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IAB EUROPE'S ATTITUDES TO DIGITAL ADVERTISING REPORT

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Foreword from Wayne Tassie, Chair of IAB Europe's Advertising & Media Committee



As Chair of the Advertising and Media Committee, I am delighted to introduce the inaugural Attitudes to Digital Advertising Report. This study marks an important evolution in our long-standing commitment to understanding how digital advertising is developing across Europe. Building on more than a decade of programmatic-focused research, this expanded edition reflects the reality of today's marketplace - one where digital spans a broad and rapidly shifting mix of channels, technologies, and investment strategies.

The insights captured in this report arrive at a pivotal moment. Digital advertising continues to grow, yet the landscape is becoming more complex, shaped by increasing investments in CTV and Retail Media, and the accelerating influence of AI. By bringing together perspectives from advertisers, agencies, publishers, and ad tech partners, this study provides a clear and balanced view of where the industry stands and where it is heading.

I would like to extend my sincere thanks to everyone who contributed. Your participation ensures that this report remains a trusted benchmark that helps guide decision-making, strengthens collaboration, and supports the continued growth and maturity of digital advertising across our region.

I hope the findings spark meaningful discussion and inspire progress as we navigate the opportunities and challenges of the year ahead.

Executive Summary

The findings of the inaugural Attitudes to Digital Advertising Report paint a clear picture of a digital advertising ecosystem that is expanding, maturing, and diversifying, yet still grappling with structural challenges that shape the pace and direction of growth. Investment levels, programmatic adoption, measurement practices, and future priorities all point to an industry in transition, with meaningful differences across advertisers, agencies, publishers, and ad tech providers.

Digital investment continues to rise, though growth is expected to be steady rather than explosive. More than two-thirds of respondents anticipate increased investment or revenue over the next 12 months, most commonly in the 1-25% range. Agencies are the most confident, projecting consistent client demand and deeper digital integration. Ad tech companies also expect strong momentum, while publishers remain cautious and advertisers show a polarised outlook, reflecting sector-specific pressures and uneven confidence in digital ROI.

Programmatic adoption shows significant maturity in display and video, but remains uneven in CTV and audio, where high “don’t know” responses signal gaps in understanding or visibility. Cross-channel activation is still limited, with only a small minority achieving high levels of orchestration. Advertisers in particular continue to operate in silos, while agencies lead the way in more integrated approaches.

Performance and efficiency are the dominant drivers of digital investment. Across the industry, decisions to increase spend are anchored in measurable outcomes, operational improvements, and cost optimisation. Audience discovery, inventory scale, and transparency also play meaningful roles. Stakeholder differences are pronounced: advertisers prioritise cost efficiencies and sustainability, agencies emphasise performance and reporting, publishers focus on operational effectiveness, and ad tech companies lean heavily into performance and scalability.

Barriers to growth remain persistent and multifaceted. Media quality issues - fraud, brand safety, viewability, and transparency - are the most widely cited obstacles, followed closely by operational complexity. External pressures, including political and economic uncertainty, and ongoing talent shortages, further constrain progress. Advertisers stand out for their acute frustration with performance measurement, signalling a widening gap between expectations and current capabilities.

Measurement practices vary significantly by channel. CTV is evaluated primarily through brand and audience metrics, reinforcing its role as a premium, upper-funnel environment. Display remains the most performance-driven channel, with strong reliance on interaction, sales, and media efficiency metrics. Video blends brand and performance expectations, with quality metrics particularly important for publishers and ad tech. Audio remains the least measured channel, suggesting limited maturity or strategic focus.

Looking ahead, Connected TV (CTV) is the standout growth area, identified by nearly seven in ten respondents and strongly championed by agencies and ad tech. AI follows as a major driver of innovation, especially among advertisers. Retail and Commerce Media continues to gain traction, while DOOH shows polarised expectations. Other areas, including audio, influencer marketing, and omnichannel, remain more niche, with interest concentrated in specific segments.

Overall, the next 12 months are set to be defined by steady investment growth, rising sophistication in programmatic and measurement, and strong momentum in CTV, AI, and commerce-driven advertising. Yet the industry's ability to fully capitalise on these opportunities will depend on addressing persistent challenges around quality, measurement, and operational consistency.



