\$7.6bn** +9.9% on FY24

Search advertising reaches record high in FY25



## Video

**\$5.0bn** +21.9% on FY24

Video advertising continues to outperform the broader Display advertising market



## Classifieds

**\$2.6bn** +3.1% on FY24

Classifieds grows on prior year with mixed performance across Real Estate, Recruitment and Automotive sub-sectors



## Display (excluding Video)

**\$2.0bn** -0.1% on FY24

Infeed/Native and Standard Display sub-sectors decline on FY24



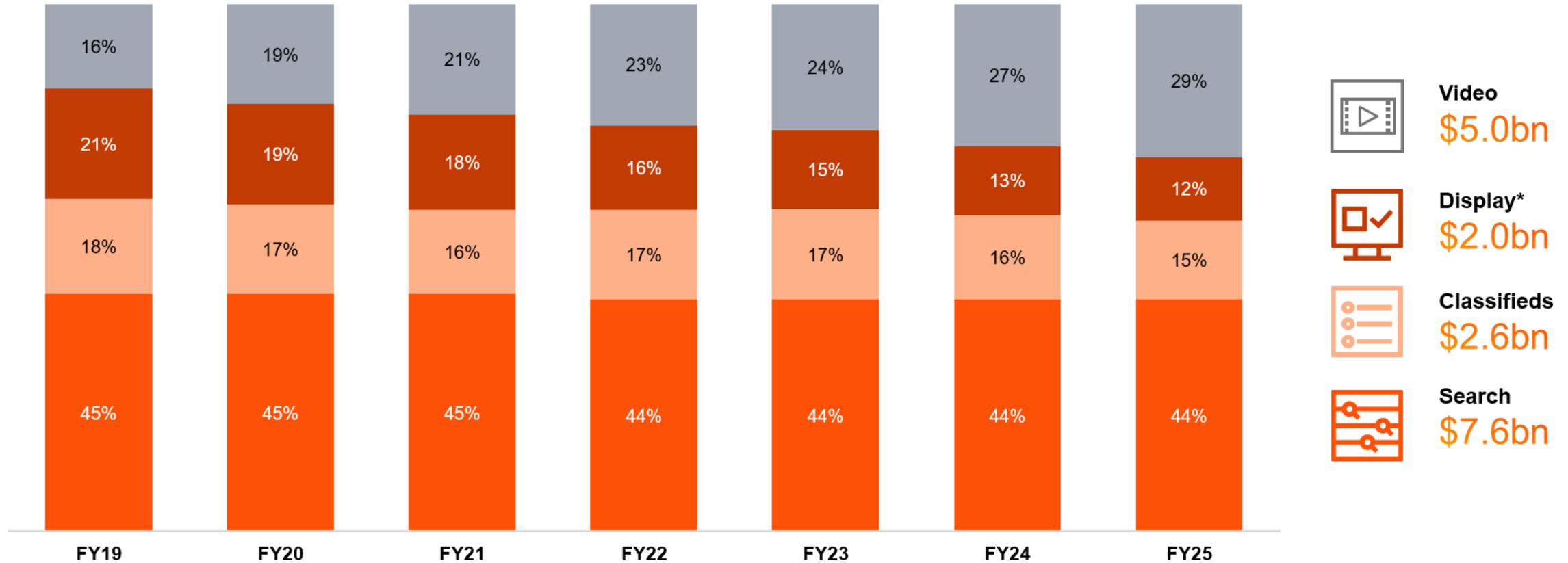
## Audio

**\$331m** +14.1% on FY24

Audio advertising is the only non-Video Display format recording growth on FY24

# Video continues to take share from Classifieds and other Display formats, while Search maintains largest share

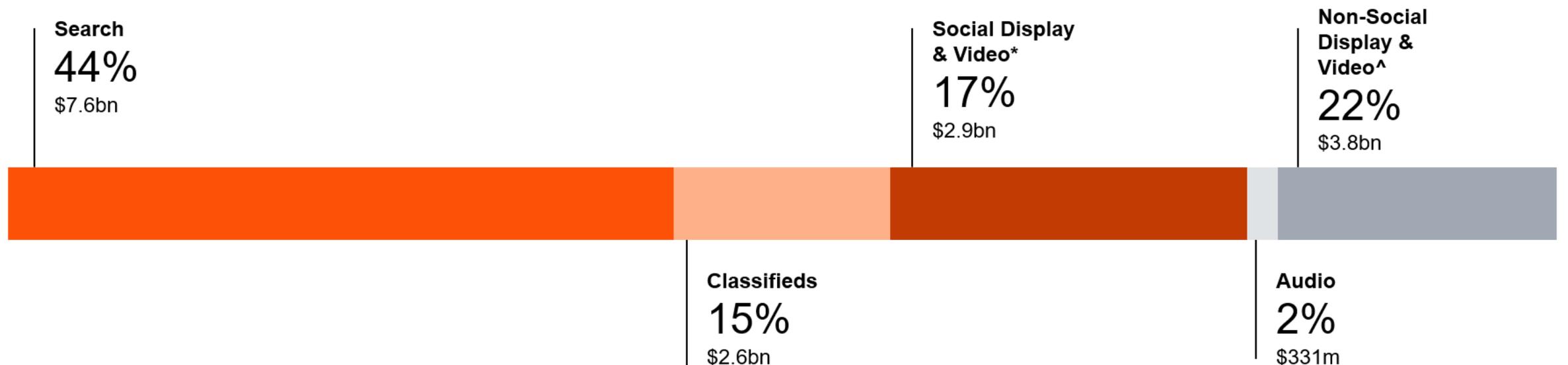
Internet advertising expenditure – category share by financial year



\* Display advertising includes the use of banners, images or audio elements, which may be presented on websites, personal feeds, social platforms and/or streaming offerings. This does not include video formats, which are presented separately in the chart above. For further information on definitions see “Category definitions, scope, methodology and format” section.

# Social and Non-Social Display & Video's shares of the total market grow in FY25, benefiting from Summer Olympics and election spend

Internet advertising expenditure – category share by financial year



	Search	Classifieds	Social Display & Video*	Audio	Non-Social Display & Video^
FY24	44.4%	16.2%	15.7%	1.9%	21.8%
<b>FY25</b>	<b>44.0%</b>	<b>15.2%</b>	<b>17.0%</b>	<b>1.9%</b>	<b>21.9%</b>
Movement in share	<b>-0.4</b>	<b>-1.0</b>	<b>+1.3</b>	<b>+0.0</b>	<b>+0.1</b>

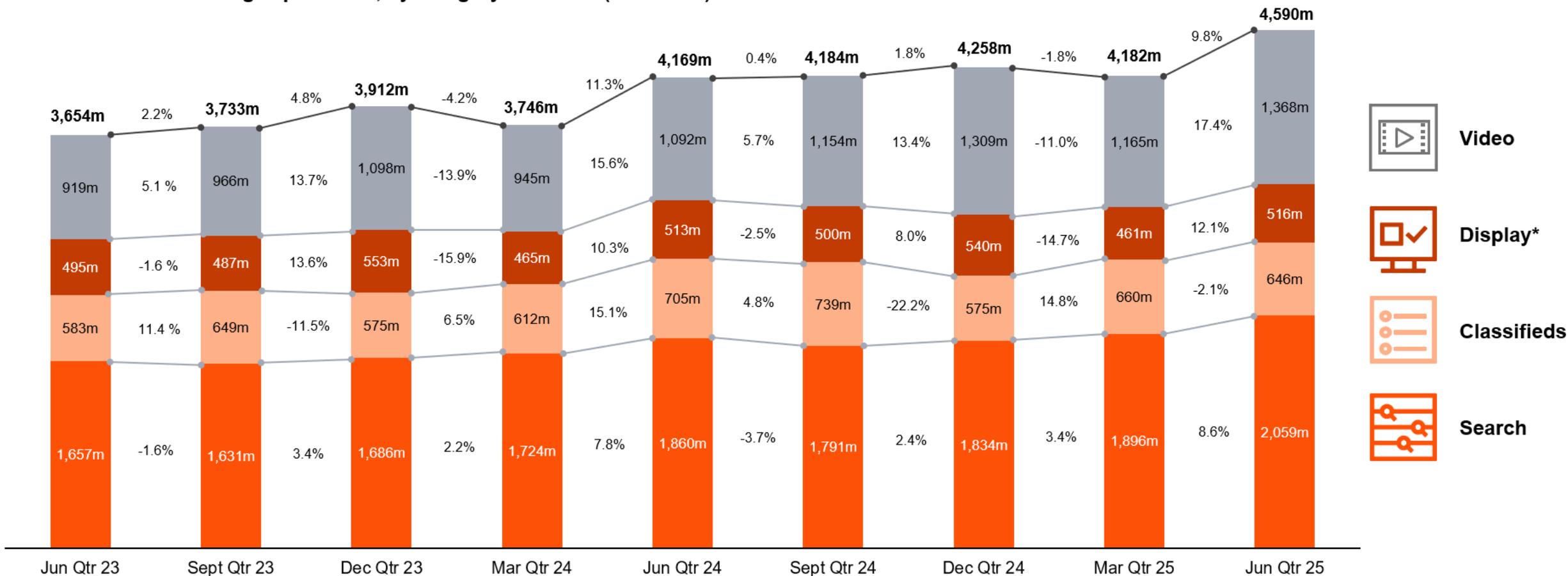
\* Social comprises expenditure on all display formats (banners, images, video) on Meta platforms, TikTok, Snapchat, Pinterest, LinkedIn, X.

^ Display advertising (excl. Social) comprises the use of banners, images or video elements, presented on non-social platforms

For further information on definitions see "Category definitions, scope, methodology and format" section.

# Search advertising surpasses two billion dollars for the first time

Total internet advertising expenditure, by category over time (\$ millions)



\* Display advertising includes the use of banners, images or audio elements, which may be presented on websites, personal feeds, social platforms and/or streaming offerings. This does **not include** video formats, which are presented separately in the chart above. For further information on definitions see "Category definitions, scope, methodology and format " section.

# Video is the fastest growing General Display sub-sector

Display and Video advertising – by type compared to prior and comparative quarters (\$ millions)

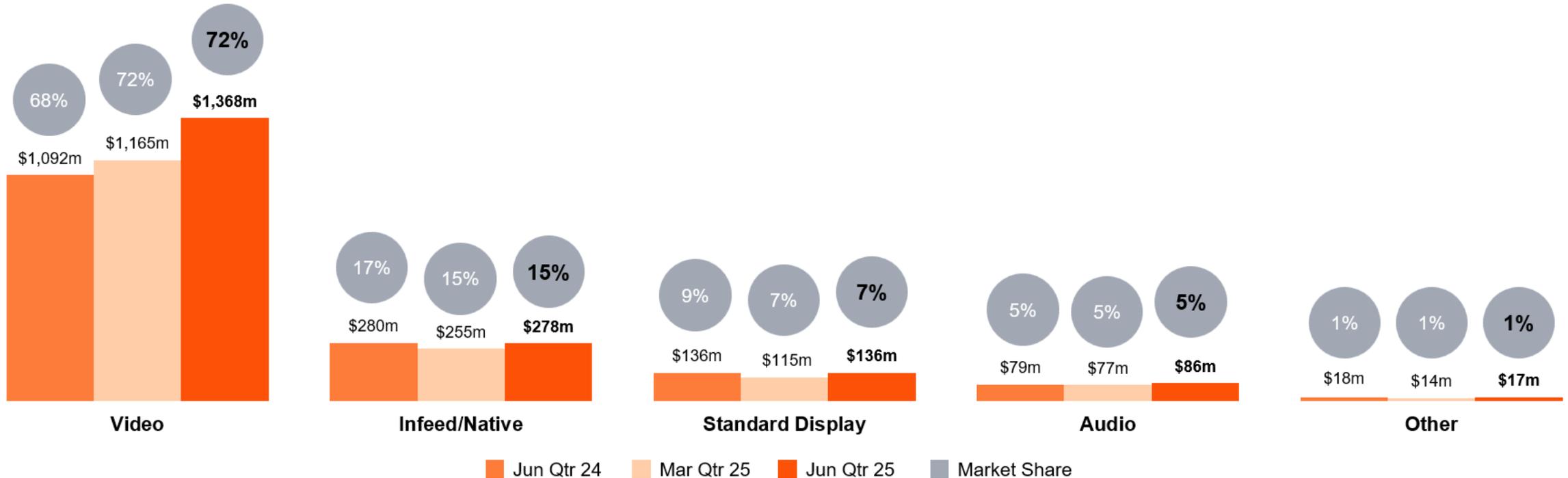
↑ **25.4%**  
on Jun Qtr 24 \$

↓ **-0.7%**  
on Jun Qtr 24 \$

↑ **0.3%**  
on Jun Qtr 24 \$

↑ **8.5%**  
on Jun Qtr 24 \$

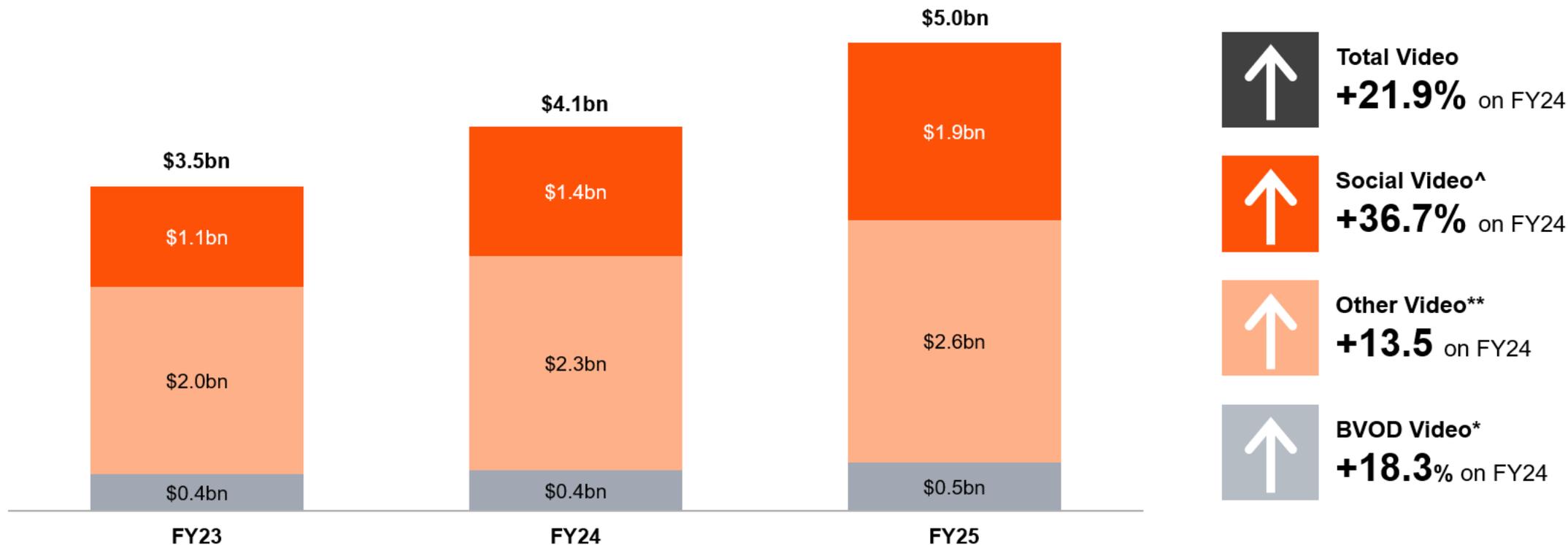
↓ **-8.6%**  
on Jun Qtr 24 \$



Please note, subtotals may not sum to totals in the visual above due to rounding

# All Video formats experience double-digit growth

Total Video expenditure by Video platform classification, by financial year



\* **Broadcaster Video on Demand (BVOD)** video comprises expenditure on video ads displayed on 7Plus, 9Now and 10Play

