

annual report

fy25

contents

- 03** about iab australia
- 08** members
- 09** australian digital ad market
- 10** events
- 11** education talent and mentoring
- 12** pr and communications
- 14** measurement and effectiveness
- 15** measurement path ahead for FY26
- 16** policy and privacy
- 17** technology developments and standards
- 19** councils
- 22** fy25 releases
- 23** fy26 and beyond

about iab australia

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the iab's purpose is to grow sustainable and diverse investment in digital advertising in australia



The Interactive Advertising Bureau (IAB) Australia Limited is a registered not-for-profit organisation. Membership fees and revenue are reinvested into industry initiatives and member benefits—including research, resources, events, reporting, mentorship, and industry representation.

IAB Australia is the peak trade association for digital advertising in Australia. As one of 46 IAB offices globally, and with a growing local membership, our role is to support sustainable, diverse investment in digital advertising across all platforms. We help marketers and agencies succeed by:

- > Demonstrating how digital advertising delivers on business objectives.
- > Setting and promoting standards and guidelines that build trust and transparency, reduce supply-chain friction, and improve the ad experience for consumers, advertisers, and publishers.

note from the chair



suzie cardwell
chief data product &
technology officer -
enterprise
nine

IAB Australia continues to play a key role in the advertising and media landscape, uniting the industry to set standards, advance measurement, educate the market, engage constructively with government on policy, generate trusted research, and strengthen community connections. With digital advertising now at approximately 73% of paid media, and with rapid shifts in technology and AI reshaping how we work, build teams, and go to market, a strong, credible, and effective industry body is more critical than ever.

Our community keeps growing, with more member organisations investing time and resources to drive progress. As the industry evolves, the IAB is expanding its remit including new Future of Search and AI working groups while staying true to the responsibilities set from day one: supporting a diverse and sustainable publisher and media-owner ecosystem; providing governance and guidance on measurement and ad effectiveness; and delivering standards and technical frameworks that enable the market to operate responsibly and efficiently in an increasingly automated, signal-limited environment.

Equally important is our role in developing and supporting the industry community. Through practical education, high-value events and forums, and our mentorship program, we help talent at every stage build capability, confidence, and networks. This work matters more than ever as AI and technical developments accelerate change across roles, workflows, and organisational design; the IAB's community programs ensure people and teams can adapt with clarity and confidence.

I assumed the Chair role in mid-FY25. I extend my sincere thanks to outgoing Chair, Vanya Mariani, for her leadership and commitment to the IAB's role in shaping the industry. I also thank our Board who, while fierce commercial competitors in their day jobs, come together at the IAB to support Australia's \$17.2 billion digital advertising market.

In 2026, as IAB Australia marks its 21st year, we will sharpen our focus on supporting publishers and media owners, exploring the future of measurement in an AI-enabled marketplace, and remaining front and centre in setting direction and frameworks for privacy and related reforms while continuing to invest in the education, events, and mentorship that sustain our community.

note from the ceo



gai le roy
ceo,
iab australia

Thank you to our members for your continued investment and trust. Your support lets us deliver practical value reducing risk and unlocking growth through access to research, best practice guidance, standards that reduce friction, effectiveness frameworks, and targeted forums. Members gain a competitive edge via exclusive insights, access to industry events, and staying ahead of regulatory and technology changes and the responsibilities they bring. By engaging with IAB Australia, you benefit from the latest local knowledge, built on the strength of the global IAB network of 46 chapters and the global remit of IAB Tech Lab.

In FY25, membership broadened again adding more organisations across retail media, DOOH, affiliate and video advertising, alongside deeper ad-tech participation with agencies and brands increasingly seeking our expertise in measurement, effectiveness, and data & privacy.

Steadily and credibly, the organisation has scaled impact: a \$17B+ industry, 180 member organisations; on an average year 10 research studies and 8 white papers; 15 events; 10 government submissions; 100 emerging leaders supported through mentorship. We also ensure global ad specs and standards are adopted locally and continue to govern Australia's digital audience ratings service.

FY25 was a year of delivery: we launched Ad Net Zero in Australia laying the groundwork for consistent carbon tracking and completed an external audit alongside enhancements to the industry-endorsed digital ratings currency, Ipsos iris, including deeper video reporting, greater granularity, and engagement harmonisation for more confident planning and trading.

The operating environment keeps shifting: AI is changing workflows, privacy reforms are advancing, and retail and CTV continue to mature. The latest talent signals show vacancy rates near 4% with hiring skewing senior, moderated salary growth, and increased use of contractors/offshoring. Training priorities are clear: AI/automation, privacy regulation, product depth, leadership, and measurement—building adaptable teams for an increasingly technical marketplace.

In FY26 we will (as well as continuing our existing initiatives) launch 3 key workstreams:

- 1** support publisher and media-owner vitality through standards, yield optimisation guidance and education;
- 2** launch a comprehensive future of measurement project, looking at both audience and outcomes measurement
- 3** advance privacy and data education and responsibility - educating industry, government and regulators on a responsible data driven digital advertising industry while developing frameworks that enable compliant, safe and operationally efficient practices as tranche-two of privacy reforms approach.