Monica Rodriguez

Co-Lead IAB Europe's Addressability Working Group, Representing IAB Spain

The Attitudes to Digital Advertising Report highlights an industry at a pivotal moment, with continued investment growth alongside ongoing challenges around media quality and measurement. With CTV emerging as a key growth driver and first-party data strategies gaining momentum, the research provides valuable benchmarking by mapping where stakeholder perspectives align and diverge, helping to guide strategic investment and collaboration toward more scalable and transparent growth.



Nicola Bevan, SVP Operations MM&D, WPP Media
SVP Operations MM&D, WPP Media

IAB Europe's latest research offers invaluable clarity on the drivers and barriers shaping Europe's digital advertising ecosystem, empowering agencies to strategically guide clients towards more integrated approaches and measurable success in growth channels like CTV.

Introduction

The inaugural Attitudes to Digital Advertising Report represents the next evolution of our long-running *Attitudes to Programmatic Advertising* study, which has acted as a trusted benchmark for more than a decade. Reflecting the rapid transformation of the digital ecosystem, the 2025 edition widens its lens beyond programmatic to capture the full breadth of digital advertising - spanning display, video, CTV, and digital audio.

The expanded scope allows us to build a more complete picture of how the market is shifting, where investment is flowing, and which capabilities are shaping the next phase of digital maturity. The insights gathered provide a comprehensive view across the ecosystem, informed by advertisers, agencies, publishers, and ad tech partners.

This year's report explores several core themes:

- Digital Investment Trends - How budgets and revenues are evolving across formats and channels
- Programmatic Usage - Adoption levels across display, video, CTV, and audio
- Drivers & Barriers - The forces accelerating or constraining digital advertising growth
- Transaction Types - Preferences across open auction, PMPs, programmatic guaranteed, and curated marketplaces
- Measurement & Data Strategies - How success is defined and which data sources underpin decision-making
- Future Outlook - Expectations for growth and the channels set to lead the next 12 months

Together, these insights offer a timely and holistic view of the state of digital advertising in Europe, highlighting where the industry is aligned, where it is diverging, and where the most meaningful opportunities lie for the year ahead.

Methodology & Respondents

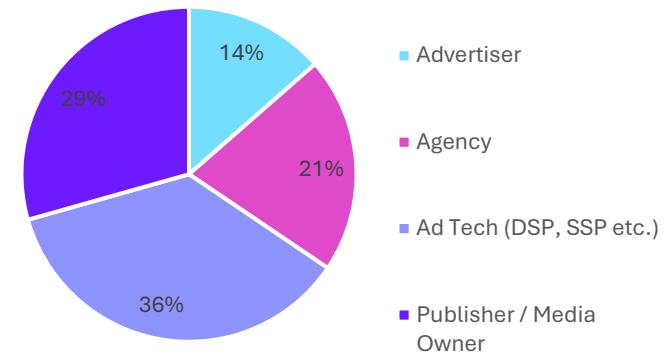
An online survey was distributed via email to IAB Europe members and the wider industry. With the additional help of the IAB Europe network of National IABs and Federations, operating in over 27 European countries, it helped to ensure a representative sample across European markets. The survey received over 170 respondents between October and November 2025.

The respondent base for this study reflects a strong and credible cross-section of the digital advertising ecosystem. Seniority is well balanced, with C-suite and Director-level leaders accounting for a majority of participants, complemented by substantial mid-management representation to ground the findings in day-to-day operational realities. Stakeholder groups are proportionately represented, with advertisers, agencies, publishers, and ad tech providers all contributing meaningfully.

Geographically, the survey spans a wide European footprint, capturing perspectives from pan-European and global-with-European-remit roles alongside respondents operating in more than 25 individual markets.

Results were analysed at both total-market and stakeholder-segment levels to highlight areas of alignment and divergence. Where relevant, the report draws attention to differences in maturity, priorities, and expectations across advertisers, agencies, publishers, and ad tech companies.

Figure 1: Breakdown of Respondents by Stakeholder Type



Section 1 – Digital Advertising Investment Trends

Investment & Revenue

Digital advertising investment and revenue distribution highlights a diverse range of tiers, with spending spread relatively evenly across categories. Approximately 16% of respondents report annual ad spend/revenue under €1 million, 17% between €1-10 million, and 16% between €11-50 million.