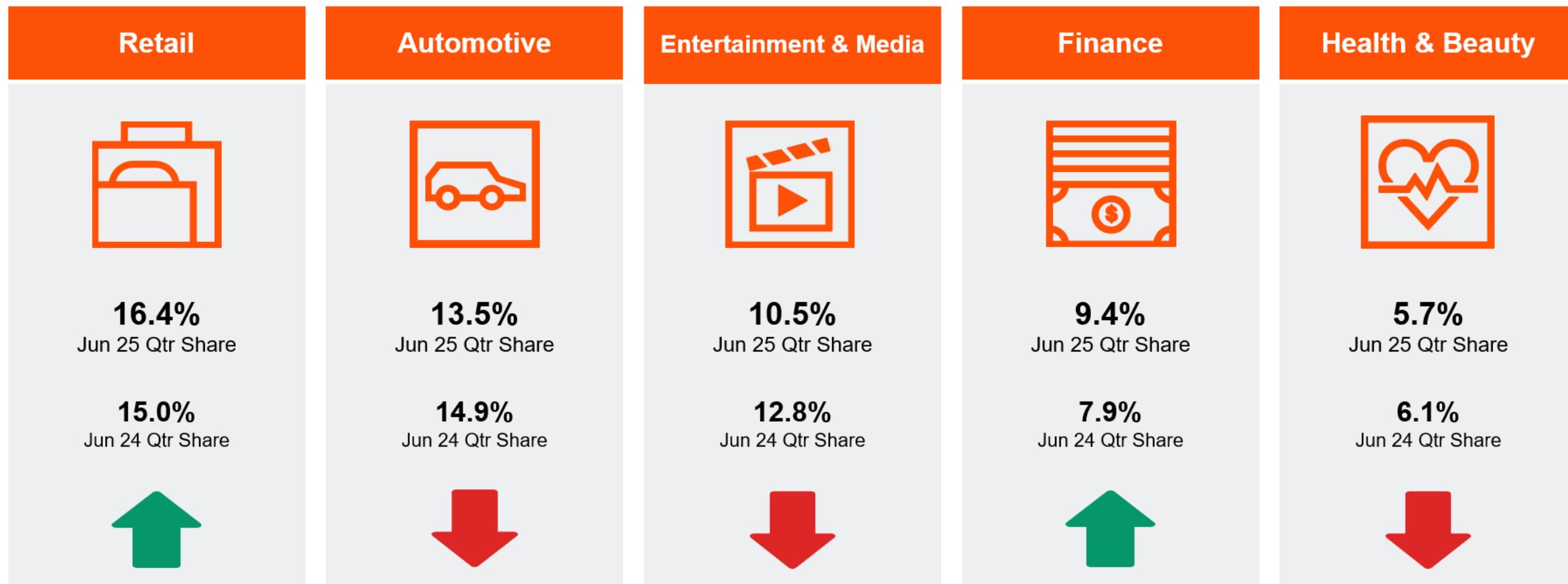
\*\* **Other** video comprises expenditure on video ads displayed on YouTube, SBS On Demand, Foxtel, short form editorial video and other video formats

^ **Social** video comprises expenditure on video ads displayed on Meta platforms, TikTok, Snapchat, Pinterest, LinkedIn and X

Growth rates presented above may not agree to the face of the graph due to rounding.

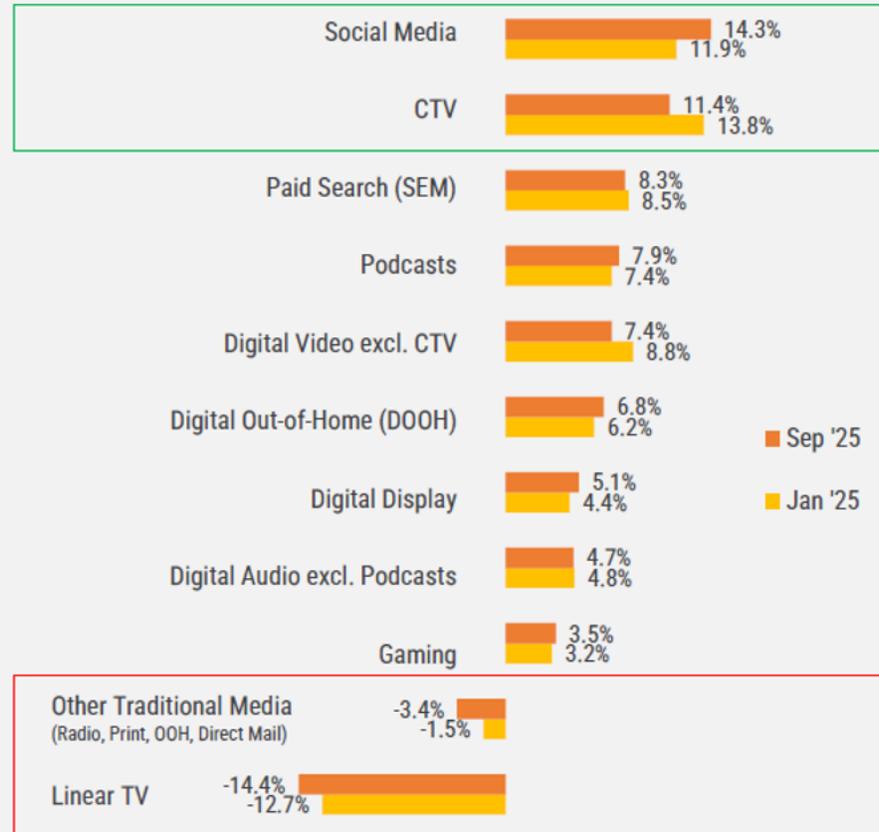
# Top five industry categories remain unchanged on June 2024 as Retail benefits from strong end of financial year spend

Top five industry categories for reported General Display by expenditure type, June 2025 quarter



# iab US latest outlook report

**% CHANGE U.S. AD SPEND 2025 vs. 2024, BY CHANNEL**  
(Jan '25 vs. Sep '25 Projection)



# industry trends

# marketing and ad investment challenges 2025

Executing cross-channel media measurement is the greatest challenge for 2025 cited by agencies in both the Australian and US market.

## AUS market

## US market

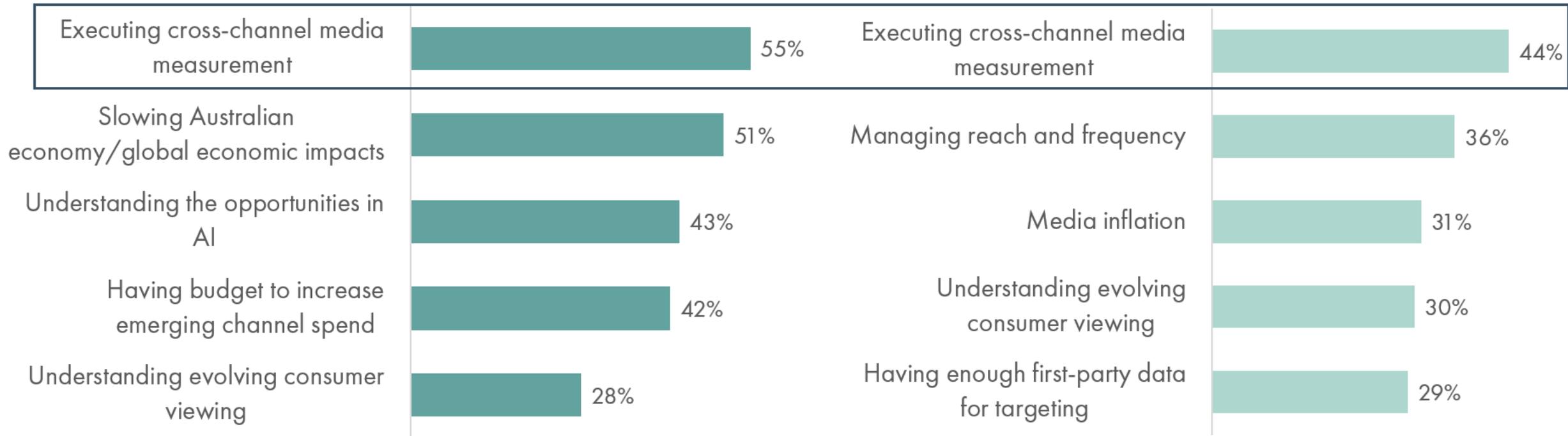
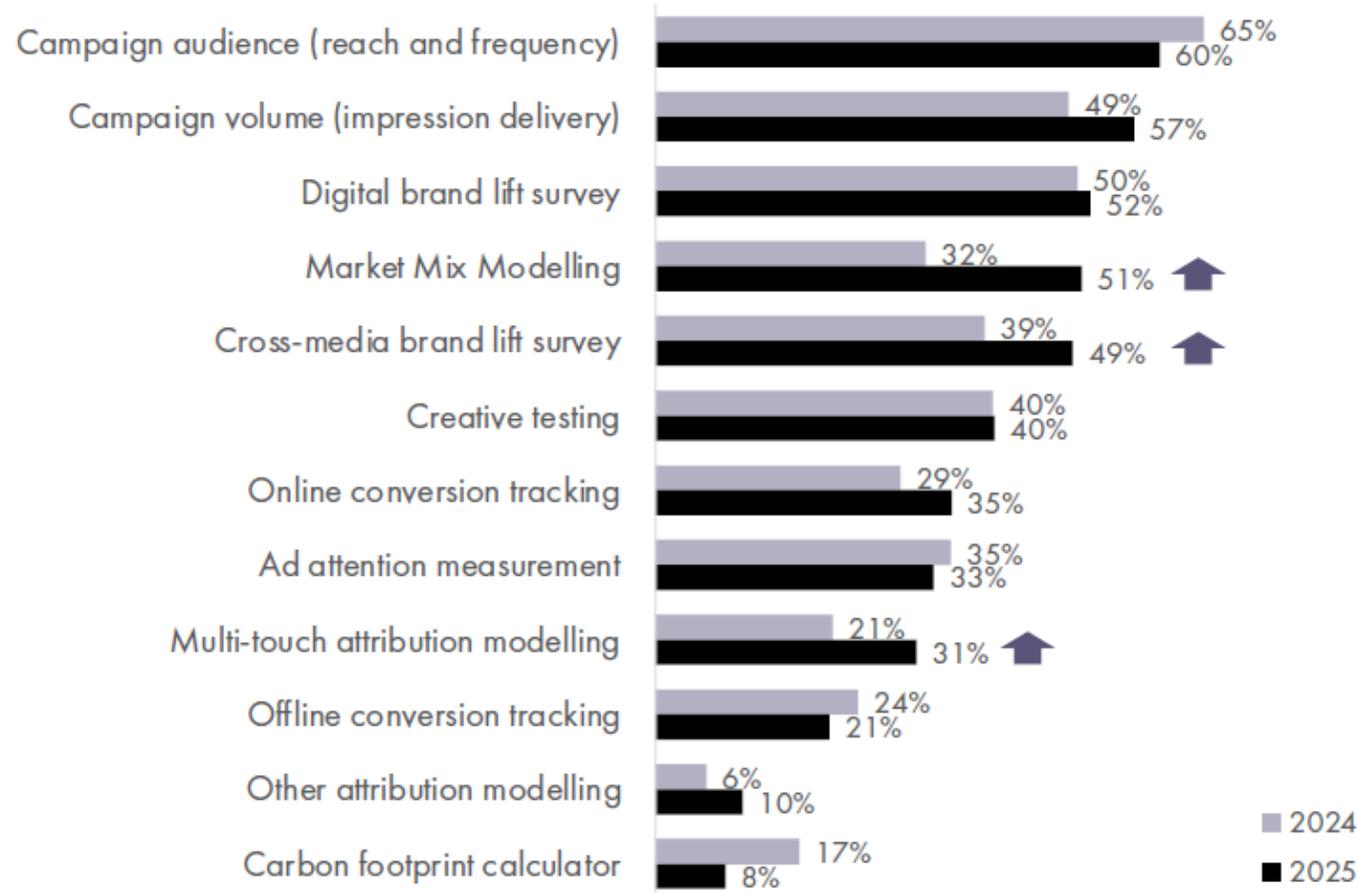


Chart Area

Sources; IAB Australia Video Advertising State of the Nation 2025 n=76; IAB US 2025 Outlook Study n=200  
Q - What are your greatest concerns and/or challenges regarding marketing and advertising investment in 2025? Select all that apply.