Thank you to our Board, council leaders and the IAB team - your work helps the market operate smarter, cleaner and with greater confidence.

the board

chair from
February 2025

deputy chair from
February 2025



suzie cardwell
chief data product &
technology officer -
enterprise
Nine

sarah myers
general manager,
audience & marketing
REA Group



caroline oates
head of youtube,
deals & programmatic
sales
Google

maddie basso
head of yahoo dsp
australia
Yahoo

carolyn bollaci
head of media
Meta

davor vilusic
executive general
manager media
Carsales



andrew brain
director, data &
growth
Seven West Media

dean la rosa
general manager,
commercial data
News Corp Australia

danika johnston
director of commercial
partnerships
The Guardian

heather mcgovern
acting chief marketing
officer
Domain

mitchell greenway
vice president
publisher development
emea, apac
OpenX

the team



gai le roy
ceo



jonas jaanimagi
technology lead



natalie stanbury
director of research



sarah kruger
director of policy and
regulatory affairs



jennifer thomas
director of marketing
and memberships

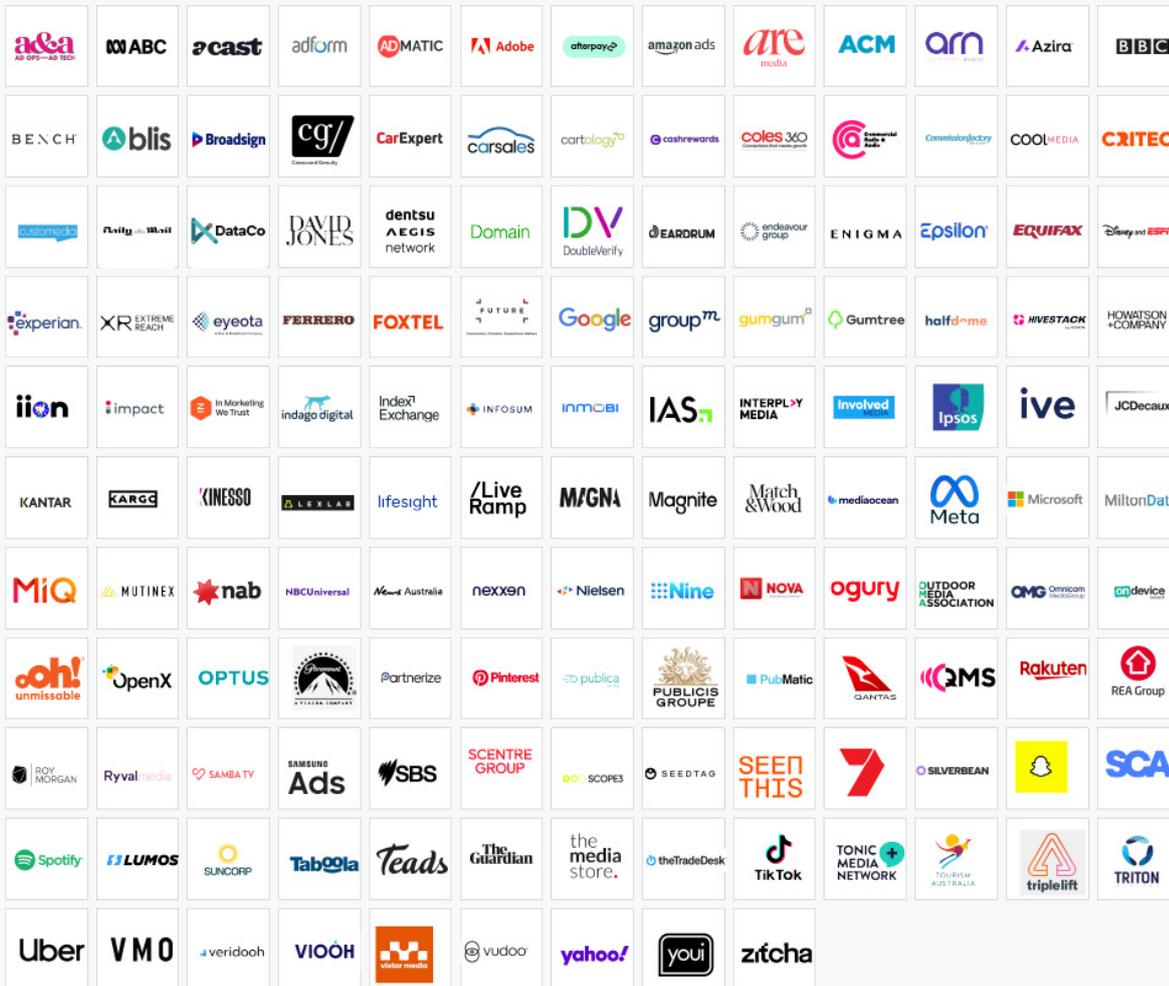


tiffany hill
events and office
manager

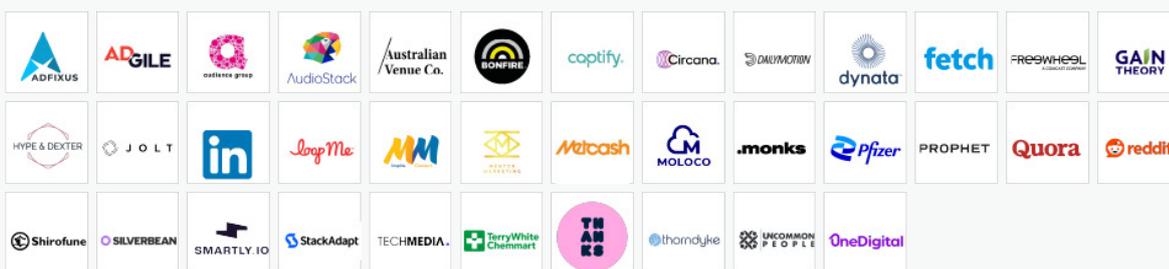


emily soper
design and content
manager

members



new members fy25

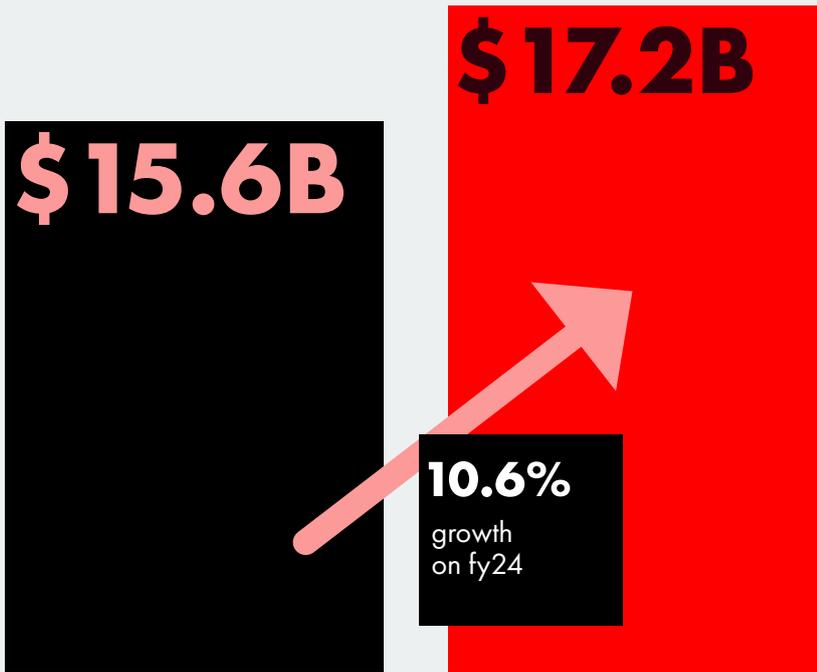


new members early fy26



IAB Australia membership continues to diversify and expand with **36 new members in FY25**. The ongoing expansion is driven by a notable increase in participation from Ad Tech companies and Media Agencies, reflecting a commitment from companies to stay informed and engaged with the latest regulatory developments and technological advancements. Additionally, the focus on specialised areas of digital advertising such as Retail Media and Advertising Effectiveness has also attracted a diverse range of new members.

australian digital ad market

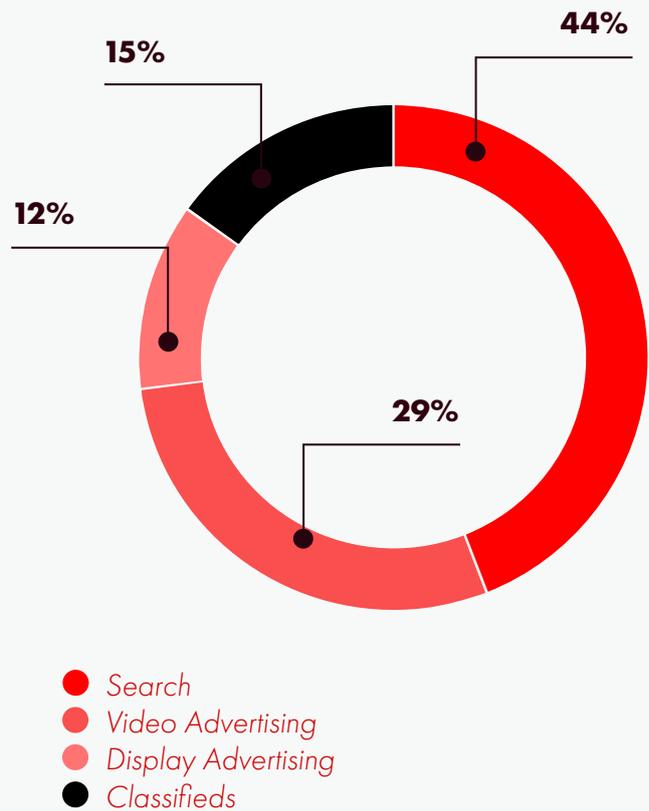


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Online advertising expenditure was \$17.2 billion in the twelve months ended 30 June 2025, representing growth of 10.6% on FY24.

source: IAB Australia Internet Advertising Revenue Report produced by PwC

Online advertising expenditure was \$17.2 billion in the twelve months ended 30 June 2025, representing growth of 10.6% on FY24. Digital advertising now makes up approximately 73% share of the total paid ad market. Of digital investment in FY25, 44% was attributed to Search, 29% to Video Advertising, 12% to Display Advertising (including audio, native and infeed) and the remaining 15% to Classifieds. Social media (which has revenue represented in both video and display) grew share in FY25 to represent 17% of the total market.