When examining the digital share of advertising revenue, adoption is stronger but still uneven. 42% of respondents report that 81-100% of their ad revenue is digital, underscoring the central role of digital channels. Agencies and Ad Tech providers skew highest in digital share, reflecting their advanced integration, while advertisers present a more mixed picture - with 40% reporting less than 20% digital ad revenue, highlighting slower transitions in certain segments.

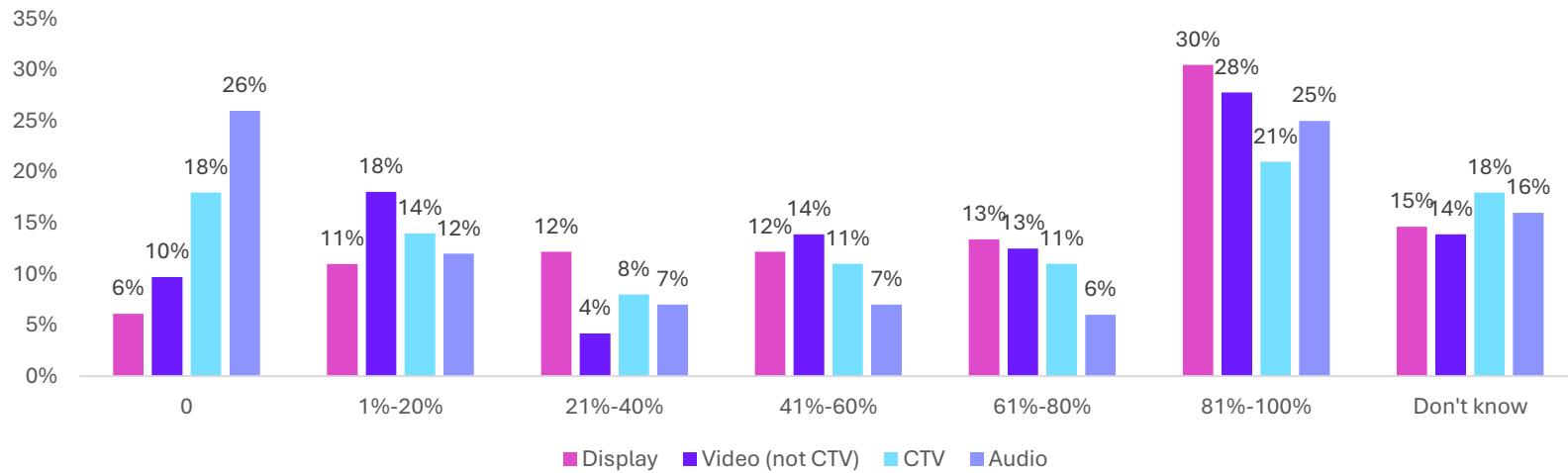
Programmatic Penetration Overview - Display leads programmatic adoption, while Audio and CTV remain areas of uncertainty

Programmatic adoption across the industry shows varied levels of maturity. Overall, 20% of respondents report operating at 81-100% programmatic, indicating a significant but not yet dominant penetration. Agencies and Ad Tech providers are leading this shift, while publishers demonstrate a more mixed approach.

Adoption by Format

- **Display:** Programmatic adoption is strongest in this format, with 30% reporting full programmatic operations.
- **Video (non-CTV):** 28% are fully programmatic, though this format records a higher proportion of "Don't know" responses, suggesting uncertainty or lack of clarity in execution.
- **Connected TV (CTV):** Adoption remains fragmented, with 22% fully programmatic and 18% indicating "Don't know."
- **Audio:** Programmatic penetration is lagging compared to other formats. While 26% report being fully programmatic, 25% responded "Don't know," highlighting both slower adoption and limited visibility.

Figure 2: Percentage of Digital Advertising Bought / Sold Programmatically (Total Respondents)



Q: What percentage of your display and video advertising is bought / sold programmatically?

Display definition: Banners, Native, Special Ads, Integrated Content, Newsletter Ads, Affiliate. Video definition: In-Stream (Pre-roll, Mid-roll, Post-roll) and Out-Stream ads.

