

How AAMP is shaping the future of Agentic Advertising



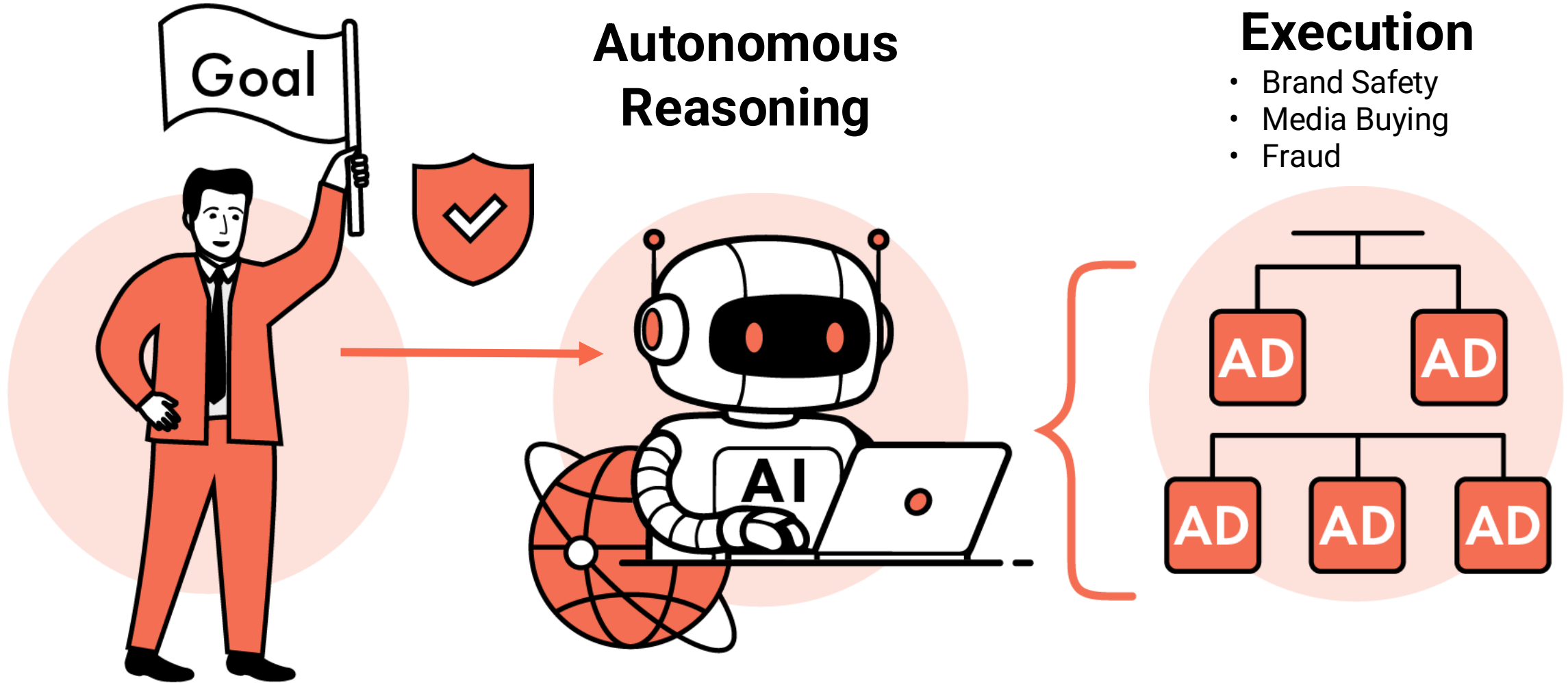
Anthony Katsur
CEO
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iab.TECH LAB

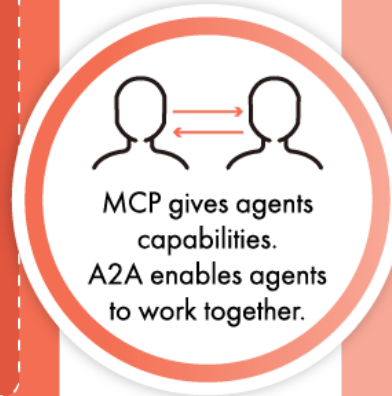
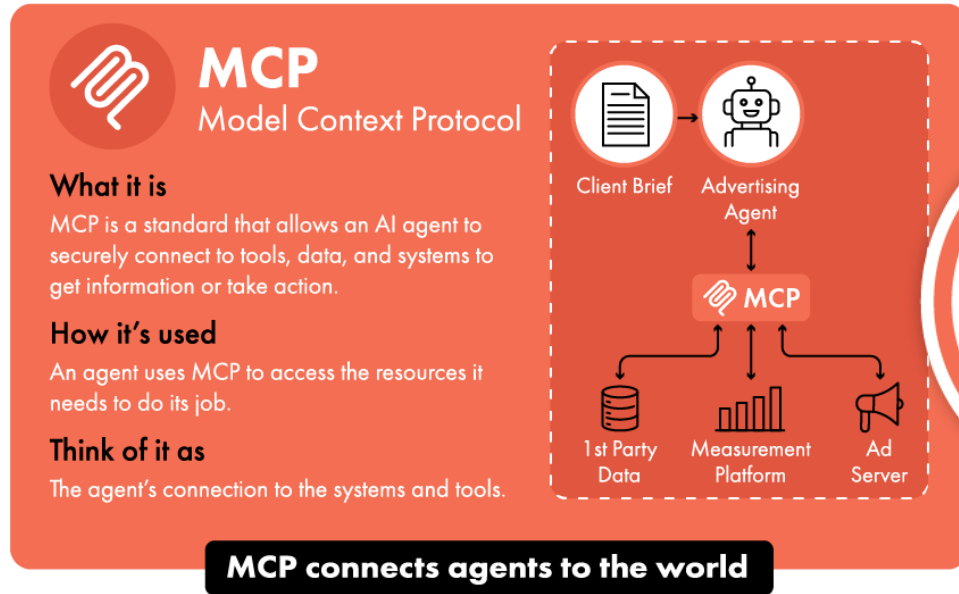
AI Is No Stranger To Advertising