Streaming audio and podcasting revenue with data from IAB and CRA members was reported for the third year with audio revenue representing 4.7% of display and video investment. Along with video investment, audio represents one of the fastest growing formats in the digital market.

Over the five years, the leading advertiser investment category has been the retail sector, representing 17.2% of display spend in FY25. Followed by the automotive sector (13.7% share), entertainment/media (10.8% share), finance (8.6% share) and FMCG rounding out the top 5 advertiser categories with 6.4% share.

Although there is solid growth in sectors of the market, investment in local media owners and content environments has again been softer than the overall market growth. An IAB Australia publisher vitality workstream has been established to help review this issue and provide support for local publishers.

events

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Events play an important role in educating our members and the market, sharing information and providing networking and community connection.

IAB Australia ran fifteen events in FY25 with 3,000 attendees which was a 9% increase on FY24 attendance levels. Events were held across a wide range of topics including audio, measurement, video, data, privacy, gaming, affiliate marketing, ad tech and operations. Events were held in Sydney, Melbourne and Brisbane, and for the first time, Perth. As well as the new Perth event, two new events were held in Melbourne for the first time (Powering DOOH, Retail Media Summit, and Affiliate Marketing Summit).

There is a commitment to showcasing a diversity of speakers and organisations as well as encouraging and supporting people with their first speaking engagement. IAB events provide incredible value for IAB member organisations who receive two free tickets for the majority of events. Buyside (agencies and brands) attendance continues to increase as advertisers dedicate time to understanding data usage, ad effectiveness measurement, best practice and new opportunities to refine and optimise their media investment.



9%
increase
on FY24 attendance
levels



education talent and mentoring

e-learning courses

There were over 500 enrolments in the IAB Australia e-learning programs during FY25, taking the total number of e-learning modules undertaken in the last 5 years to 3,800. The two most popular courses in FY25 were the Foundations of Programmatic DOOH Advertising and Advertising Effectiveness Fundamentals.

talent review

The IAB Australia 2025 Digital Advertising and Ad Tech Talent Review reported that the Australian digital advertising and ad tech industry is refining its talent strategy in response to deepening cost pressures and the advancing integration of AI. As organisations seek to balance operational efficiency with capability growth, workforce planning has become more selective, structured and strategically aligned.