CTV definition: a large TV screen that is capable of receiving a linear TV signal and is also connected to the internet, either directly (like a Smart TV) or through a gaming console or streaming device (e.g. Apple TV, Roku etc.). A media buy of CTV inventory can generally be assumed to be running on a large screen format.

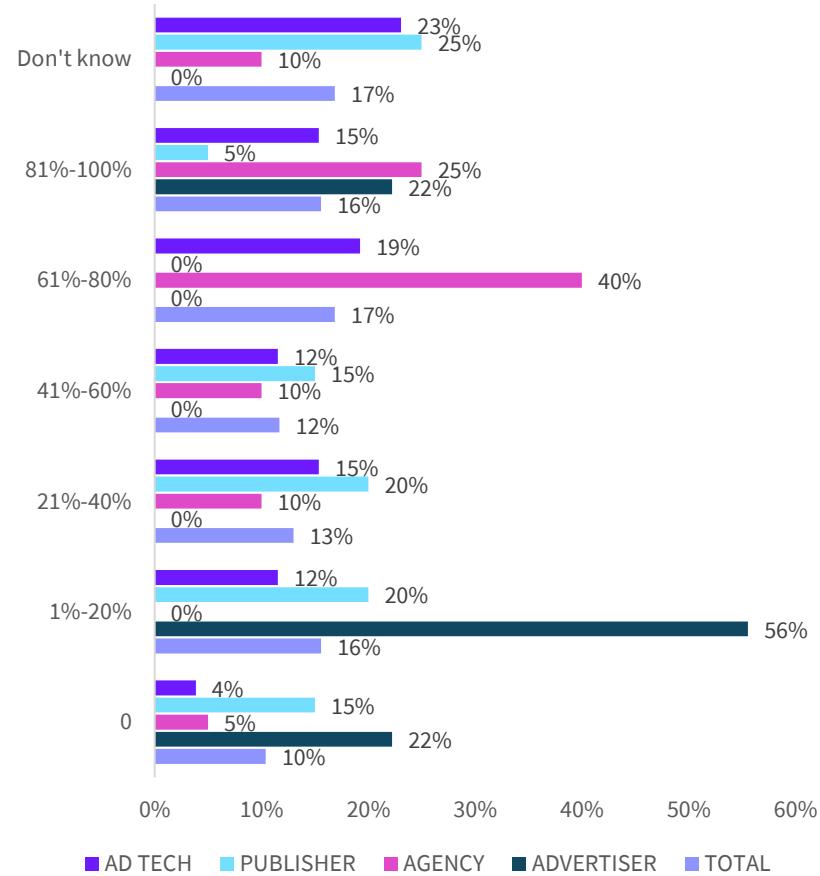
Digital audio definition: advertising delivered on online radio stations (IP-delivery), music streaming services, podcasts, voice assistants.

Cross-Channel Activation

Cross-channel activation remains uneven across the industry, with only a minority achieving high levels of integration. Overall, 17% of respondents report that 81–100% of their campaigns are activated cross-channel, signalling that full orchestration is still relatively rare.

- **Advertisers:** Campaigns are more siloed, with 56% reporting only 1–20% cross-channel activation, highlighting limited integration across formats.
- **Agencies:** Demonstrate stronger cross-channel orchestration, with 40% reporting 61–80% of campaigns activated cross-channel, underscoring their role in driving more advanced integration strategies.

Figure 3: Proportion of Campaigns that Involve Cross-Channel Activation (Total and Stakeholder Group Breakdown)