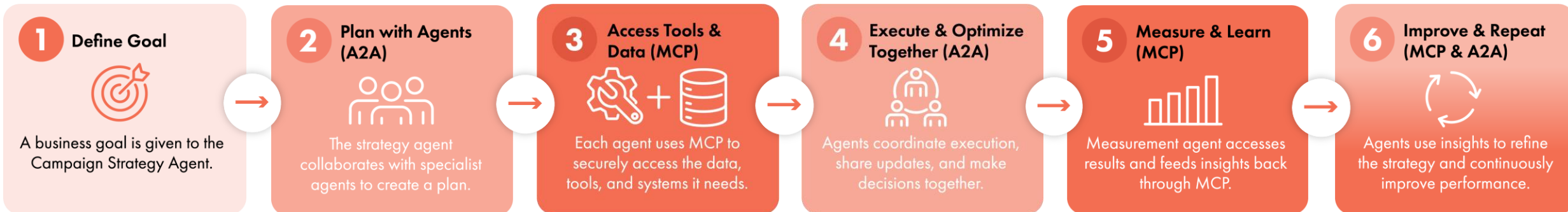
The Agentic Era



MCP vs A2A in Agentic Advertising



Agentic Workflow in Advertising



Together, they power smarter, more efficient, and measureable advertising outcomes.

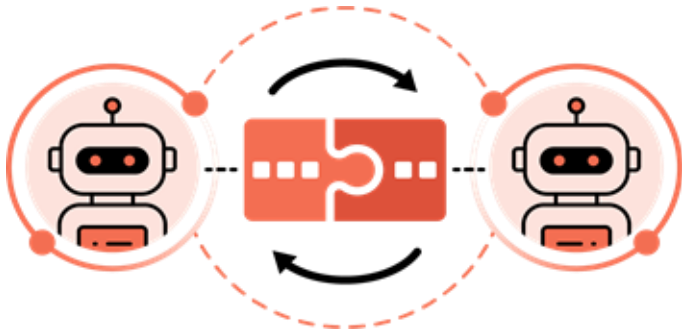


STANDARDS

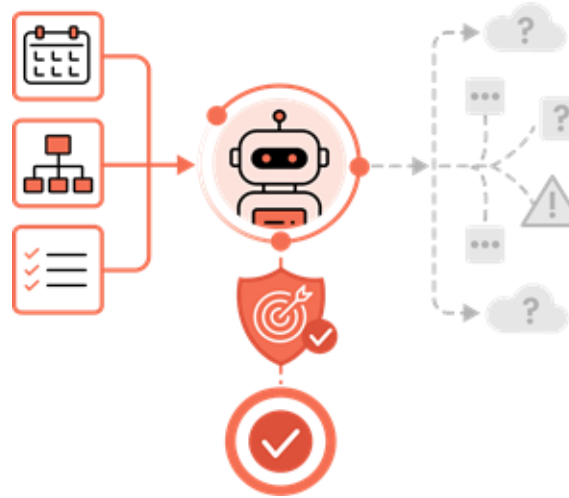
Agents thrive on Standardized Schemas

Standards are needed for referenceable context, so the agents are trained to execute the action asked in a natural language with **repeatable accuracy.**