The Report reveals a low industry job vacancy rate of just 4%, down from 4.6% in 2024, with many organisations managing staffing needs through increased offshoring and contractor use particularly in operational and reporting functions as companies seek cost-effective resourcing solutions.

The Talent Review provides critical insights to inform workforce development, diversity initiatives, and long-term planning across the digital advertising ecosystem.

key themes from 2025 talent report:

- > Managing resources strategically
- increased use of contractors and offshoring
- > Moderating salary growth
- > Hybrid models persist; in-office share rising
- > Upskilling for a changing market prioritised
- > Female representation increasing in exec roles, decreasing in technical

mentorship program

Each year IAB Australia supports approximately 90 people with less than ten years industry experience by matching them with a senior industry leader for six months. This prestigious program has supported over 500 people since its inception. It is one of the IAB's most popular and important initiatives supporting emerging talent in the industry.



pr and communications

Representing the digital ad industry and members in market remains an important role of the IAB in Australia. Trade media coverage remained high in FY25 with over 1,000 articles and the highest share of voice of trade associations. This consistent stream of information and education in the media continues to reinforce the benefits of digital advertising, ways to improve the ecosystems as well as the implications of that for increasing marketing opportunities and the broader national business economy.

The IAB directly communicates with nearly 9,000 professionals via our weekly newsletter providing industry updates and information on IAB initiatives as well as events.

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Trade media coverage remained high in FY25 with over 1,000 articles and the highest share of voice of trade associations.



IAB AUSTRALIA, IN PARTNERSHIP WITH INITIATIVE PERTH, HOST INAUGURAL EVENT IN WESTERN AUSTRALIA



The Interactive Advertising Bureau (IAB) Australia held its first ever event in Western Australia last week, marking a significant milestone for the digital advertising industry in the state.

IAB - Video now gets 27.5% of online ad spend in Australia

By AdNews | 11 June 2025

Video ad spend in Australia has surged to 27.5% of all online investment, despite marketers citing economic pressures, measurement gaps and AI as key challenges for 2025.

According to IAB Australia's 2025 Video Advertising State of the Nation Report, brand safety and suitability are a concern, as well as understanding how consumer viewing is evolving.

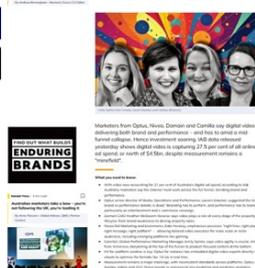
The report, which is now in its fifth year, offers insights on video advertising investment, assessment and plans from media agencies across all forms of video advertising.

The findings show that while nine in ten agencies now have a unified strategy for planning and buying across screens including TV, mobile, computer, retail and outdoor or cinema, 31% rarely or never fully effectiveness measurement across screens.

IAB Australia CEO Gai Le Roy said digital video advertising ad spend has seen extraordinary growth with a CAGR of 21.8% over the last six years, double the rate of the overall digital ad market in Australia.



Basian Riccardi via Unsplash



Ad industry steps up to fight sky-high emissions footprint

A coalition of advertisers, agencies and media platforms have teamed up to address the ad industry's high carbon emissions, which are equal to those of the airline industry.

Lead by the industry's peak trade bodies, the Australian Association of National Advertisers, Advertising Council Australia, Interactive Advertising Bureau Australia and the Media Federation of Australia, the coalition has launched the local chapter of Ad Net Zero, a global initiative to accelerate the decarbonisation of the industry and promote and drive change.



Ad Net Zero

IAB - Retail Media's future hinges on measurement and transparency

Retail media advertising is now an integral part of holistic media planning, according to the IAB Australia Retail Media State of the Nation 2025 Report.

The report found that 10% of advertisers and agencies using retail media have increased their investment in the last twelve months. Meanwhile, 17% now work with three or more retail media networks, up from 10% last year.

However, as the sector scales, brands and agencies are seeking more transparency, better attribution and measurement frameworks across retail networks.

The report found that investment in retail media which now comes from a rise of fully attributed budgets (55%) and new budgets (19%). Brands are increasingly shifting their spend away from trade marketing and traditional media advertising, while agencies are reducing budgets from social media and digital display.

Over the last 18 months, 37% of retail media investors spent a significant amount of their media budget in retail media, up from 26% in 2023.

Retail media advertising is on the rise in Australia, but agencies and marketers are looking for agreement and guidance on measurement and standards according to IAB Australia's Retail Media State of the Nation 2025 Report.

The report found that over the last 18 months, 37% of retail media investors spent a significant amount of their media and marketing budget in retail media, up from 26% in 2023.

It also identified the most important driver of investment for agencies and marketers as the ability to reach shoppers at the point of purchase, followed by the opportunity to leverage the benefits of real-time first-party data.

Seeing shoppers at the point of purchase is seen as a key advertiser opportunity in retail media.

Agencies and marketers are also looking for agreement and guidance on measurement and standards according to IAB Australia's Retail Media State of the Nation 2025 Report.

IAB AUSTRALIA BOARD APPOINTS SUZIE CARDWELL AS NEW CHAIR; SARAH MYERS NAMED DEPUTY CHAIR



IAB Australia's CEO Gai Le Roy presented the latest market spend data and trend analysis, while Anna Jennings, IAB's Technical Director, provided a comprehensive update on technology developments and privacy considerations affecting the industry.