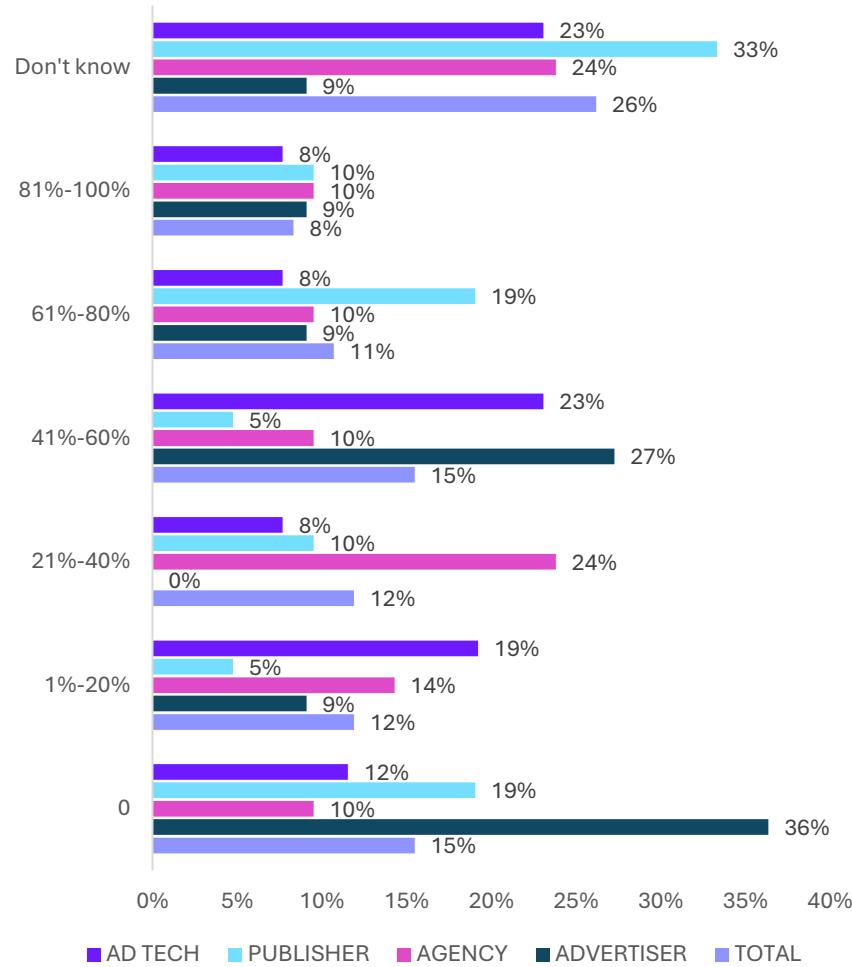
Q: What proportion of your campaigns involve cross-channel activation—using at least two formats? For example; Direct Display, Direct Video, Programmatic Display, Programmatic Video, CTV, Social and Audio.

How Curated Marketplaces Fit Into Today's Digital Investment Mix

Curated marketplaces are gaining traction, but adoption is inconsistent and often poorly understood. Agencies and ad tech providers are the primary drivers, using curated environments to improve quality, transparency, and supply-path efficiency. In contrast, advertisers and publishers show lower engagement and higher uncertainty, suggesting that curated marketplaces remain a technical, backend optimisation rather than a clearly communicated strategic choice.

The high "Don't know" responses highlight a broader industry challenge: curated marketplaces lack standardised definitions and reporting, making it difficult for stakeholders to quantify their involvement. As the market pushes toward greater transparency and quality assurance, clearer frameworks and shared terminology will be essential to unlocking broader adoption.

Figure 4: Investment in Curated Marketplaces (Total and Stakeholder Group Breakdown)



What percentage of your digital advertising investment is allocated to curated market places?