Future of Agentic Standards and Governance



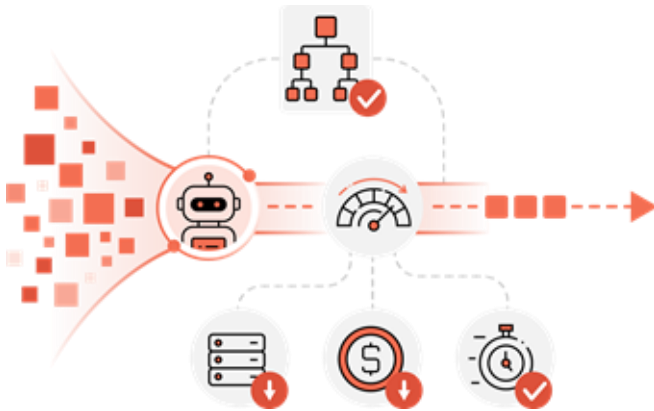
Interoperability



Accuracy



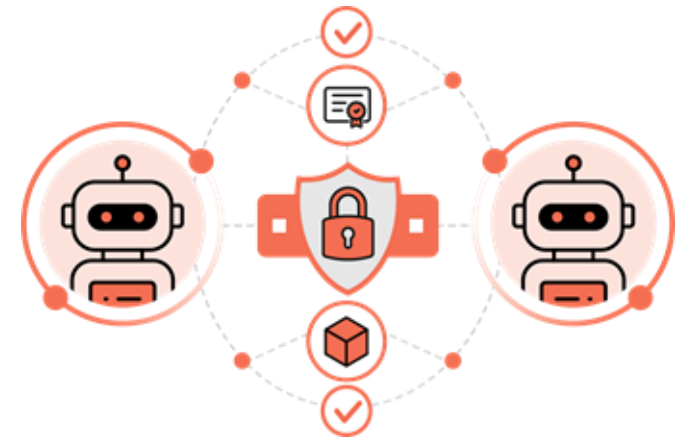
Semantic Drift



Cost & Efficiency



Transparency & Auditability



Security



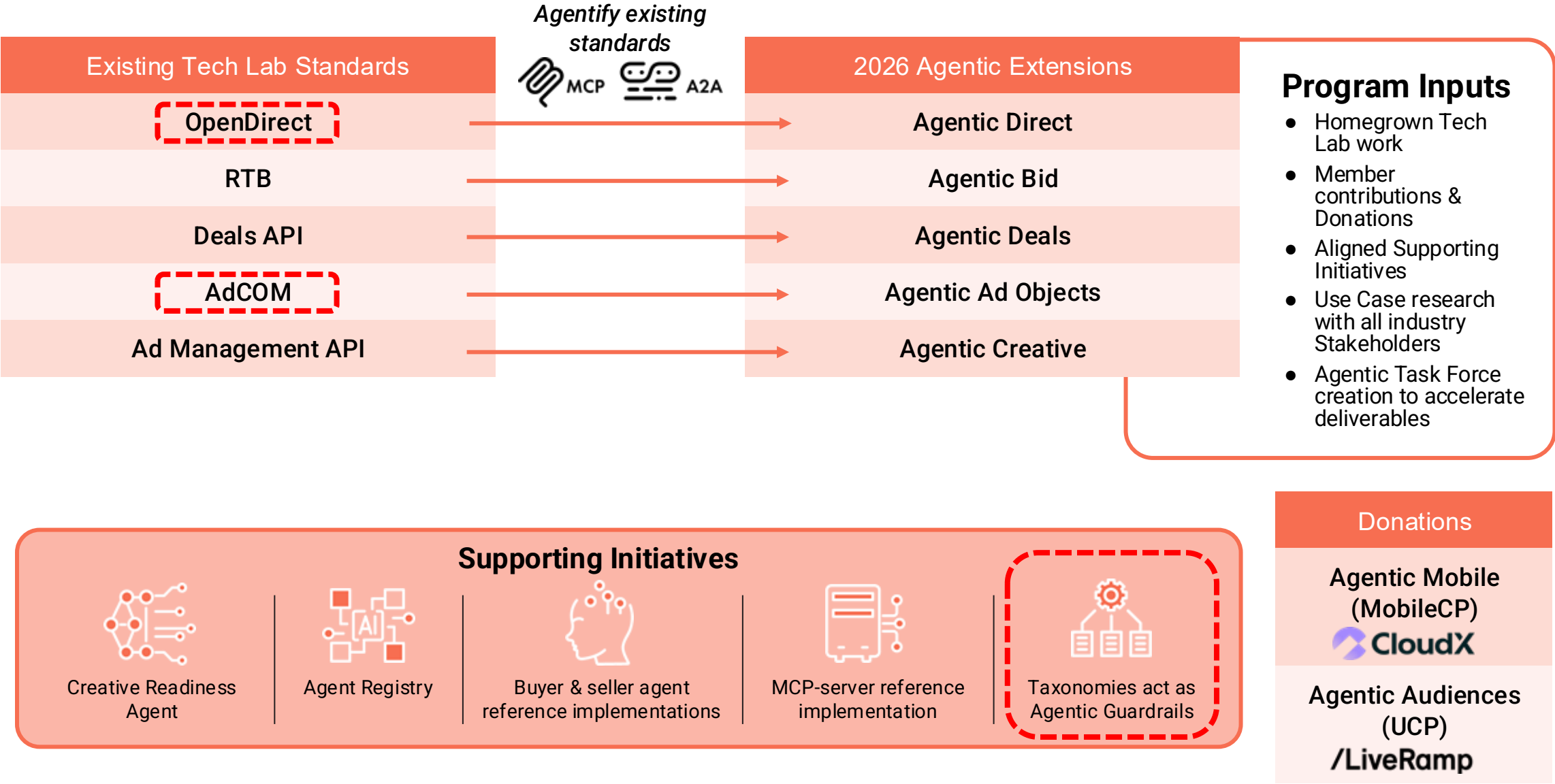
AAMP

Agentic Advertising Management Protocols



Learn More!