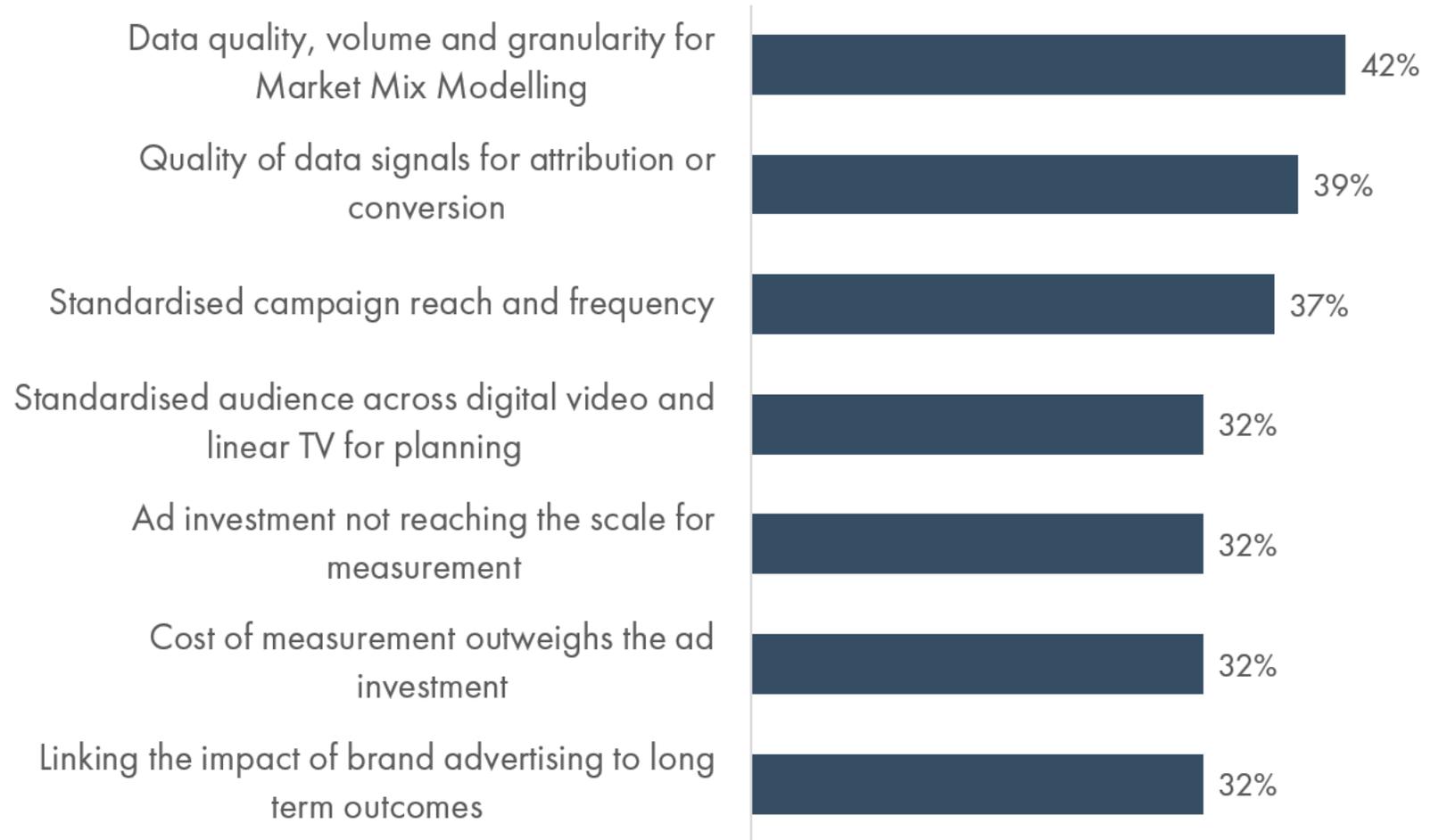
# industry measurement approaches

important tools for assessing the effectiveness of programmatic digital out of home campaigns



# measurement challenges

## top measurement challenges for planning and/or assessing effectiveness of digital video advertising



**20  
25**

# **market mix modelling**

## **landscape report**



*Children told us that  
online privacy matters*

?

We asked children in Years 3 to 6 and teens in Years 7–12 to tell us how they feel about online privacy. Over 235 children wrote answers to our questions, meaning everything you read in this short report comes from children.

Over **235** children answered

*Top 6 things*  
children want online companies to do better

**Ask for permission!**  
Children want to be asked more often if their personal information can be collected and used.

**More explanations!**  
Children want to learn and understand why online companies want their personal information.

**Privacy policies should be short and simple to read!**  
Children don't want long texts with big words. Make it fun!

**Make important information and buttons easier to find!**  
Children want the important stuff to be clearly marked.

**Help children when they have questions!**  
Children want a person or place to go to online to ask for help.

**Make it fair!**  
Children know that some online companies can make money from their personal information, and this feels unfair. Children want their time online to be fair.

The Office of the Australian Information Commissioner (OAIC) is the Australian Government's privacy regulator, meaning our goal is to protect the personal information of all Australians.

Privacy means being able to control who can see or use personal information about you like your name, age, and photos of you. It is also things you share online about yourself such as your location and opinions.

“  
The OAIC has the important job of creating the Children's Online Privacy Code.  
The Children's Online Privacy Code will be a special set of rules that tells online companies and the Government what they can and can't do with your personal information.”

*Carly Kind,  
the Privacy Commissioner*





# technology, data & ai updates

**jonas jaanimagi**

tech lead,  
iab australia

brisbane  
market update

**THE GOOD  
BAD  
AND THE UGLY**





**THE BAD**

**Signal Loss & Privacy Obligations**

**The Homogenisation of EVERYTHING**

**Navigating the Negative Impacts of AI**



# Update on Plans for Privacy Sandbox Technologies



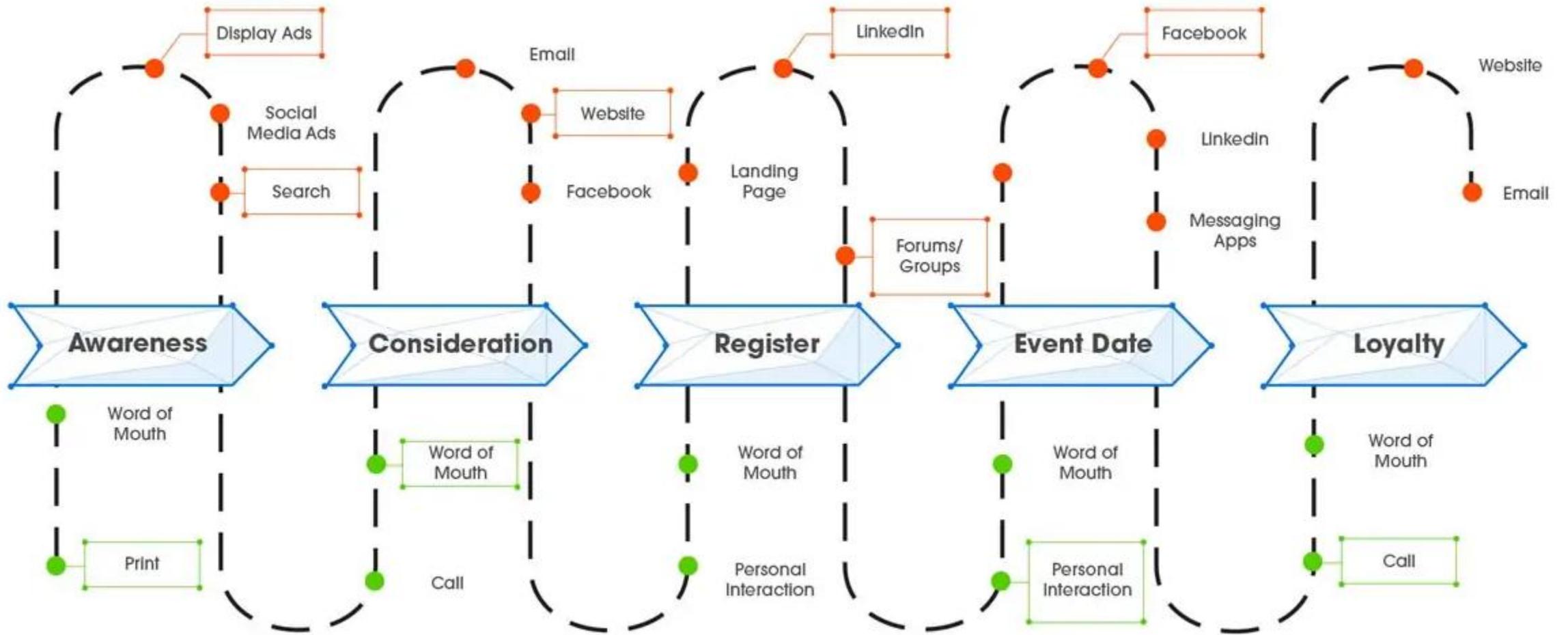
Share



Oct 17, 2025



Anthony Chavez  
VP, Privacy Sandbox



REACH & FREQUENCY MANAGEMENT

MULTI-TOUCH ATTRIBUTION

COHORT-BASED TARGETING

RETARGETING

VIEW-THROUGH ATTRIBUTION

LOOKALIKE TARGETING

WEBSITE AND EMAIL PERSONALIZATION

PUBLISHER LOOKALIKE AUDIENCE

MEDIA MIX MODELING

CONTEXTUAL TARGETING

Severely Impacted from Signal Loss

Less Impacted from Signal Loss



IAB Australia has named Sarah Kruger as Director of Policy and Regulatory Affairs, bringing extensive experience from Seven West Media and CRA.

OUR PRIVACY  
POLICY HAS  
CHANGED

Accept

**WHACK**  
**-A-**  
**CONSENT  
NOTIFICATION**

AGREE TO  
OUR TERMS  
OF USE

Accept

WE STORE  
COOKIES

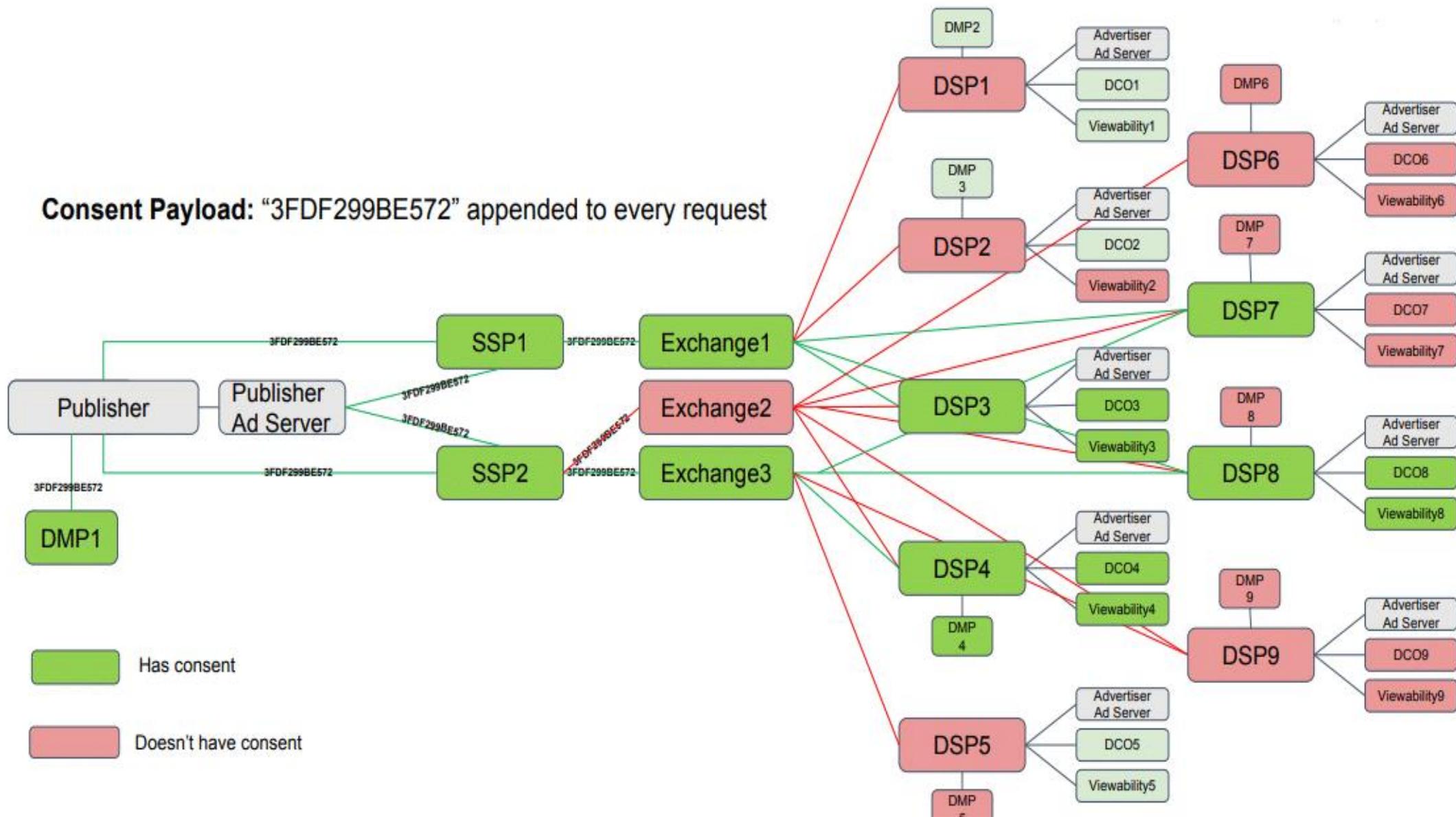
Accept

WE SHARE  
DATA WITH  
THIRD PARTIES

Accept

	United States	European Union
Consent Model	Notice and Opt-Out	Notice and Opt-In
What it means	You are informed about privacy-invasive data practices and given the opportunity to broadly object	You are informed upfront about privacy-invasive data practices and asked to expressly consent to each
Default assumption	You automatically agree until you say otherwise	You do not agree until you actually do
Cultural driver	Stronger emphasis on the freedom of individuals and companies to contract and exchange information.	Stronger emphasis on protecting individual's privacy rights and freedoms.
Example laws	California Consumer Privacy Act (CCPA) US CAN-SPAM Act	General Data Protection Regulation (GDPR) ePrivacy Directive (ePD)

**Consent Payload: "3FDF299BE572" appended to every request**





**Privacy Lab**

**Addressability  
and Privacy  
Enhancing  
Technologies**

Addressability and  
Privacy Enhancing  
Technologies  
(PETs) Working  
Group

Tech Lab is launching a Privacy Lab to educate the industry on **Privacy Enhancing Technologies (PETs)** applications in digital advertising and to experiment with what technologies work most effectively for each stakeholder’s business. By providing this test-bed, Tech Lab can reduce the costly implementation time for many companies to evaluate these new technologies. Test various PETs in the Tech Lab Privacy Lab, tune them to your optimal settings, and redeploy them in your environment, saving time and money.

Q2 2025

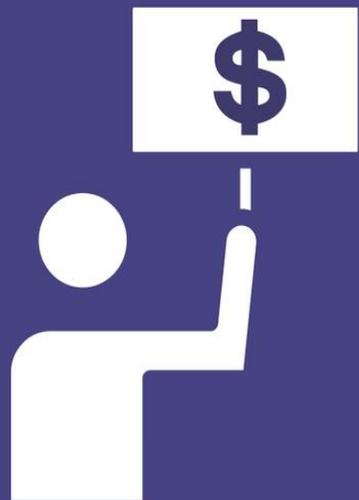


"Hunting and Gathering will now be downsized and consolidated into General Procurement."