8 in 10 Australian agencies eye bigger podcast investments in 2025, IAB report finds

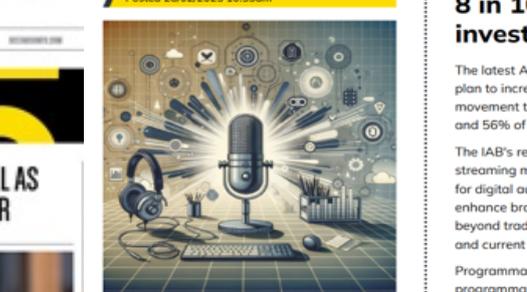
The latest Australian Audio State of the Nation Report from IAB Australia has found 79% of agencies plan to increase their investments in podcast advertising by 2025. The trend is part of a broader movement towards digital audio, encompassing streaming music and streaming radio, where 65% and 56% of agencies, respectively, intend to boost their ad spend.

The IAB's report, now in its ninth year, covers various aspects of digital audio advertising, including streaming music, radio, podcasts, and catch-up radio. It found branding remains the primary objective for digital audio campaigns, with a growing emphasis on using streaming audio and podcasts to enhance brand perception and storytelling. Agencies are also broadening their podcast investments beyond traditional genres such as lifestyle, health, and wellness, to include society and culture, news and current affairs, and true crime.

Programmatic buying in digital audio is on the rise, with 78% of agencies planning to purchase programmatically in 2025, up from 72% in 2024 and 63% in 2023.

According to the report, 87% of respondents view podcasts as offering new marketing opportunities within the creator economy. However, measurement and evidence of effectiveness remain key challenges that hinder larger ad volumes in streaming digital audio and podcast advertising.

"The Report highlights the strength of the digital audio ad industry in terms of investment but also its expansion within the digital ecosystem," Gai Le Roy, CEO of IAB Australia, said. "Agencies and marketers are applying the same measurement techniques to digital audio as they do to video. They are also exploring the role of podcasters in the creator economy and capitalising on the growing trend of video-enabled podcasts."



Editors' Note: Many Fast News images are stylised illustrations generated by Dall-E. Photo-realism is not intended. View as early and evolving AI art!

HAIKU Podcasts on the rise, Agencies shift their focus, Digital audio

Ad industry steps up to fight sky-high emissions footprint

A coalition of advertisers, agencies and media platforms have teamed up to address the ad industry's sky-high carbon emissions, which are equal to those of the airline industry.

Lead by the industry's peak trade bodies, the Australian Association of National Advertisers, Advertising Council Australia, Interactive Advertising Bureau Australia and the Media Federation of Australia, the coalition has launched the local chapter of Ad Net Zero, a global initiative to accelerate the decarbonisation of the industry and promote and drive change.

The initiative is backed by 25 foundation supporters including major corporations such as Amcor's, Lion and Nestle, and a host of media and advertising/businesses including Domain, Foxtel, Google, GroupM, iMG, Mediacom, RDS, Rexel, Meta, News Corp Australia, Nine, NCR, Omniscient Media Group, OJB Media, Publicis Group, QMS Media, Sceptre, SBS, Val Morgan and Yellow.



Ad Net Zero

Optus, Nivea, Domain and Camilla marketers: Digital video delivering double duty; ad investment hits \$4.5bn despite measurement 'minefield'

Marketers from Optus, Nivea, Domain and Camilla say digital video is delivering both brand and performance - and has to avoid a mid-funnel collapse. Hence investment soaring, IAB data released yesterday shows digital video is capturing 27.5 per cent of all online ad spend, or north of \$4.5bn, despite measurement remains a 'minefield'.



Marketers from Optus, Nivea, Domain and Camilla say digital video is delivering both brand and performance - and has to avoid a mid-funnel collapse.

What you need to know:

- With video now accounting for 27 per cent of Australia's digital ad spend, according to IAB Australia, marketers say the channel must work across the full funnel, branding brand and performance.
- Optus senior director of Media, Operations and Performance, Utkarsh Chawla, suggested the binary brand vs performance debate is dead. "Branding has to perform, and performance has to brand" particularly on entertainment and a consumer campaign.
- Domain CMO Heather Millerson-Senior says video plays a role at every stage of the property lifecycle, from brand awareness to driving property sales.
- Nivea US Marketing and e-commerce, Kelli Mervin, emphasises precision, "right time, right place, right message, right platform" - allowing tailored ads execution for mass scale or niche audiences, including emerging platforms like gaming.
- Camilla's Global Performance Marketing Manager, Emily Spinks, says video agility is crucial, shifting from intensive storytelling at the top of the funnel to product focused content at the bottom.
- HR for platform specialist is key. Optus for instance has embedded digital video experts directly into client to generate for brands, the '1st line' in real time.
- Measurement remains a major challenge, with inconsistent standards across platforms. Optus uses BrandLift and UGC Nexus results in commercial use enabling and positive analysis, while Nivea for Camilla rely on driving direct.
- Marketers agree on the need for unified, independent cross platform measurement, full-funnel attribution, granular publisher data, and cross-channel reach de-duplication - but for now,

IAB AUSTRALIA RELEASES GUIDANCE ON MULTI-CHANNEL CAMPAIGNS FOR MARKETERS



IAB Australia's Ad Optimization Council has today released a report entitled, 'Clearing the Way for Multi-Channel Advertising'.

The paper, which is a collaborative effort of the members of the council, provides evidence for marketers of why multi-channel advertising campaigns are more effective at delivering business outcomes and offers guidance for creating and measuring successful multi-channel campaigns.

I'm deeply concerned with the future of the open web' IAB Tech Lab boss Tony Katsur on why he worries about walled gardens

TIM BURROWS October 31, 2024, 8:55

UNMADE PODCAST UNMADE I'm deeply concerned with the future of the open web' IAB Tech Lab boss Tony Katsur on why he worries about walled gardens

measurement and effectiveness

digital audience measurement ratings

Since January 2023 the IAB Australia endorsed Ipsos iris has continued to set the standard as the trusted, independent, and robust source of digital audience measurement in Australia. Following a comprehensive independent audit in early 2025, the system was confirmed as well-managed and fit for purpose—supporting the renewal of IAB’s endorsement through to the end of 2027.