Build On Existing Battle Hardened Open Standards

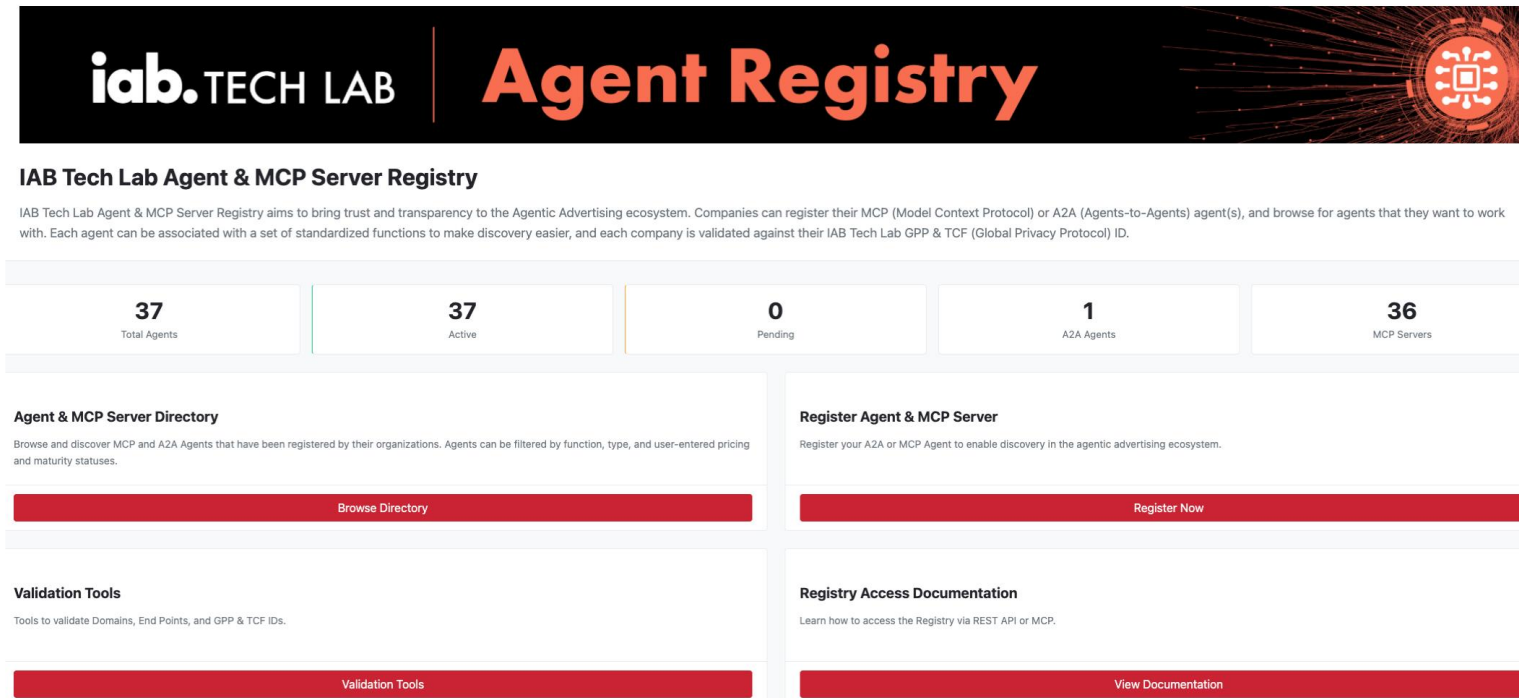


Tech Lab Agent Registry: Creating Trust and Transparency

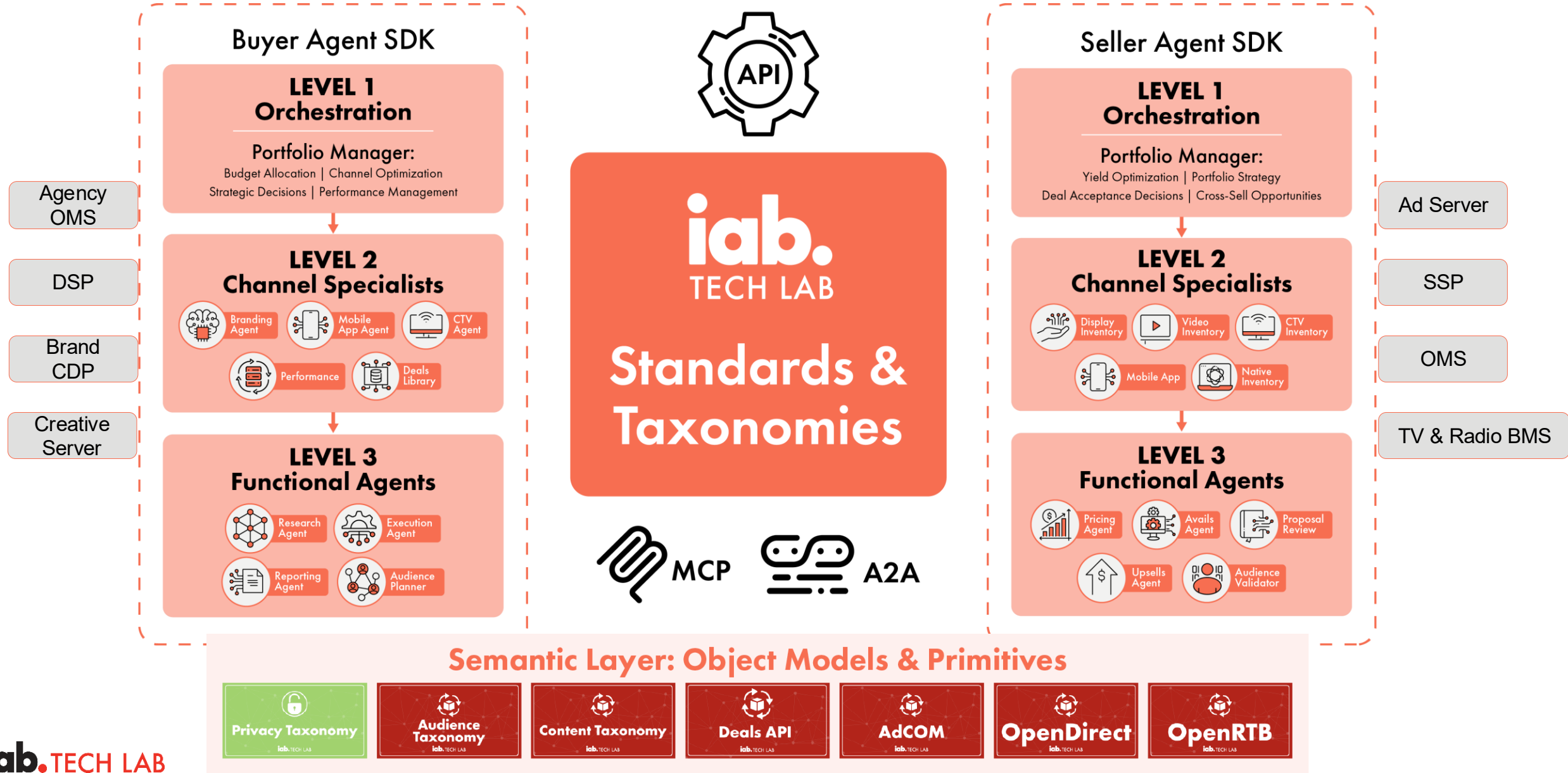


Now LIVE in the IAB Tech Lab Tools Portal!