'WHAT TOWN ARE WE IN??'

DSP



## Demand-Side Platform

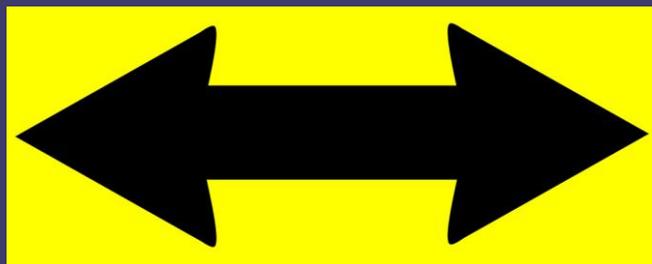
Used by marketers to buy ad space and impressions

AE



## Ad Exchange

Facilitates commerce between DSP and SSP in real-time



SSP



## Supply-Side Platform

Used by publishers to sell available ad space

**Prebid**

**OpenAds**



In June 2023, Prebid.js version 8 introduced support for TIDs, which were originally added to the OpenRTB specification in 2013. From the start, TIDs in Prebid have been opt-in, based on legal guidance and publisher feedback regarding data-sharing concerns. Publishers who wish to send TIDs must enable them manually — a policy that remains in place today.

Earlier this year, TIDs became a flashpoint in the programmatic ecosystem, with some DSPs requiring them as a condition for spend. To address this and promote flexibility across the market, the Prebid Publisher Committee voted in August 2025 to modify TID handling, making them SSP-specific rather than global. This decision reflected broad community consensus, not the actions of a small group of resellers as has been suggested publicly.

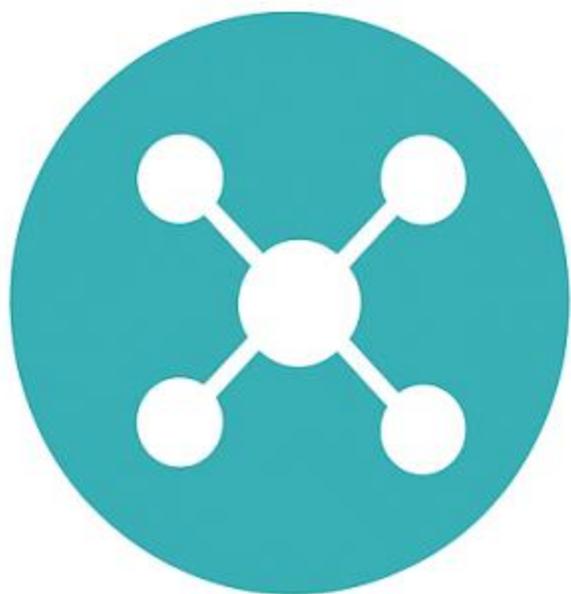
The update was implemented in Prebid.js version 10.9, following the release of version 10.0 in July 2025. Because many publishers take time to update major versions, the new TID logic currently represents approximately 1% of total Prebid traffic. The remaining 99% of TIDs continue to use the original global format.

To ensure flexibility and reduce confusion, Prebid.org will release an additional update this week allowing publishers using the latest version of Prebid.js (and who have opted to pass TIDs) to choose whether to send global or SSP-specific TIDs. All earlier versions of Prebid.js will remain unchanged, continuing to send a single global TID when enabled.

Prebid.org remains committed to transparency, interoperability, and publisher choice as it continues to support the open internet and strengthen collaboration across the advertising ecosystem.

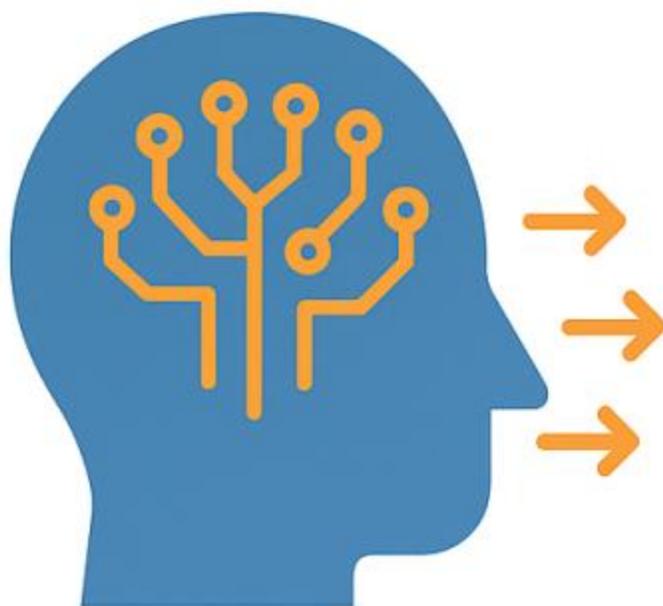
I think we may have a solution to all our problems.





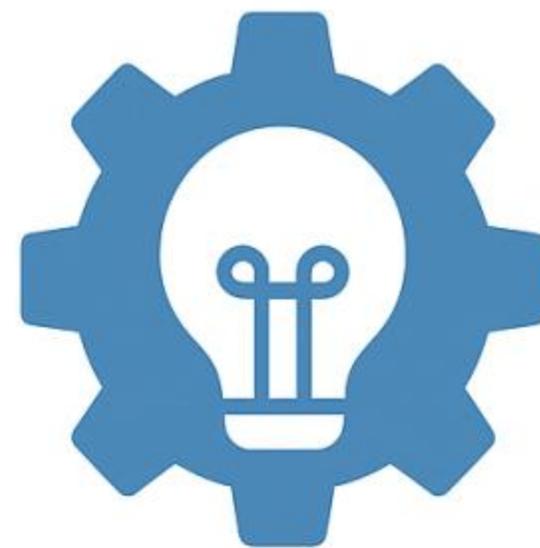
## Gen AI

produces content



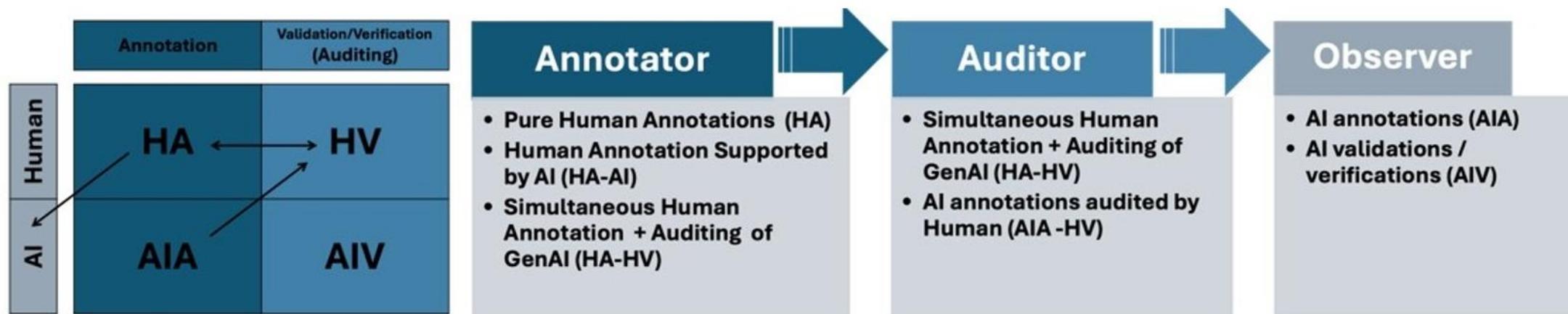
## AI Agents

takes actions



## Agentic AI

operates  
autonomously



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

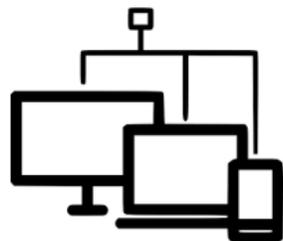
**Why Is  
This  
Meme  
Viral?**



# Common Standards help advance and grow the digital media ecosystem



Reducing product development efforts & costs



Improving interoperability & quality



Increasing speed to market



Enabling market innovation



Mitigating risks



As with many other essential and common technologies, global standards are indispensable for the growth and health of the digital media ecosystem



**programmatic  
transparency standards**  
- an explainer & update

jonas jaanimagi  
technology lead, iab australia





AI Mode

All

Images

Videos

News

## Meet AI Mode

Ask detailed questions for better responses



AI Mode

All Images

Videos

News

Shopping

More

I'm looking to understand different coffee brewing methods. make a table comparing the differences...

For those exploring the world of coffee, the variety of brewing methods can seem overwhelming. The right method for you depends on your preference for a particular taste, your budget, and how much time you want to spend brewing.

Here is a comparison of popular coffee brewing methods:

Brewing Method	Taste Profile	Ease of Use	Equipment Needed
Espresso	A highly concentrated, rich, and intense flavor with a thick, viscous mouthfeel and a layer of crema on top. It has a bold aroma and complex, concentrated sweetness.	Difficult. Requires significant skill and technique, including tamping grounds, mastering the machine, and steaming milk.	An espresso machine, a high-quality grinder, a tamper, and portafilter baskets.
Pour-Over	A clean, crisp, and bright cup that highlights the nuanced, delicate flavors of the coffee beans. Requires a precise technique that offers more control than an automatic machine.	Intermediate. Requires some technique, as the speed and circular motion of your pour significantly impacts the final taste. Can be messy until you get the hang of it.	A pour-over cone (such as a Chemex or Hario V60), paper filters, and a gooseneck kettle for a controlled pour.
Pour-Over	Smooth, caramel, and chocolate	Clipped V60, Chemex, filter	Gooseneck Kettle, scale



Coffee Brewing

May 14, to brew



Skill

Coffee Compa

Jan 9, 20 a hand-



Clive

Coffee make y

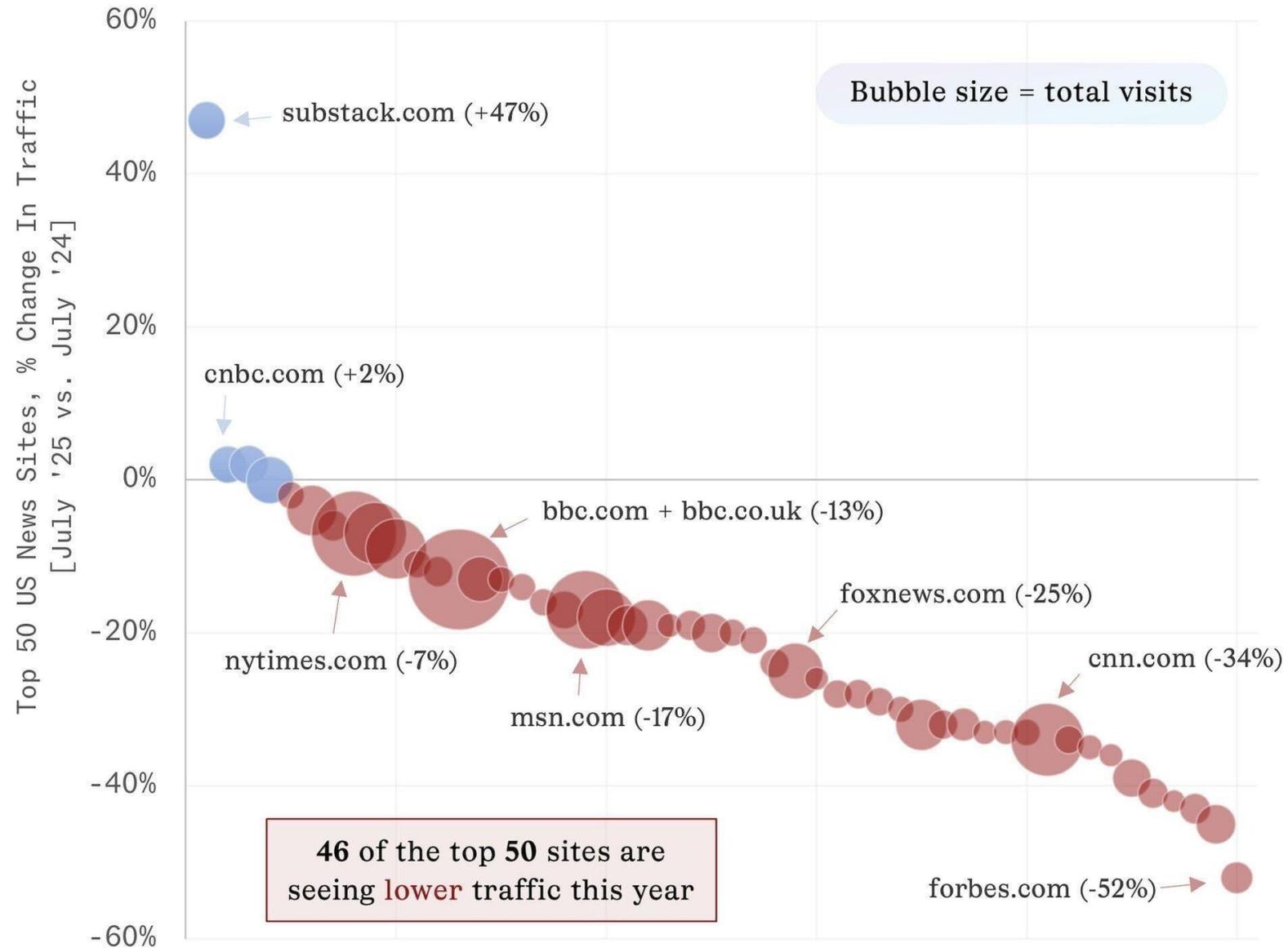
May 26, Brewing



Two

# Major News Sites Are Seeing Huge Drops In Traffic

US News Sites, Year-over-Year % Change In Web Traffic [July '25 vs. July '24]





# LLM Content Monetization Protocols (CoMP)

**iab.**TECH LAB



groovypost.com

✓ Active

★ Starred

Pro plan

DNS ▾

Email ▾

Spectrum

SSL/TLS ▾

Security ▲

Events

WAF

Page Shield

**Bots**

DDoS

Settings

↔ Access

⚡ Speed ▾

📦 Caching ▾

⏪ Collapse sidebar

### JavaScript Detections

Use lightweight, invisible JavaScript detections to improve Bot Management. [Learn more about JavaScript Detections.](#)



groovyPost.com

New **AI Scrapers and Crawlers**

Block bots from scraping your content for AI applications like model training.