From August 2024 enriched YouTube audience reach and watch time data across all devices has been made available via a data collaboration with Google. Along with OzTAM audience data for BVOD, these key integrations into Ipsos iris provide coverage of audience on Connected TV to empower agencies and marketers to plan with confidence.

Other developments this year, steered by IAB’s Audience Measurement Council in collaboration with Ipsos, have included greater support for analysing the audience of smaller websites and apps with new supplementary 3-month average reporting along with published guidance on expected variance based on audience size.

ad effectiveness

IAB’s Ad Effectiveness Council continues to highlight methods to assess the impact of marketing activities along with insight to help marketers optimise their digital advertising investment. In November 2024, the Council released ‘Elevating brands through multi-channel excellence’, a research synthesis of evidence that multi-channel campaigns are more effective, with guidance for creating and measuring them.

From early 2025, the Council began fieldwork collecting information from 12 active Market Mix Modelling vendors on their products, methodologies, metrics and data requirements to be included in a resource for the industry. The ‘Market Mix Modelling Landscape Report’ (published in September 2025) provides marketers with information for greater understanding and transparency when navigating the diverse MMM vendor landscape.

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Ipsos iris continues to set the standard for independent and transparent digital audience measurement in Australia





measurement path ahead for FY26

Continuing a commitment to innovation and future-sustainable measurement, IAB Australia is developing a strategy for 2027 and beyond to develop the industry-driven measurement infrastructure needed by Australian media owners, platforms, ad agencies and advertisers to confidently and robustly evaluate digital advertising opportunities in a complex, cross-media, privacy-first landscape. To inform the strategy, IAB will conduct a review throughout 2026 of evolving advertising planning/buying practices, datasets and measurement approaches in market to identify industry needs, gaps and future requirements.

Ipsos iris has key developments planned for 2026 including commencement of weekly digital audience reporting for age 18+ to provide greater timeliness and detail, along with a transition for monthly audience data from age 14+ to age 18+, designed to focus resources on the primary purpose of media planning and advertising targeting insights.

policy and privacy

IAB Australia invests significant time and resources, often out of sight, in activities that are critical to the industry: educating and liaising with government and regulators; preparing responses to key inquiries; and guiding the digital advertising market to adapt to evolving expectations from government, consumers and advertisers.

FY25 was another busy year for local and global industry and Government policy reviews and movements. The first tranche of Australian privacy reforms was finally released in September 2024, passing Parliament in November 2024. The provisions relate to a statutory tort for serious invasions of privacy, privacy policy requirements regarding automated decision-making transparency, children's online privacy code provisions, additional enforcement powers for the OAIC and criminal offences for doxing, amongst others.

Notably for IAB members, the Bill did not include the advertising specific provisions relating to targeting, trading etc. that IAB had expressed concerns about in submissions and during recent consultation processes. In the first half FY26 the Government has re-established consultation on the second tranche of privacy reforms with legislation expected to be drafted in calendar year 2026. IAB members and key stakeholders will receive regular updates on the progress of privacy reform and help the industry prepare for any changes.

IAB Australia has also played a role in reviews on unfair trading practices, impact of AI and in early FY26 responding to the Australian Productivity Commission interim report into Harnessing data and digital technology.

The IAB continues to work closely with other industry bodies to ensure the industry has an effective self-regulation system through Ad Standards and other industry codes. Recently the IAB Australia Audio Council developed guides to help the digital audio industry ensure alcohol advertising is served only to appropriate audiences, in line with the ABAC Responsible Alcohol Marketing Code in Australia.



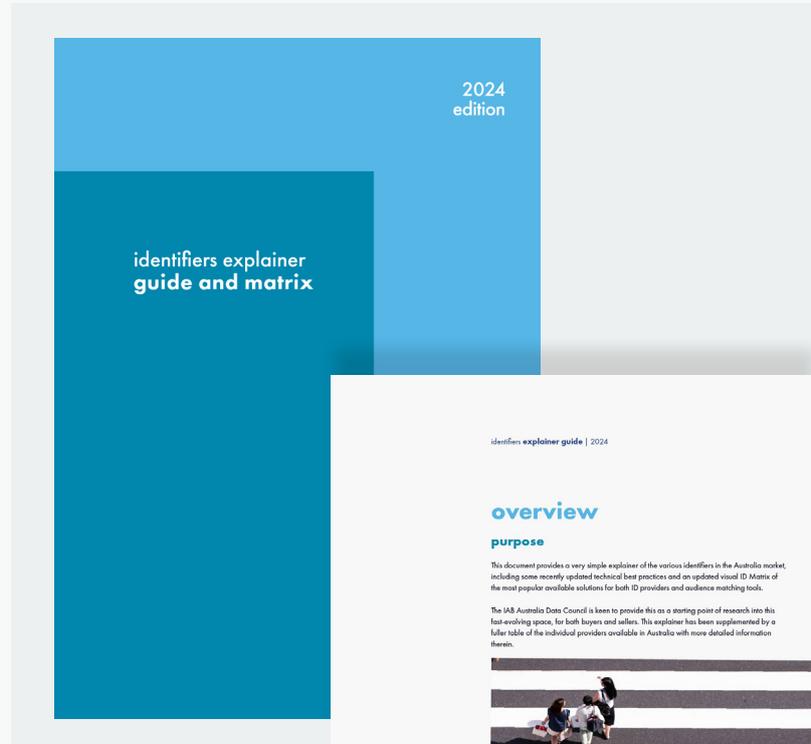
IAB Australia invests significant time and resources, often out of sight, in activities that are critical to the industry.

technology developments and standards

The IAB locally and through IAB Tech Lab remains at the centre of the development, implementation and education of important industry technical standards. Throughout FY25 there were a number of key releases as well as ongoing projects to help improve the efficiency and effectiveness of digital advertising across all devices. A few of the key initiatives are outlined below:

Programmatic Curation Guidance

Programmatic Curation, also known as sell-side decisioning, has been a hot topic recently - so the Exec Tech Council were keen to help support industry on this topic by providing some simple definitions and insights into the increased usage of Curation by sellers. A separate collaborative Q&A article on this topic accompanied the guidance, with members of our Exec Tech Council answering some related questions and adding more details, working examples and providing thought-leadership on how Curation can be meaningfully leveraged here in Australia.