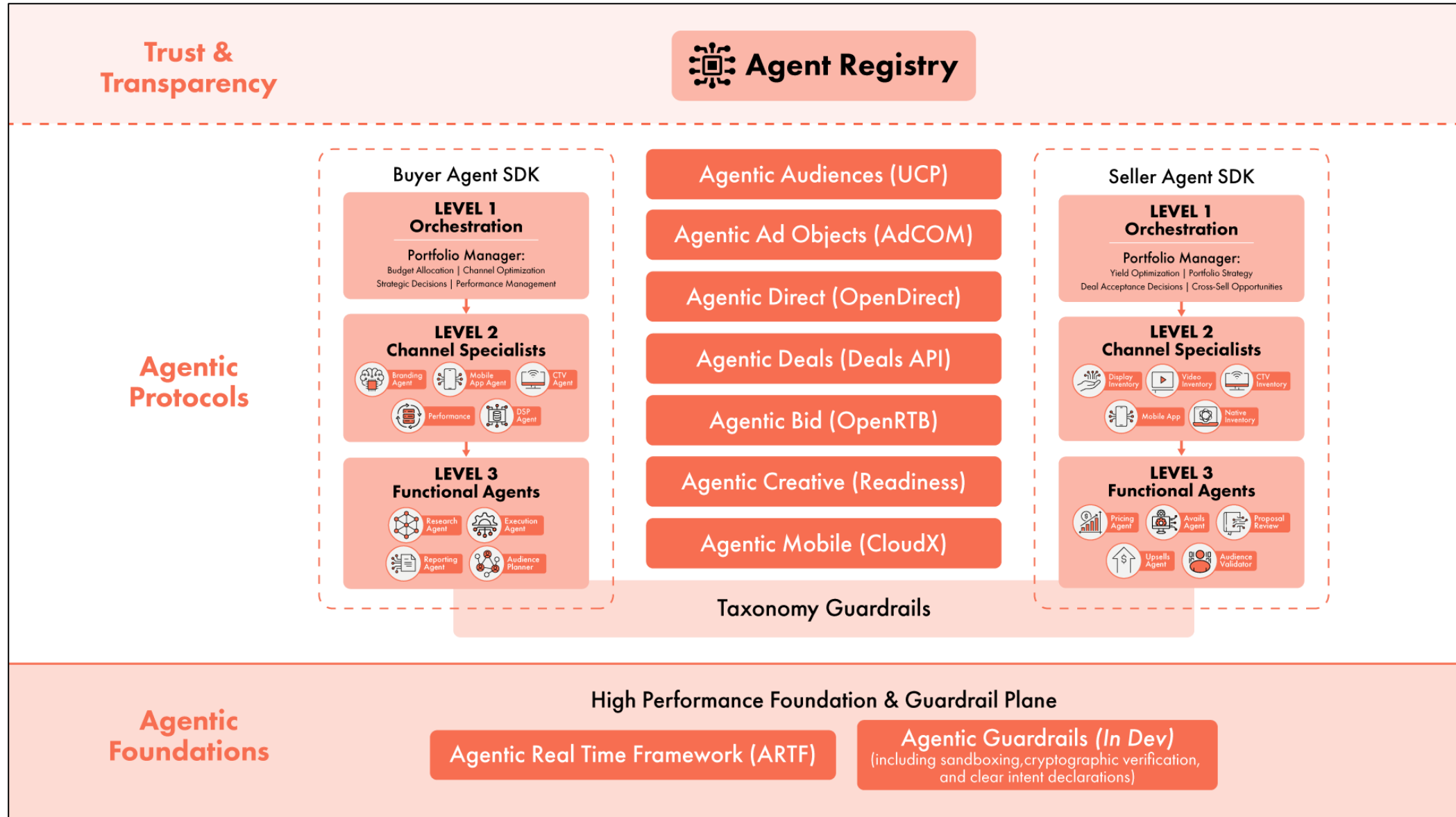
Register YOUR Agents Today!