**THE GOOD**

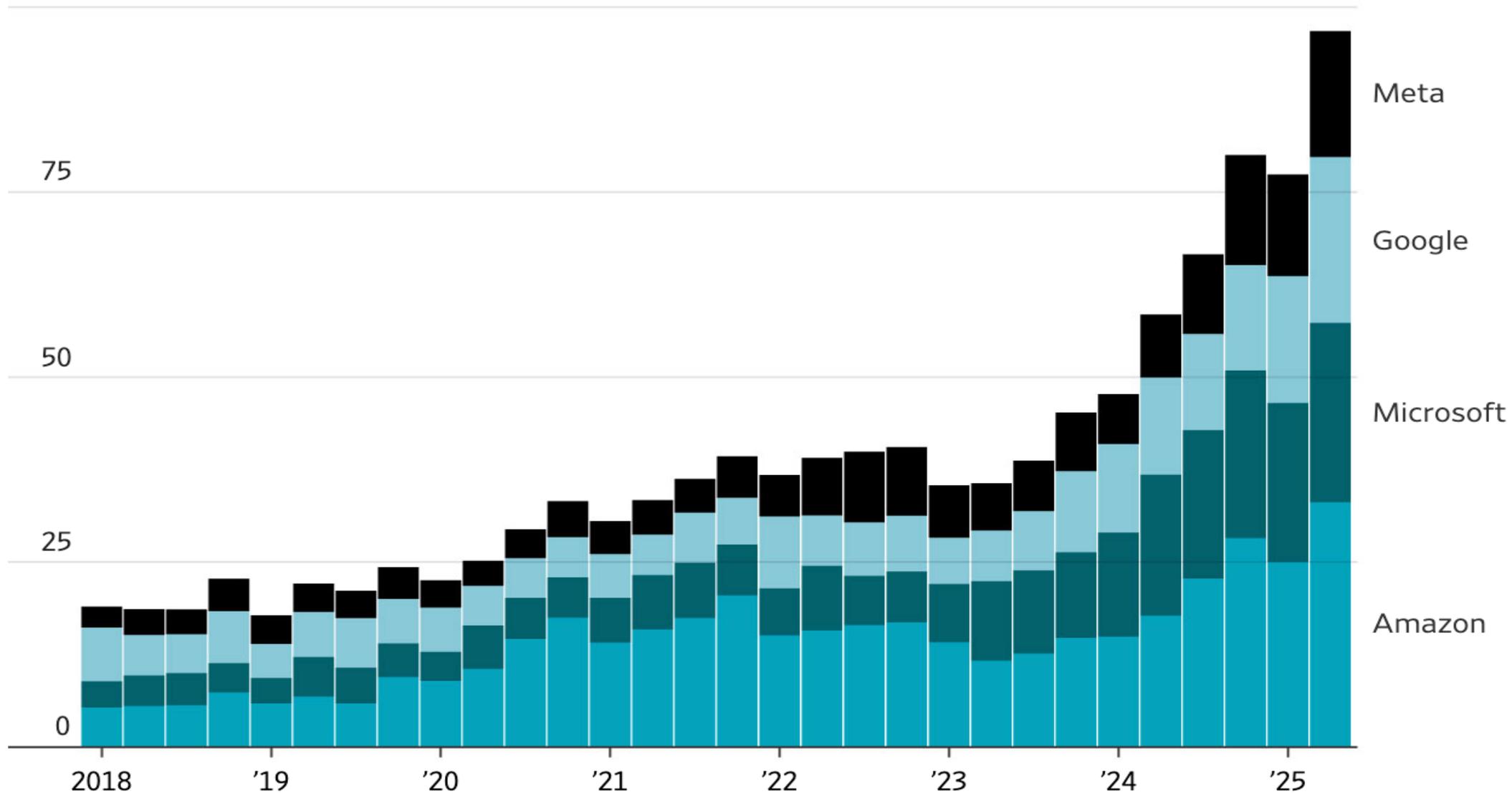
Leveraging the Power of AI 'For Good'

2026 IAB TL Projects: ACIF & LEAP

Community & Mentorship

# Capital expenditures, quarterly

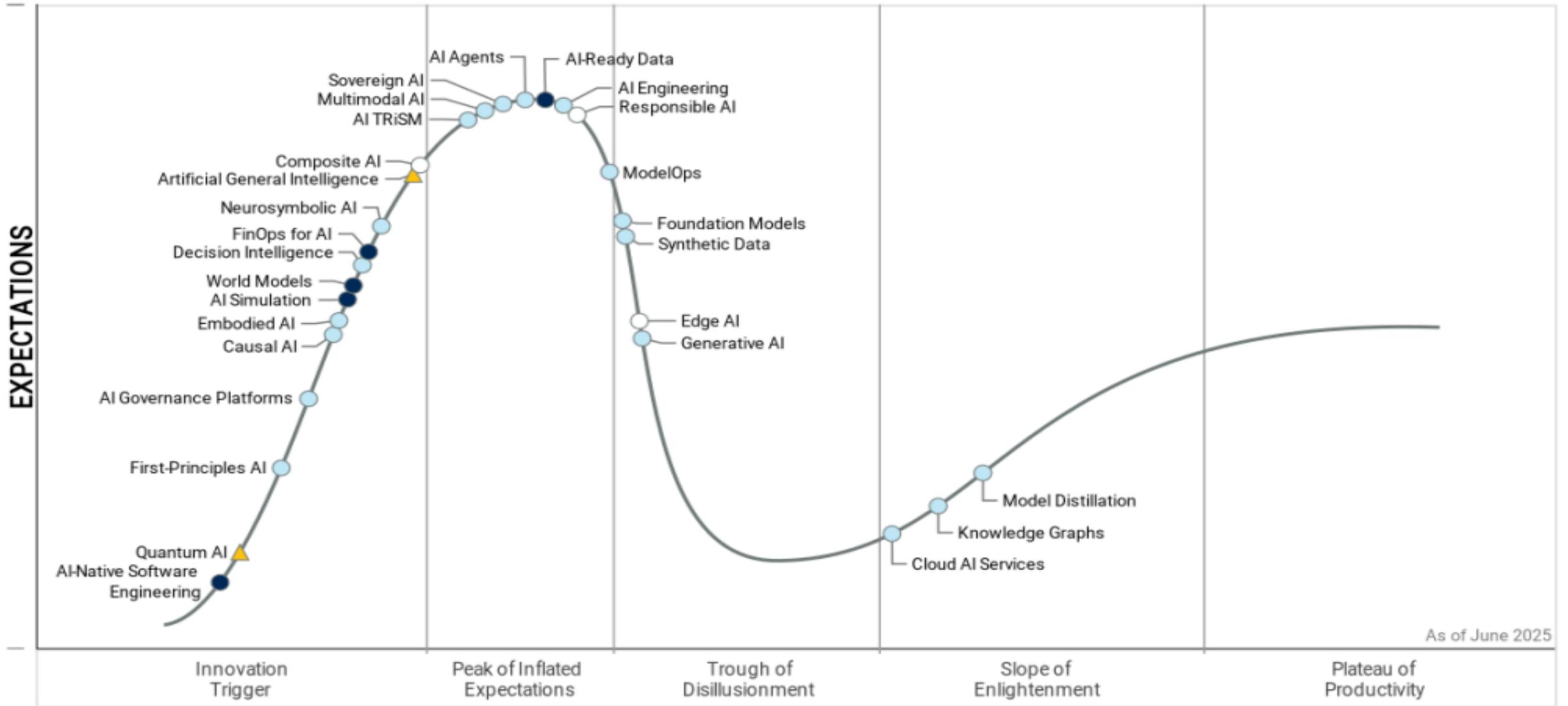
\$100 billion



Note: Data are for calendar quarters and include finance leases.

Source: the companies

# Hype Cycle for Artificial Intelligence, 2025

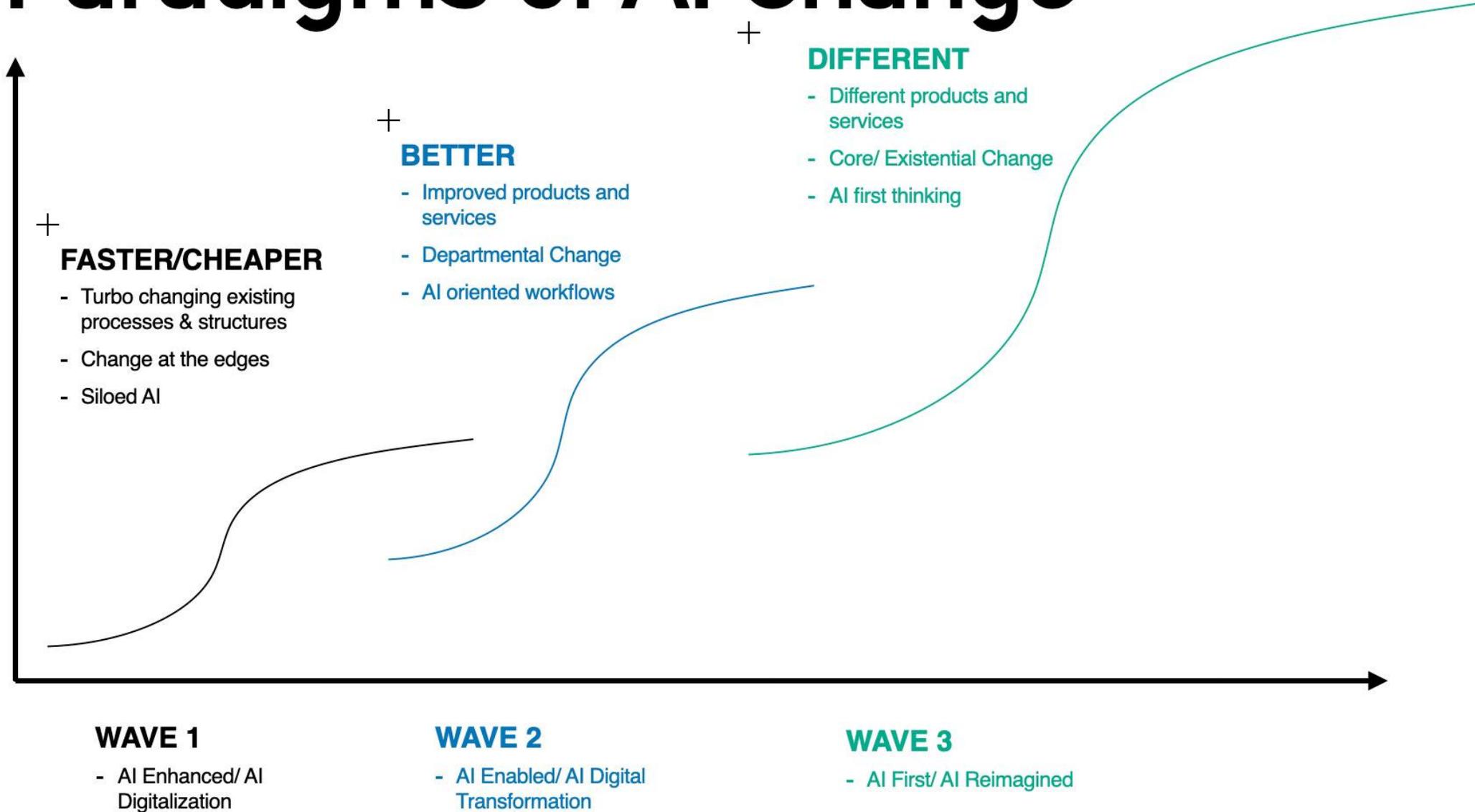


Plateau will be reached: ○ <2 yrs. ● 2-5 yrs. ● 5-10 yrs. ▲ >10 yrs. ⊗ Obsolete before plateau

# 3 Paradigms of AI Change



ALL WE HAVE IS NOW



APRIL 2025

## 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.

# 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

# 4 ADVANTAGES OF USING AUTONOMOUS AI

## TASK TRIMMING

Like existing AI models, autonomous agents can effortlessly handle repetitive and even complex tasks by utilizing Large Language Models and other digital tools.

## PERSONALIZED APPROACH

Autonomous AI agents track data from past events or actions to perform tasks in a personalized manner.

## SPEED, ACCURACY & OVERALL EFFICIENCY

Autonomous AI agents take these benefits further by saving even more time for humans to focus on crucial strategic activities.

## SCALABILITY AND RELIABILITY

Autonomous agents significantly reduce the possibility of logical errors, offering greater reliability than previous AI versions.



# IAB Australia AI Working Group

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 Pillar1 - AI Education & Upskilling

---

 Pillar2 - AI Standards & Governance

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 Pillar3 - AI Innovation & Use Cases

---

 Pillar4 - AI Infrastructure & Readiness

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 Pillar5 - AI Measurement, Impact & Sustainability



# ACIF

## Ad Creative ID Framework

**iab.**TECH LAB

# ONE AD, MANY IDENTITIES



## Different Demand Paths

Direct  
Indirect  
Reseller  
Programmatic  
Inventory Split partners  
Content Rights  
Device Rights  
Programmer rights