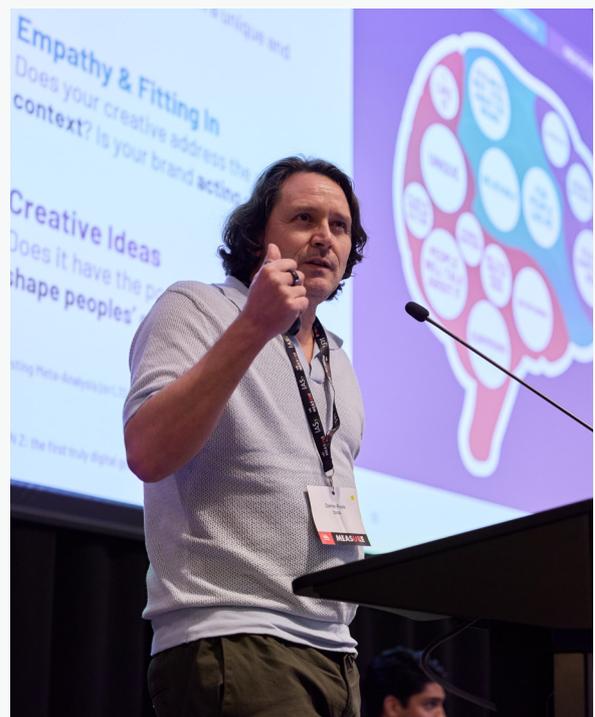
Identifiers Explainer Guide and Matrix: 2024 edition

It has been some 3 years since the last ID guidance, so the Data Council felt compelled to provide an update on the key related latest standards and best practices. The intent was for both buyers and sellers to have more confidence in making decisions related to how to approach leveraging these types of solutions. When members are locally trying to navigate the various options available using hashed emails, device IDs, or probabilistic identifiers we wanted to provide an update to the original v1 guidance to continue to help simplify these processes through all of the relentless changes we are seeing. There have also been some specific updates from IAB Tech Lab regarding ID solutions guidance, the consolidation of the PAIR & OPJA protocols and key OpenRTB updates to enable improved transparency on identifier sourcing and application within the bidstream.



Synthetic Data Guidance

The IAB Australia Data Council created some guidance and education on synthetic data to help inform and support our industry better regarding its usage by providing some simple definitions and best practices. Benefits and considerations were included, and the guidance was supported by a separate collaborative Q&A article, with members of our Data Council answering some related questions and adding more details and examples as to how Synthetic Data can be leveraged responsibly and effectively in digital advertising here in Australia.





councils



Purpose:

Provide insight, leadership and guidance with a particular focus on the digital value chain. Working with other councils and providing a strategic view of IAB focus areas.

FY25 Initiatives:

Industry Mentorship Program
 Programmatic Curation Guidance and Q&A
 Brand Safety and Suitability Guidance



Purpose:

Identify standards and guidelines both nationally and internationally, evaluate the needs of the local advertising industry, establish a program of work to produce and promote standards and guidelines for the Australian online advertising industry.

FY25 Initiatives:

Global Media Sustainability Framework
 Explainer
 Digital Video Ad Format and OpenRTB Guidance
 Trusted Server Explainer



Purpose:

Help to set standards, educate and drive collaboration across the industry. Moving from Working Group to Council

FY25 Initiatives:

Local Retail Media Measurement Principles and Guidance
 Retail Media State of the Nation research
 Commerce 2025 consumer research



Purpose:

Educate and evangelise the power and true value of audio to the advertising industry. Develop research, guidelines and standards in audio advertising and drive

FY25 Initiatives:

Alcohol Advertising Best Practice Guides for Digital Audio in collaboration with ABAC
 Updated Digital Audio Buyers Guide
 Audio Advertising State of the Nation Research

councils



Purpose:

Support the growth of programmatic OOH in the Australian market.

FY25 Initiatives:

- Attitudes of Programmatic DOOH research
- DSP Reporting
- Capabilities for pDOOH
- Updated Programmatic DOOH Buyers Guide



Purpose:

Define standards for digital data of all types and support the industry via best practices related to its management, interrogation and usage/execution.

FY25 Initiatives:

- ID Solutions Explainer and Matrix v2
- De-identification, Encryption and Anonymisation Explainer and Q&A
- Consent Strings Explainer
- Synthetic Data Guidance



Purpose:

Drive and monitor standards for measuring digital audiences and content ratings in Australia.

FY25 Initiatives:

- Panel and process audit for Ipsos iris digital ratings currency
- Deed renewal and KPI reset for Ipsos iris
- 3 monthly rolling reporting period data



Purpose:

Aims to empower the Australian market to make the most of the opportunities in video advertising by providing education, inspiration and technical standards. Build trust and transparency in the industry and support the market growth in Video.

FY25 Initiatives:

- Video Ad Format Matrix
- Video State of the Nation Report



Purpose:

Educating the industry on assessing digital advertising activity; highlighting ways of making more effective digital investments.

FY25 Initiatives:

- Elevating Brands Through Multi-Channel Excellence
- MMM Vendor Survey (published in MMM Landscape Report released in early FY26)





working groups

affiliate working group

To provide the market with information about the Affiliate and Partnerships industry.

FY25 Initiatives:

Affiliate Industry Review
GA4 Guide for Affiliate Marketing
Affiliate Marketing Validation Best Practice
Affiliate Marketing Commission Validation
Recommended Practices

future of search working group

Providing education and information on the changing paid search products and market.