Buyer and Seller Agents SDK: Ready to download and Test



AAMP Ties It All Together



Supported Transaction Types

AI-Powered **Direct and Programmatic Deal Automation**

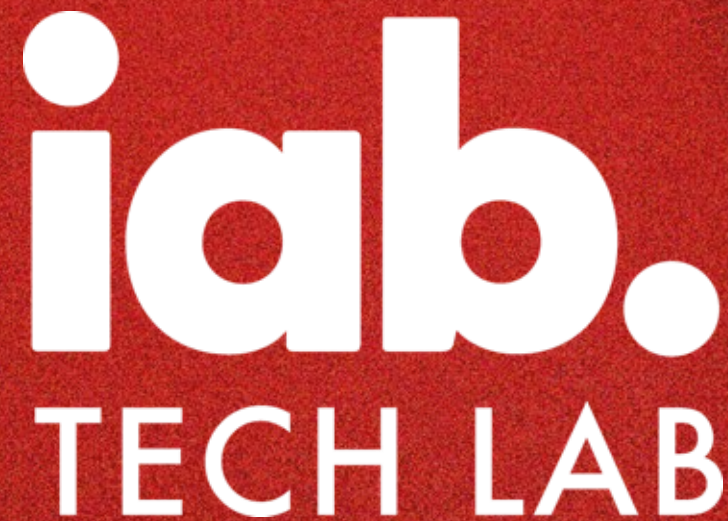
with Buyer + Seller Agents

6 Transaction Types supported

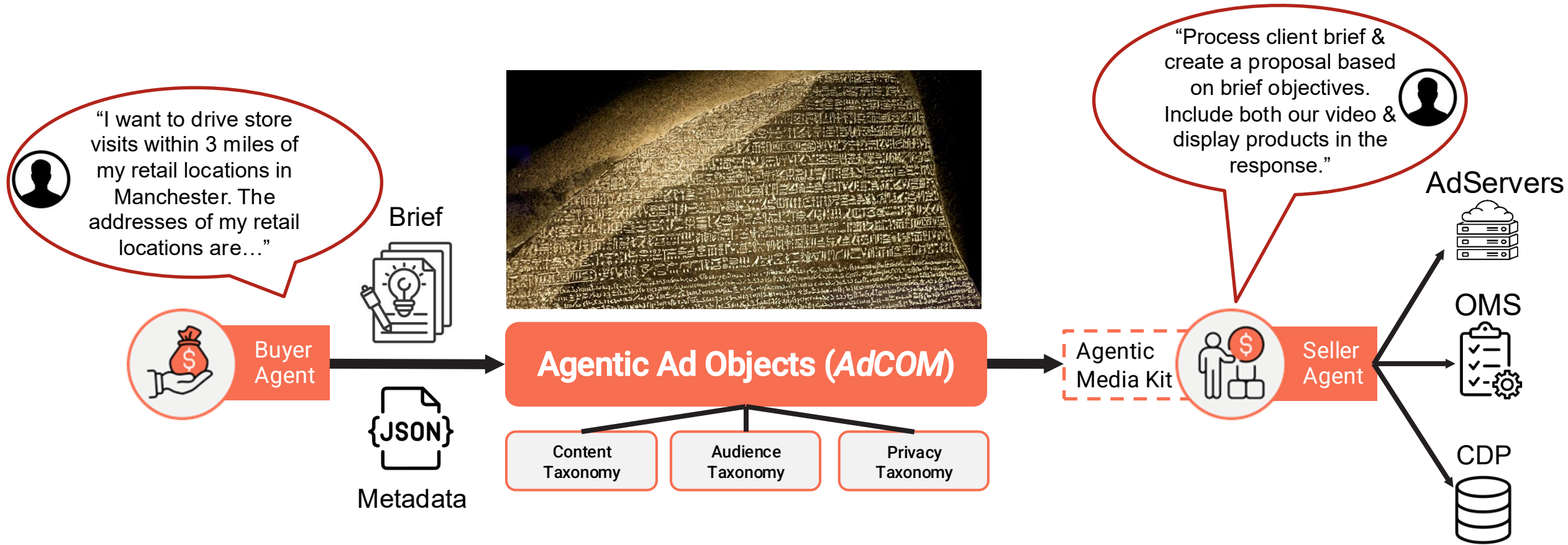


- **Direct**
- **Programmatic Guaranteed**
- **Preferred Deal**
- **Programmatic Auction**
- **Curated Private Marketplaces**
- **Linear TV (CPP, GRP, hybrid pricing on the buyer side)**