## Buying across a lot of different endpoints

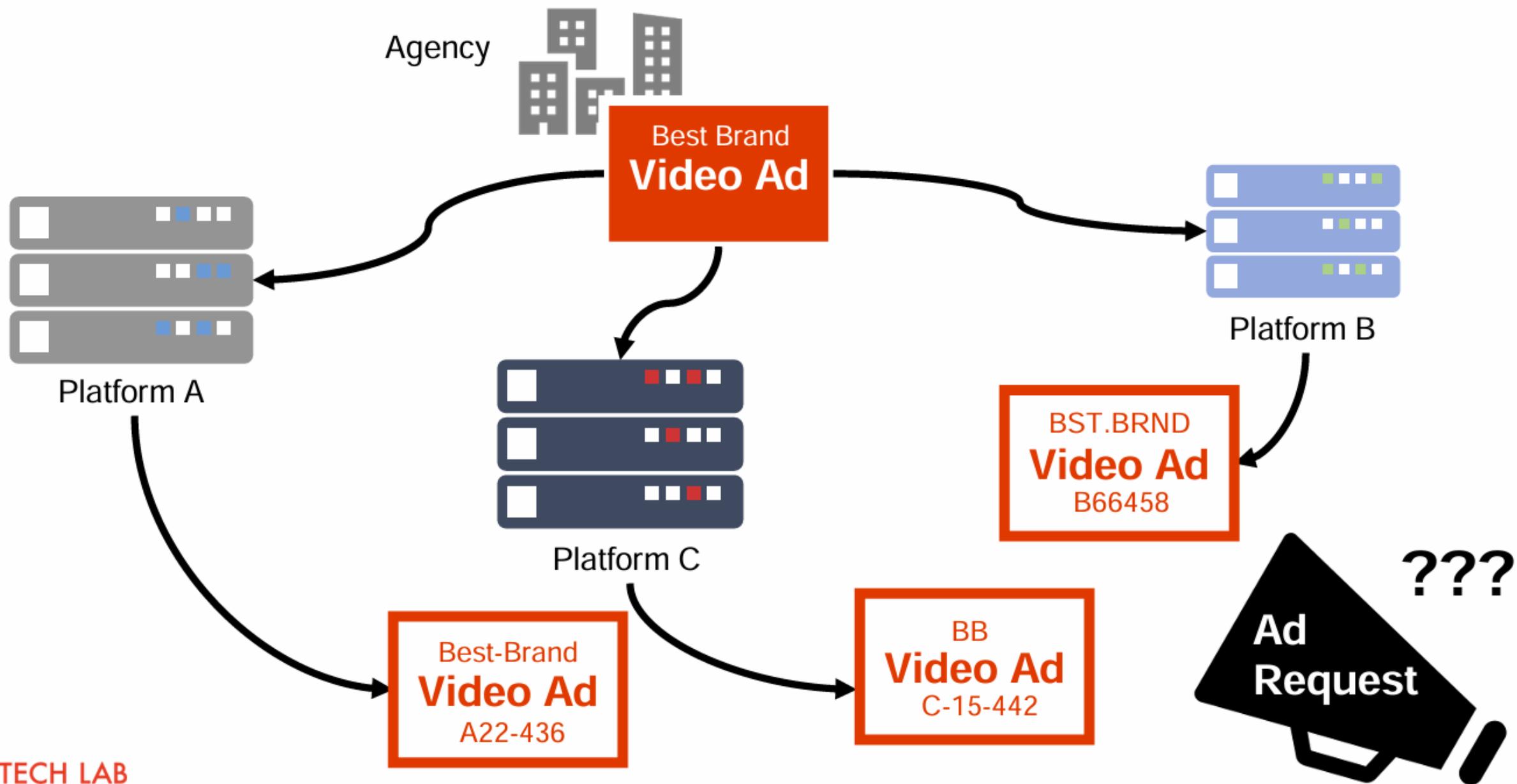
P&G  
Procter  
Procter & Gamble  
P and G  
PG  
P-G



## Same ad, over and over and over



# One Ad, Many Identities



# More than reconciliation

## Knowing what ad is in the response is critical...

-  Is it competitive to other ads in the same ad pod?
-  How many times has this ad already been shown?
-  Does the ad fit with content for brand safety?
-  Where has my ad been?

## Benefits Summary

# #1

---

### **Creative Reconciliation**

ACIF eliminates millions of hours spent tracking down ads, matching data logs and validating campaign information.

# #2

---

### **Frequency Capping**

Today, the same video ad often has different sources, identifiers, and labels. ACIF makes it easier for ad-decisioning algorithms to manage ad frequency.

# #3

---

### **Competitive Separation**

ACIF will make it easier to ensure that competitive ads are appropriately separated.

# #4

---

### **Cross-platform TV measurement**

One persistent creative ID enables accurate counting with de-duplication across linear and digital channels.

# #5

---

### **Campaign ROI**

Understanding campaign performance for specific ad creative enables advertisers to take action and vastly improve the overall campaign ROI.

# #6

---

### **Brand and publisher reputation**

A stable unique ID helps ensure contextual relevance, competitive separation and brand suitability, providing high-quality content experiences.

## Key Components of ACIF

### 1 **Unique Identifier for Each Ad Creative**

At the core of ACIF, a unique identifier (ID) is assigned to every ad creative. This ID acts as a digital fingerprint, ensuring the ad is recognized and tracked consistently across all platforms and throughout its entire lifecycle. Registering ad creative and using the unique ID assigned is essential for maintaining consistency in how the ad is handled, whether delivered on a CTV platform, a mobile app, or a web video player.

### 2 **Registries**

The organizations responsible for maintaining records of these unique IDs and the associated metadata for each registered ad creative. Examples of such registries include AD-ID in the United States and ARPP in France. These registries ensure that the unique IDs are standardized and that the metadata attached to each ad is accurate and consistent.

### 3 **Standardized Use of IDs**

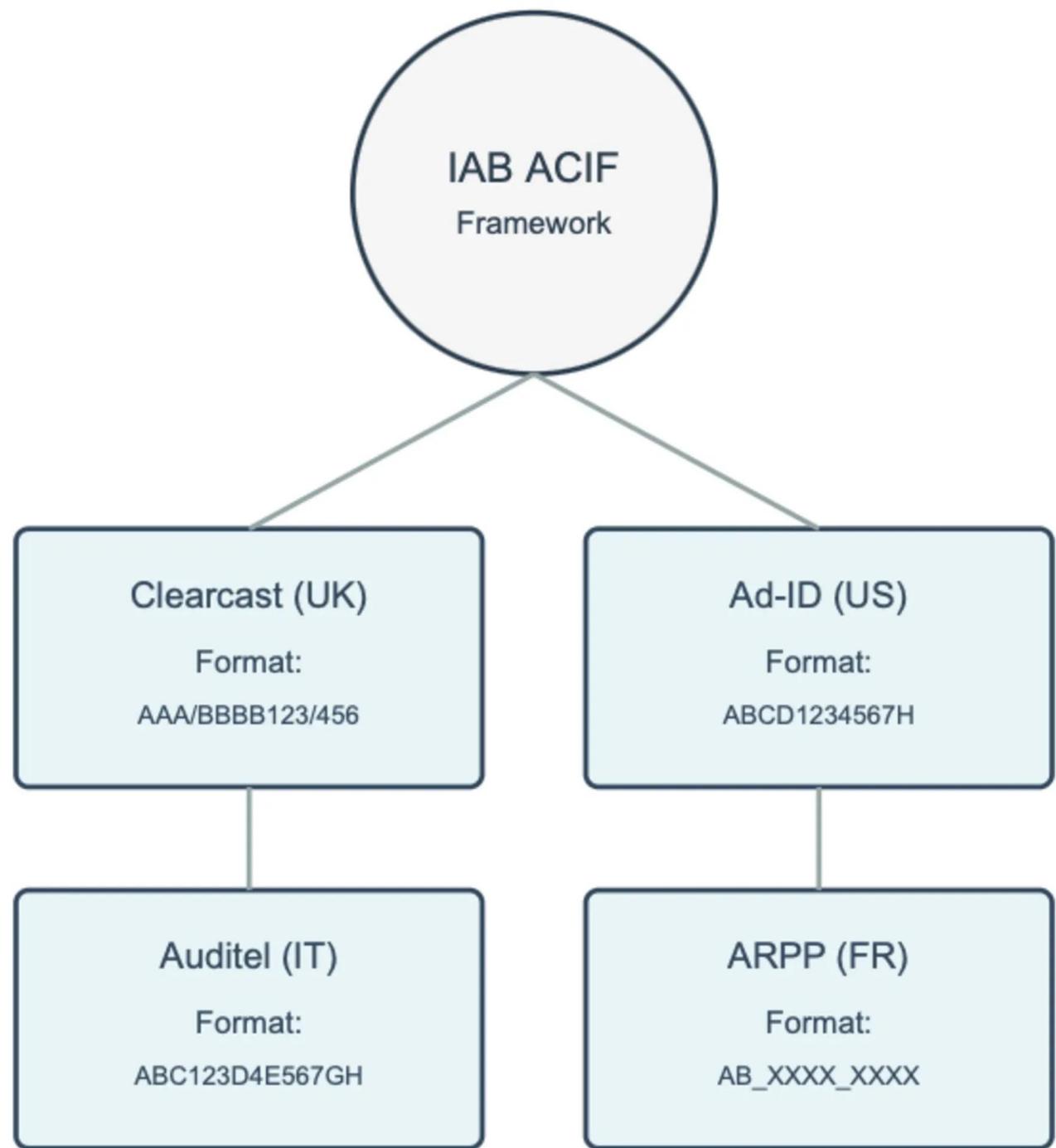
ACIF promotes the standardized use of these unique IDs across all platforms and systems involved in the ad supply chain. This means that regardless of where the ad is served or what platform it appears on, the same ID is used to track its performance, manage its delivery, and report its results. This standardization eliminates the discrepancies that can occur when different platforms use different identifiers or labels for the same ad.

### 4 **Directory**

The framework includes a directory that lists all participating registries and provides information on validating the unique IDs administered by listed registries. This directory helps all stakeholders in the ad supply chain to easily verify the authenticity and details of an ad's unique ID, making it easier to manage and optimize ad campaigns.

### 5 **Validation API**

To facilitate the verification process, a standardized API will allow systems to validate unique registered IDs and access the associated metadata. This API ensures that every platform or system involved in delivering or reporting on the ad can easily confirm its identity and retrieve the correct information, ensuring consistency and accuracy across the board.



IAB ACIF  
Framework

Clearcast (UK)

Format:

AAA/BBBB123/456

Ad-ID (US)

Format:

ABCD1234567H

Auditel (IT)

Format:

ABC123D4E567GH

ARPP (FR)

Format:

AB\_XXXX\_XXXX



- Home
- Resource Center
- Transparency Center
- Getting Started
- Data Explorer
  - Compliance
  - Business
  - Supply Chain
- API Access
  - Compliance
  - Business
  - All

# Specification Adoption

AdTech Type:

Specification:

Version:

Find Companies

Company	Domain Name	AdTech Type	Specifications
Clearcast	<a href="http://clearcast.co.uk">clearcast.co.uk</a>	Ad Creative Registry	<a href="#">View Company</a>
ARPP - Autorité de Régulation Professionnelle de le Publicité	<a href="http://arpp.org">arpp.org</a>	Ad Creative Registry	<a href="#">View Company</a>
AD-ID	<a href="http://ad-id.org">ad-id.org</a>	Ad Creative Registry	<a href="#">View Company</a>



# Live Events Ad Playbook

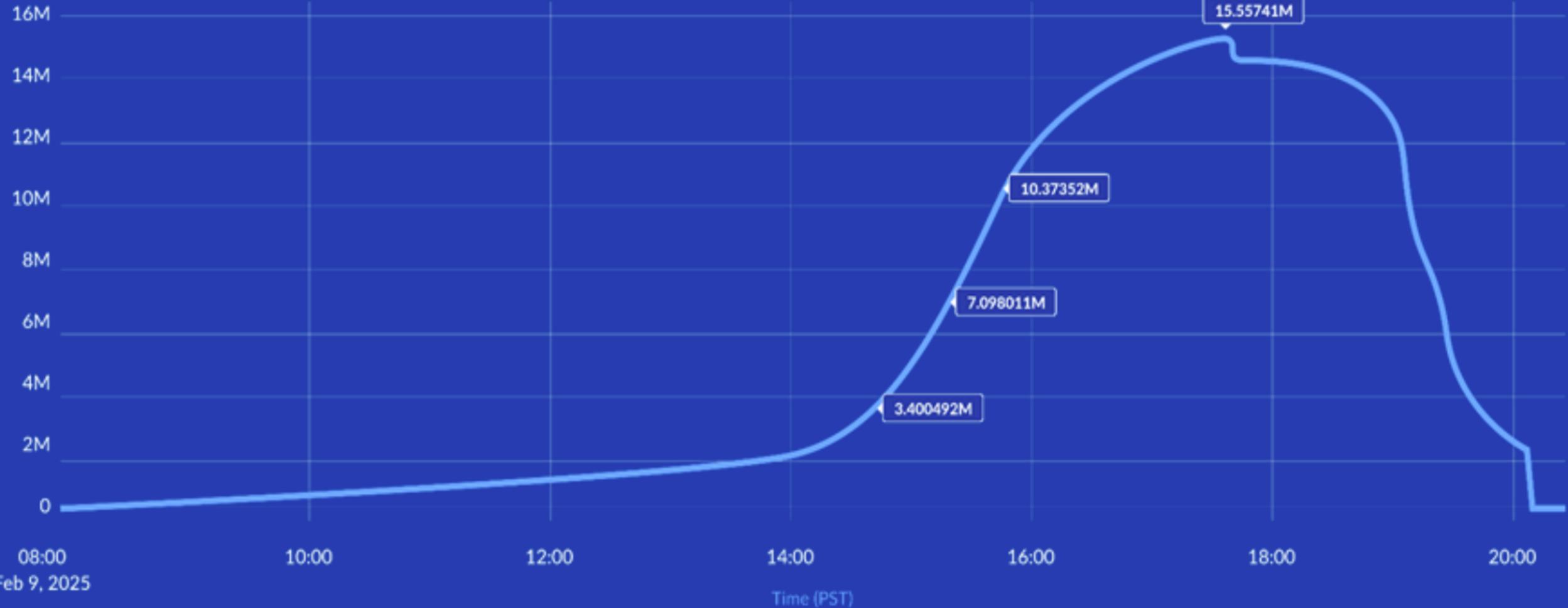
**iab.**TECH LAB

# Streaming Analytics

Super Bowl LIX Streaming Insights (FOX)