FY25 Initiatives:

Improving Campaign Performance Interactive Tool
How Search Engine Advertising Auctions Work
Pulling the Right Levers for Performance Max
Social Search: The Discovery Revolution

AI working group - new

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

Launched in May 2025 with 5 workstreams agreed upon with the following areas of focus:

1. Education & Upskilling
2. AI Standards & Governance
3. Innovation & Use Cases
4. Infrastructure & Readiness
5. Measurement, Impact & Sustainability

fy25 releases

<p>document release</p> <p>2024</p> <p>video advertising state of the nation july 2024</p> <p>iab. australia video advertising</p>	<p>document release</p> <p>2024</p> <p>elevating brands through multi-channel excellence research synthesis</p> <p>iab. australia</p>	<p>2025</p> <p>social search: the discovery revolution</p> <p>iab. australia</p>	<p>2025</p> <p>evolving search journeys the new consumer path to purchase</p> <p>iab. australia</p>
<p>DIGITAL LANDSCAPE REPORT july 2024</p> <p>iab. australia</p>	<p>2025</p> <p>how search engine advertising auctions work</p> <p>iab. australia</p>	<p>2025</p> <p>commerce report shopper trends transforming commerce and retail marketing australia - wave 5 new zealand - wave 2</p> <p>iab. australia</p>	<p>2025</p> <p>market mix modelling landscape report</p> <p>iab. australia</p>
<p>pulling the right levers for performance max a customer, agency and publisher perspective</p> <p>iab. australia</p>	<p>2025</p> <p>video ad format matrix a guide on getting the most out of your video assets</p> <p>iab. australia</p>	<p>wave 3 july 2025</p> <p>retail media state of the nation report</p> <p>iab. australia</p>	<p>de-identification, encryption & anonymisation an explainer</p> <p>jonas jaanimagi technology lead, iab australia</p>
<p>ecommerce report the changing shape of the local ecommerce and retail marketing landscape</p> <p>australia - wave 4 new zealand - wave 1 2024</p> <p>iab. australia</p>	<p>wave 9 february 2025</p> <p>audio advertising state of the nation report</p> <p>iab. australia</p>	<p>2025</p> <p>retail media knowledge series: the role of agencies in retail media</p> <p>iab. australia</p>	<p>brand safety & suitability guidance</p> <p>jonas jaanimagi technology lead, iab australia</p>
<p>digital advertising & ad tech industry talent review.</p> <p>august 2024</p> <p>iab. australia</p>	<p>audio buyers guide 2025 update</p> <p>iab. australia</p>	<p>2025</p> <p>digital advertising & ad tech industry talent review.</p> <p>iab. australia</p>	<p>synthetic data an explainer</p> <p>jonas jaanimagi technology lead, iab australia</p>
<p>retail council document release.</p> <p>australian retail media measurement principles and guidance</p> <p>iab. australia</p>	<p>2025</p> <p>affiliate marketing commission validation recommended practices</p> <p>iab. australia</p>	<p>wave 3 august 2025</p> <p>data state of the nation report</p> <p>iab. australia</p>	<p>programmatic curation - an explainer</p> <p>jonas jaanimagi technology lead, iab australia</p>
<p>retail media state of the nation august 2024</p> <p>iab. australia retail media</p>	<p>2025</p> <p>dooh buyer's guide dsp reporting matrix</p> <p>iab. australia</p>	<p>DIGITAL LANDSCAPE REPORT june 2025</p> <p>iab. australia</p>	<p>internet advertising revenue report quarter ending 31 march 2025</p> <p>iab. pwc</p>
<p>document release</p> <p>2024 edition</p> <p>identifiers explainer guide and matrix</p> <p>iab. australia</p>	<p>affiliate & partnership marketing australian advertiser and publisher industry review</p> <p>2025</p> <p>iab. australia</p>	<p>2025</p> <p>programmatic dooh buyers' guide</p> <p>iab. australia</p>	<p>2025</p> <p>market mix modelling landscape report</p> <p>iab. australia</p>
<p>DIGITAL LANDSCAPE REPORT september 2024</p> <p>iab. australia</p>	<p>DIGITAL LANDSCAPE REPORT march 2025</p> <p>iab. australia</p>	<p>attitudes to programmatic digital out of home july 2025</p> <p>iab. australia</p>	
<p>document release</p> <p>navigating affiliate marketing attribution in google analytics 4</p> <p>iab. australia</p>	<p>wave 5 june 2025</p> <p>video advertising state of the nation report</p> <p>iab. australia</p>	<p>2025</p> <p>best practice guide for downloadable software in affiliate marketing</p> <p>iab. australia</p>	

FY26 and beyond

As Australia's digital advertising market continues to mature, a strong, connected and pragmatic industry association remains essential. In 2026, the IAB will continue to convene the market and focus on the following priorities:

Promote growth and public value. Showcase the breadth of digital advertising opportunities for brands while underscoring the sector's role in funding free, high-quality Australian content and services.

Privacy readiness. Review and support compliance with any new obligations from Tranche 2 privacy reforms, providing practical guidance on consent, deletion/erasure, accountability and data governance.

Search and discovery shifts. Help members understand and adapt to changing consumer journeys driven by LLMs and other AI-powered discovery experiences.

Modern measurement. Update and align measurement frameworks to reflect evolving consumer behaviour and signal loss, and to make use of robust, innovative approaches that improve effectiveness and comparability.

Standards and trust. Provide clear standards, taxonomies and best-practice guidance to improve transparency, interoperability and efficiency across the supply chain.

People and capability. Support individuals and organisations as AI, automation and economic scrutiny reshape operating models, building skills, confidence and resilience across the industry.



Local market vitality. Advocate for a sustainable local media and ad tech ecosystem so Australian content remains economically viable and local innovation can thrive within an increasingly global environment.

To achieve these goals and support the digital advertising community, IAB Australia will continue to publish standards and guidelines, best-practice handbooks, research and training that lift digital ad effectiveness and strengthen trust and efficiency across the supply chain. We also manage the Sole and Preferred Supplier Deed for digital audience measurement, delivering the industry currency for the Australian market.

2026 key focus areas

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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