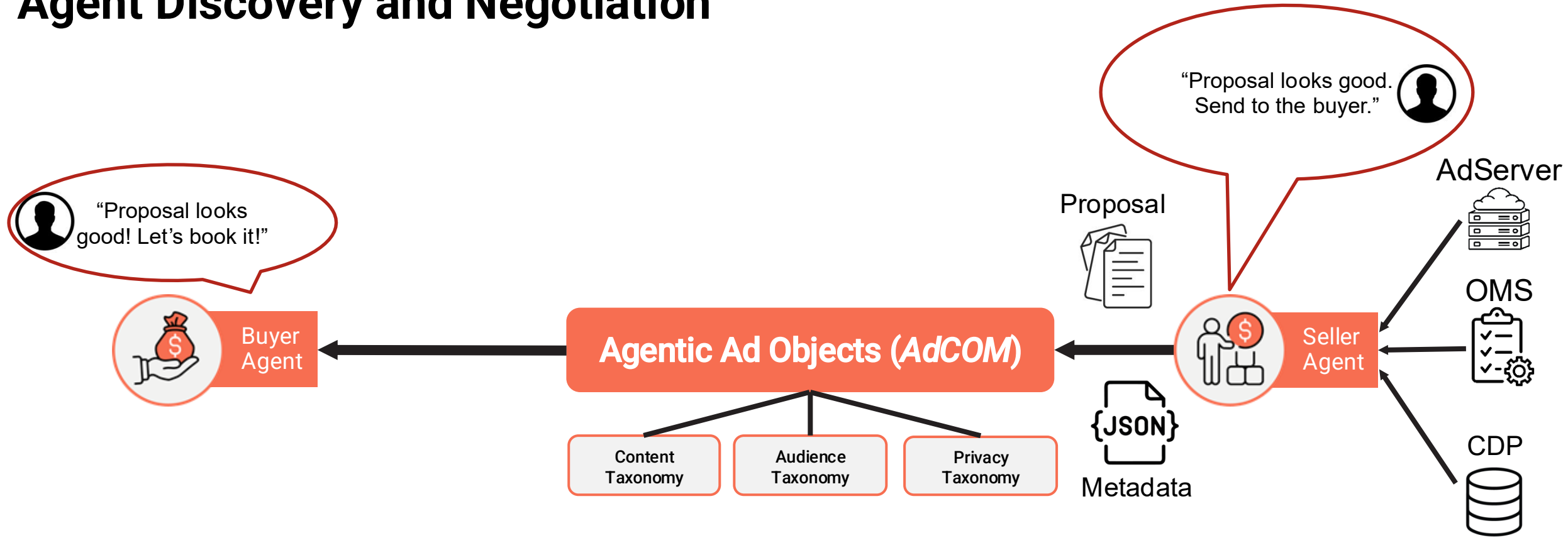
Use Case Example: Direct Buys



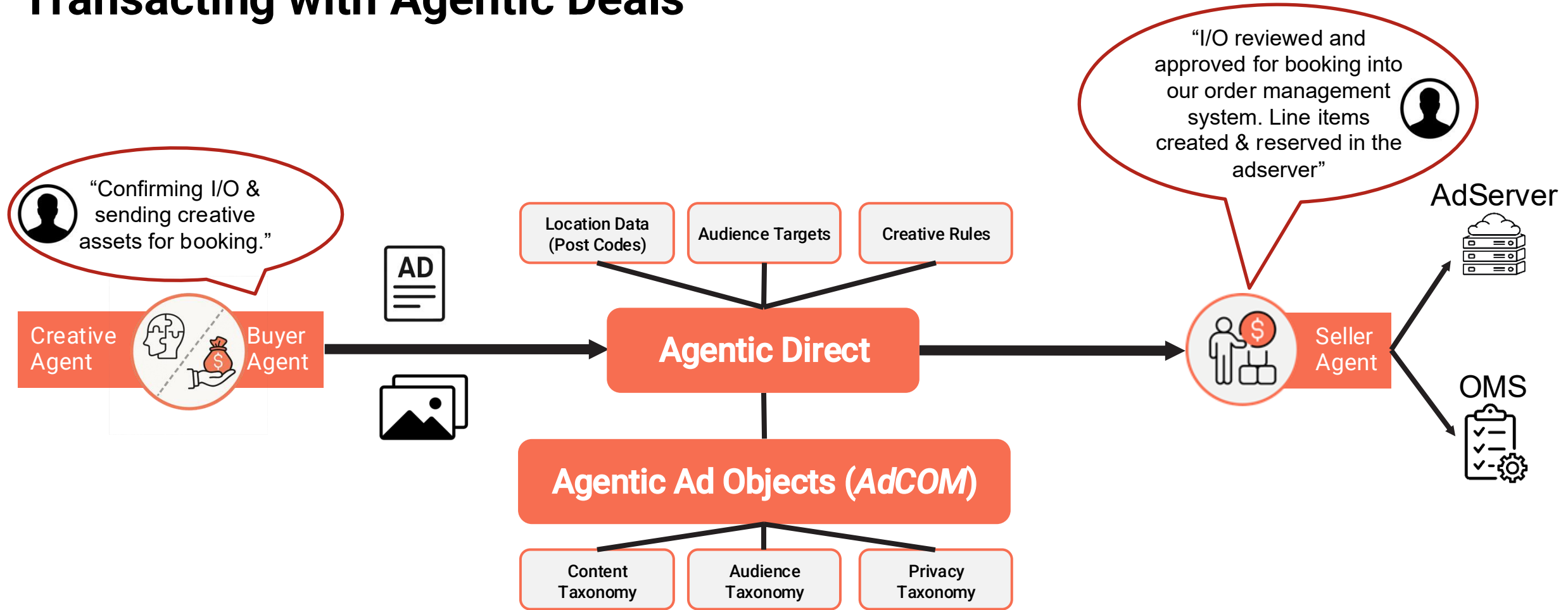
Agent Discovery and Negotiation



Agent Discovery and Negotiation



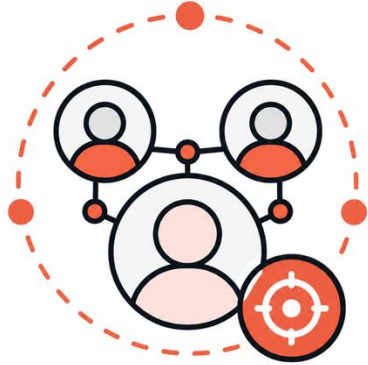
Transacting with Agentic Deals



Start Testing Agentic

- ✓ Proceed with purpose: What are we “agentifying?” Why? How?
- ✓ Establish Agent Goals: Coordinate with partners to ensure agentic workflows align with strategy.
- ✓ Establish a "Human-in-the-Loop" (HITL) framework for oversight and edge-case handling.
- ✓ Standards! Prioritize interoperability & mitigate hallucinations by adopting Tech Lab’s AAMP.
- ✓ Ensure clean, high-fidelity data inputs; agents are only as good as the data they consume.
- ✓ Utilize a centralized Agent Registry to verify agents & maintain trust across the supply chain.
- ✓ Test in "Shadow Mode"; let the agent make decisions without executing them to verify logic.
- ✓ Audit agent "attestations" regularly to understand the reasoning behind autonomous choices.
- ✓ Implement strict "kill switches" and automated budget guardrails for autonomous execution.

AAMP Roadmap: Coming Soon Summer 2026



Agentic Audiences 2.0



Privacy Enhancements



Enhanced Negotiations



Advanced Outcomes



Reconciliation & Invoicing



Advanced Creative Workflow



AAMP

Agentic Advertising Management Protocols



Learn More!



WELCOME TO THE
AGENTIC
WEB **NOVEMBER, 5 2026**
LONDON, UK



Registration Now Open!