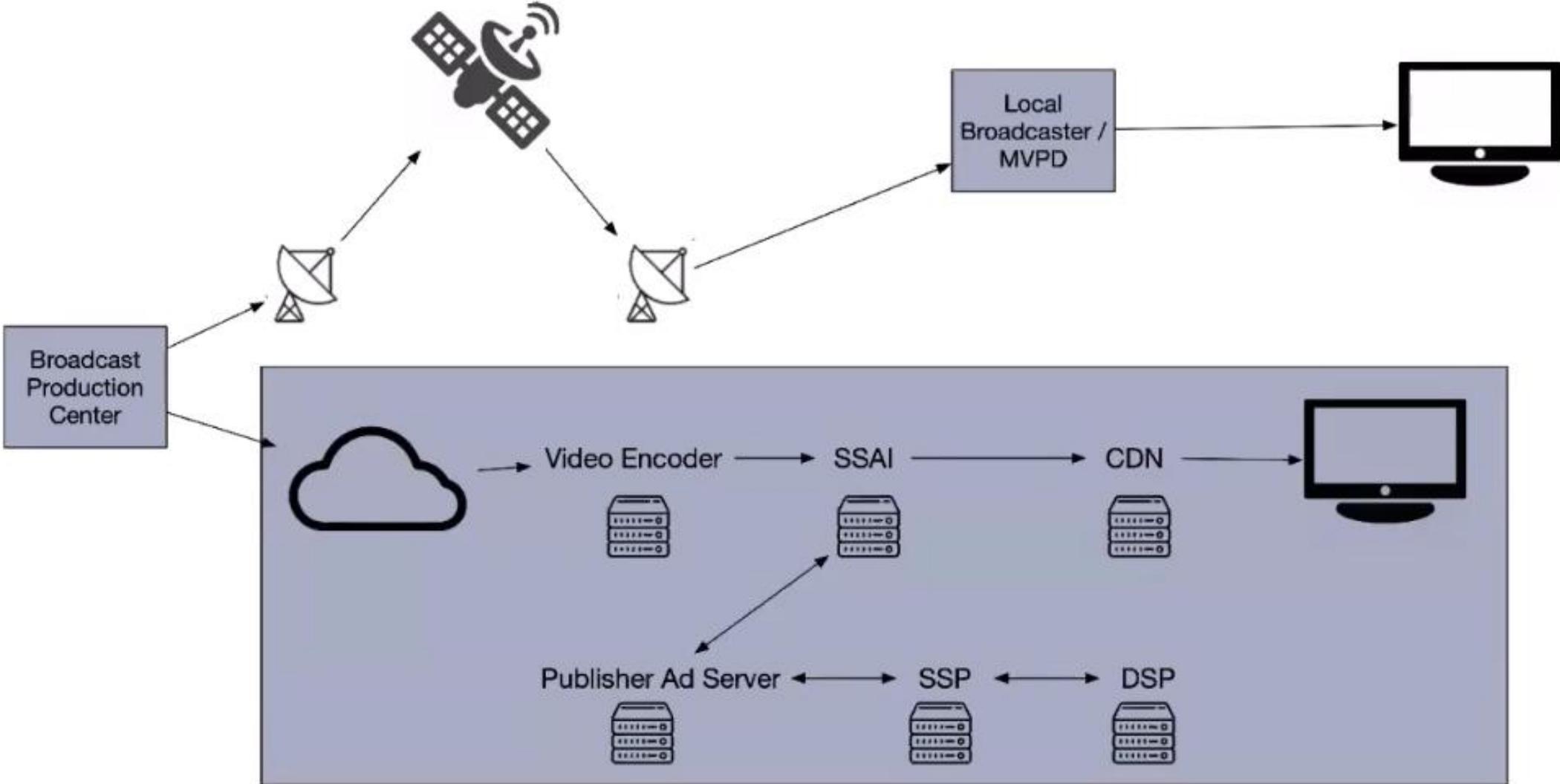
- Total Viewers
- UHD
- UHD %
- Roku Total
- Roku UHD
- Roku UHD %
- Apple TV Total
- Apple TV UHD
- Apple TV UHD %
- Android Total
- Android UHD
- Android UHD %

Viewer Count Over Time





# Live Inventory Ad Decision Architecture



# The Live Event Ad Playbook (LEAP)

- 1. Concurrent Streams API** - how many devices are actually streaming a piece of content that's happening in real time?
- 2. More Detailed & Meaningful Signals** - Clearer live event(s) signalling via OpenRTB.
- 3. Better Planning & Forecasting** - Build a 'Forecasting API' to help provide forecast data of what events are happening, when they are happening and estimated viewership info. Thereafter streamlining creative processes and compatibility for live events can be better standardised. *In development.*
- 4. Pre-Fetching Bids** - Standardise bid pre-fetching to help manage bid request volume more proactively and give buyers more time to run decisioning and respond to opportunities within any forthcoming ad breaks. *In development.*

**Files**

< 🔑 develop 🔍

🔍 Go to file

- > 📁 assets
  - 📄 2.6.md
  - 📄 README.md
  - 📄 implementation.md

openrtb2.x / implementation.md ↑ Top

Preview | Code | Blame

Raw 📄 ⬇️ ✎ ⌵ ☰

## 7.15 - Live Event Signaling

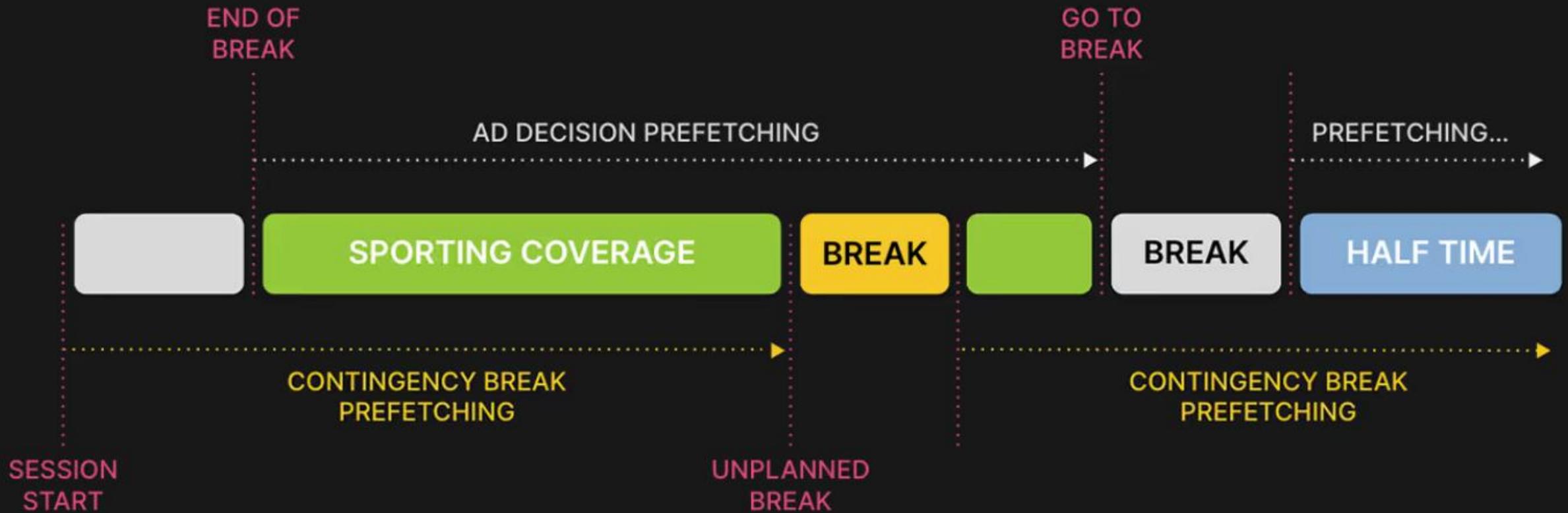
Publishers may provide metadata regarding the "liveness" of a video stream using the following 4 attributes: `livestream`, `recorded`, `capturedlive`, and `firstbroadcast`.

These attributes help answer different permutations of commonly asked questions:

- Is this a live event?
- Is it being broadcast as it is happening?
- Is it being broadcast for the first time?
- Is the broadcast linear or on-demand?

For example, a popular episodic season premiere released on video on demand (VOD) might be functionally very similar to a premiere on live TV in terms of user behavior and concurrency. By adding additional fidelity, they can be packaged and described more appropriately.

# Prefetching allows for addressable ad delivery at scale



**adtech**  
matters with  
jonas jaanimagi

**de-identification,  
encryption & anonymisation  
an explainer**

**iab.**  
australia

**programmatic curation**  
*- an explainer*

jonas jaanimagi  
technology lead, iab australia

**iab.**  
australia

**synthetic data**  
*an explainer*

jonas jaanimagi  
technology lead, iab australia



# retail media deep dive

brisbane  
market update

**gai le roy**

technology lead,  
iab australia  
*moderator*

**rob odd**

regional ceo,  
epsilon

**janice hoogeveen**

head of marketing,  
retail media,  
terry white chemmart



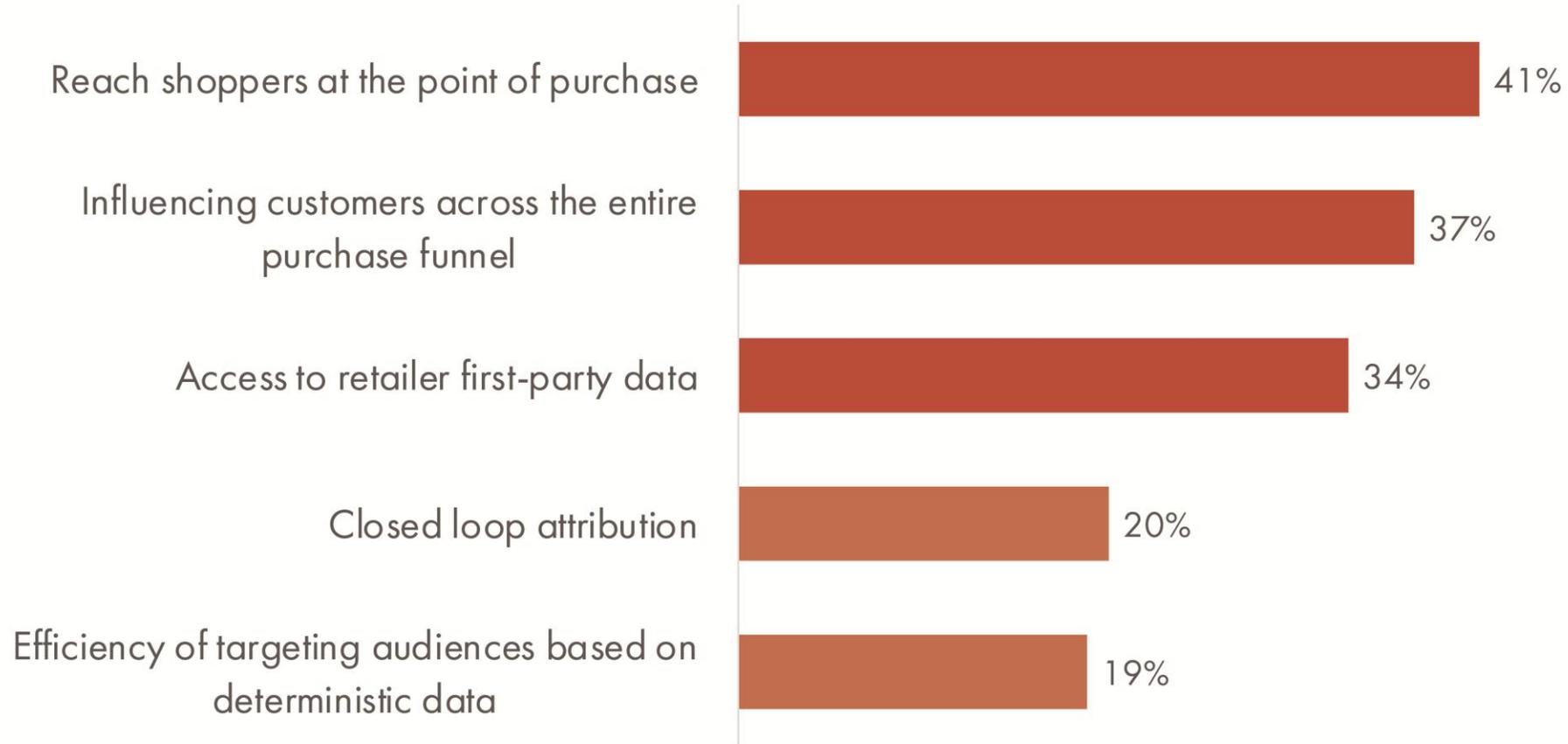
# retail media

## state of the nation

july 2025

# reaching shoppers at the point of purchase is the key opportunity in retail media

## top opportunities in agencies and brands partnering with retailers

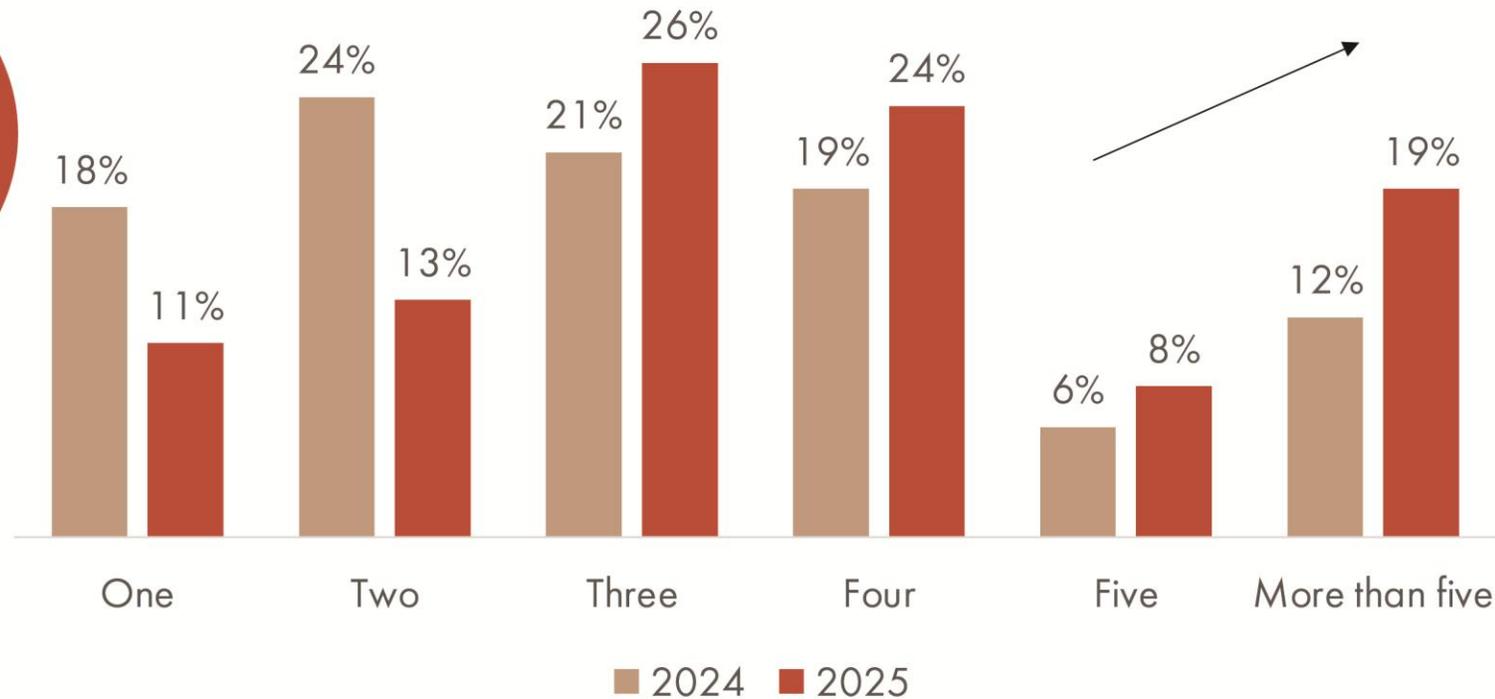


Source; IAB Australia Retail Media State of the Nation 2025 n=142 retail media advertising decision makers and influencers from agencies and brands  
Q - What do you see as the key opportunities of partnering with retailers? (Please select your top 2)

# brands and agencies broaden the number of retail media partners

number of retail media partners brands and agencies have worked with

77%  
are now  
working with  
3 or more  
retail media  
partners



Source; IAB Australia Retail Media State of the Nation 2025 n=142 retail media advertising decision makers and influencers from agencies and brands

Q - How many different Retail Media partners have you worked with so far? (Please select one); Rate your experience working with Retail Media partners so far? (Please select one)

# 7 in 10 ad buyers consider retail media as part of holistic media mix planning

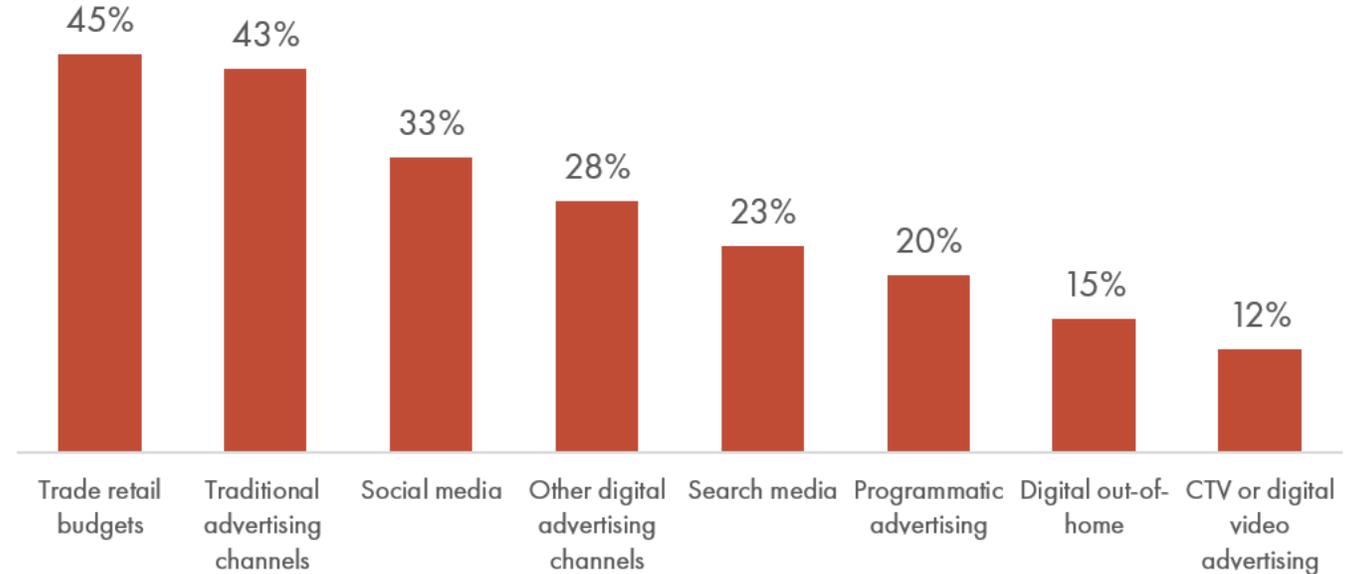
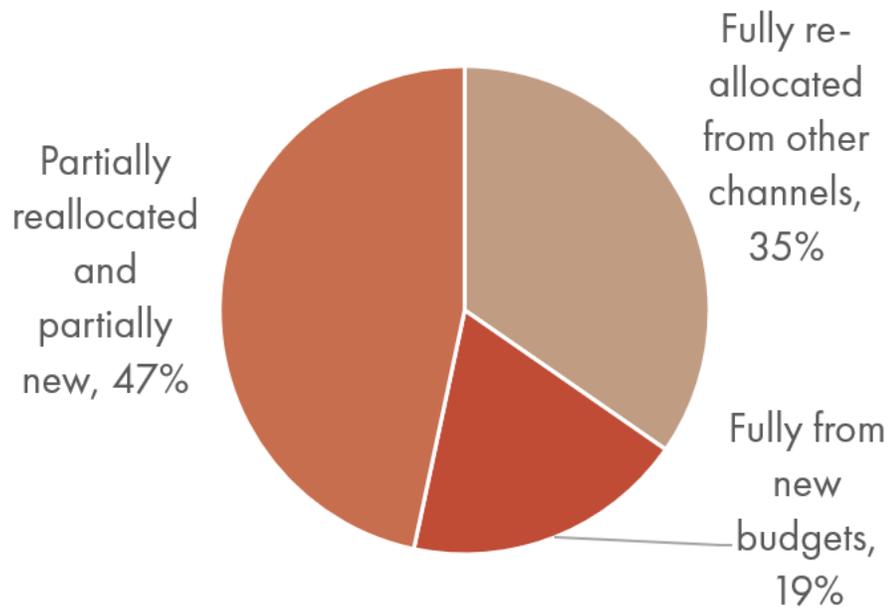
## consideration for retail media in media planning amongst agencies and brands



# for nearly half, investment for retail media activity is partially reallocated from other channels and partially new

spend on retail media being shifted from other advertising channels

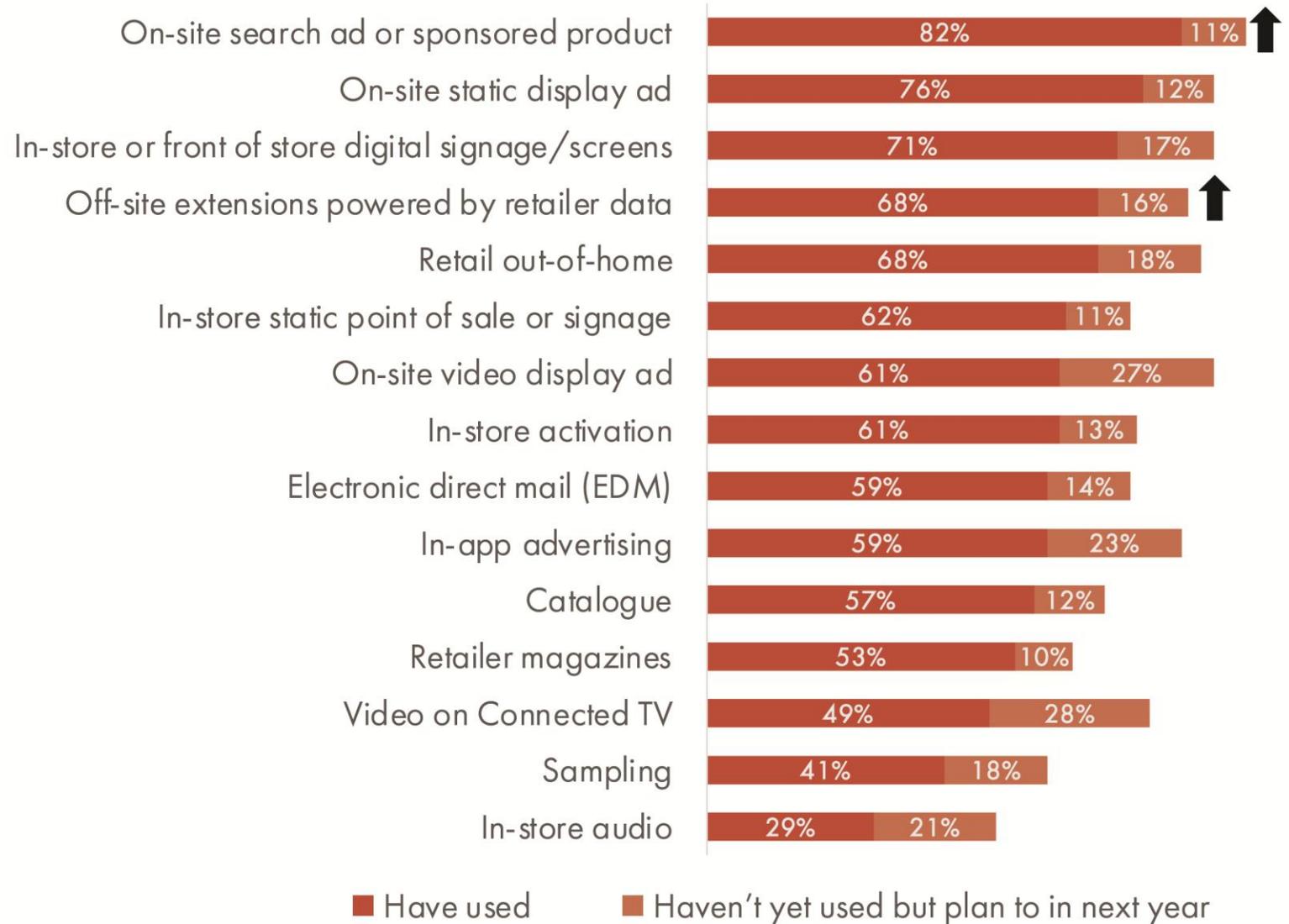
channels ad spend being shifted from to spend on retail media



Source; IAB Australia Retail Media State of the Nation 2025 n=142 retail media advertising decision makers and influencers from agencies and brands

Q - In terms of spending on Retail Media advertising, is the expenditure being re-allocated from other channels? (Please select one); Which channels is this spend on Retail Media advertising being shifted from?

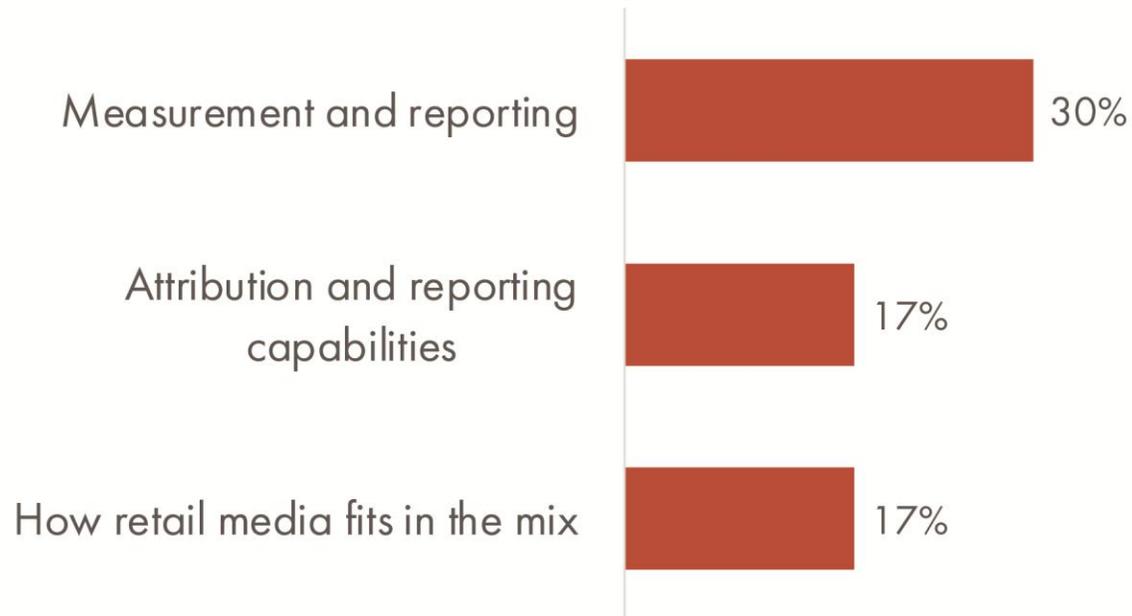
# retail media advertising products agencies and brands have used or plan to use in the next year



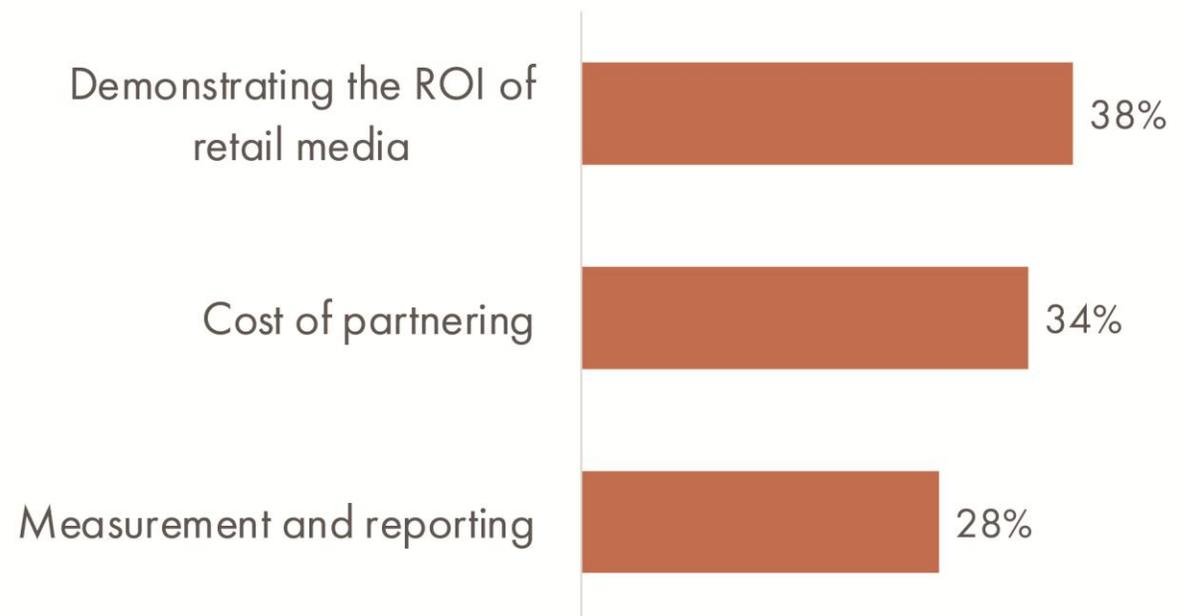
# addressing **challenges in measurement** are needed to drive further investment in retail media

## top barriers to partnering with retailers for retail media activities

### amongst agencies



### amongst brand advertisers



# retail media deep dive

brisbane  
market update

**gai le roy**

technology lead,  
iab australia  
*moderator*

**rob odd**

regional ceo,  
epsilon

**janice hoogeveen**

head of marketing,  
retail media,  
terry white chemmart



# local panel discussion

brisbane  
market update

**vikki pearce**

head of digital  
(melbourne and brisbane)  
zenith media  
*moderator*

**casey greig**

head of strategy  
audience group

**marcel hashimoto**

head of media  
youi insurance

**kirsten bucceri**

sales executive  
nine

**kelly healy**

general manager client  
partnerships  
qld/ sa/ wa  
news australia