Section 2 – Digital Advertising Drivers and Barriers

Digital Advertising Investment Drivers

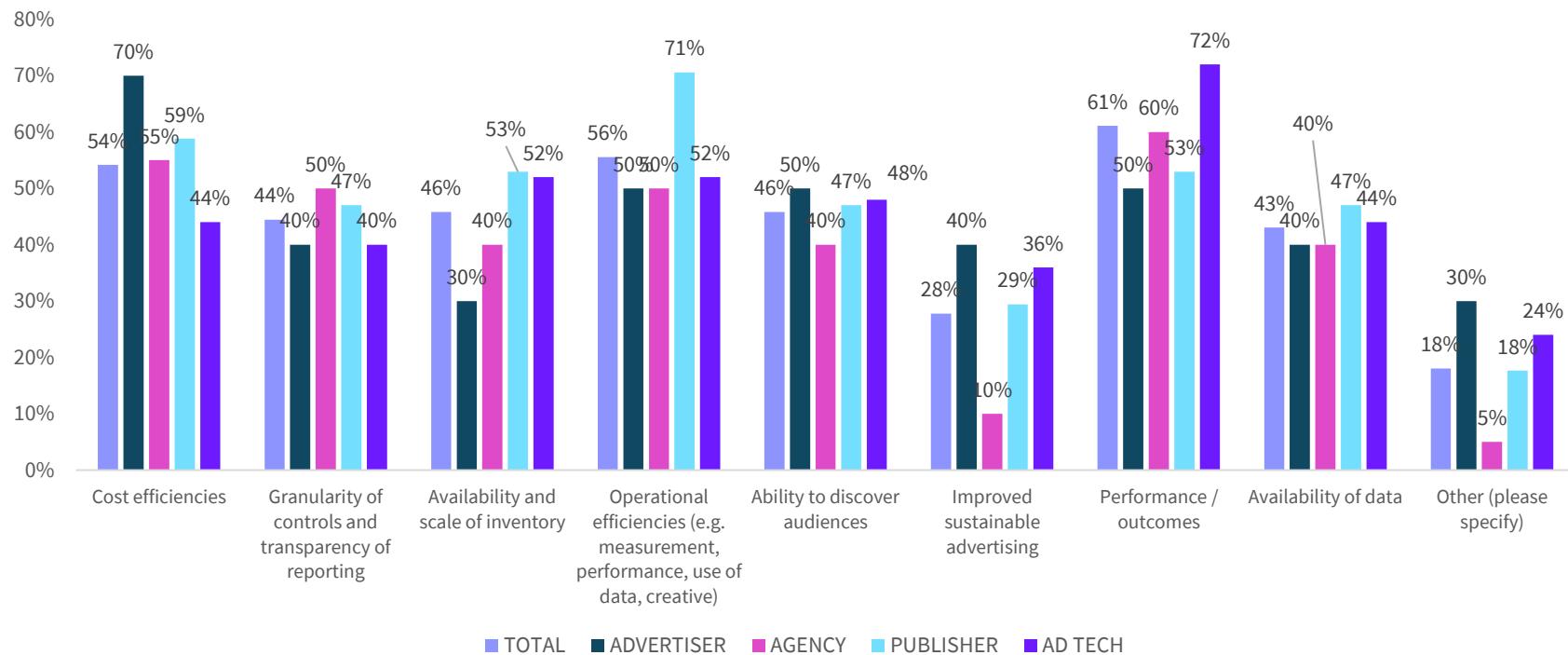
The data highlights a clear hierarchy of factors influencing decisions to invest in or expand digital advertising activity, with performance and efficiency emerging as the strongest motivators across the industry. At the top of the list is performance and outcomes, cited by 61% of respondents. This underscores the continued importance of demonstrable results and the expectation that digital channels deliver measurable business impact. Close behind are operational efficiencies (56%) and cost efficiencies (54%), reflecting a broader push toward smarter, more streamlined investment - where improved workflows, better use of data, and reduced waste all contribute to stronger returns.

Beyond these core drivers, the ability to discover audiences (46%) and access scaled, high-quality inventory (46%) remain central to digital's value proposition. Transparency and control also play a meaningful role, with 44% highlighting the importance of granular reporting and visibility into campaign performance. While sustainability is gaining traction, it remains a secondary driver at 28%, suggesting that environmental considerations are increasingly relevant but not yet decisive for most organisations.

The differences across stakeholder groups reveal important nuances. Advertisers place the strongest emphasis on cost efficiencies (70%), signalling a heightened focus on value and budget optimisation. They also over-index on sustainability and data availability, indicating a growing expectation that digital investment aligns with broader corporate responsibility and data-driven decision-making. Agencies, by contrast, prioritise performance (60%) and transparency (50%), reflecting their responsibility to demonstrate clear value to clients. Publishers show the highest reliance on operational efficiencies (71%) and inventory scale, pointing to the need to maximise the effectiveness and reach of their own assets. Meanwhile, ad tech companies are the most performance-driven of all groups (72%), reinforcing their role in enabling measurable outcomes and scalable solutions.

In summary, the findings paint a picture of an industry motivated by accountability, efficiency, and growth potential. While each stakeholder group brings its own priorities, the overarching theme is consistent: digital advertising investment is increasingly tied to clear, measurable value and the ability to operate with greater precision, scale, and transparency.

Figure 5: Digital Advertising Drivers and Business Impacts (Total and Stakeholder Group Breakdown)



Q: What are the key drivers/business impacts for your company to consider investing in / increasing its digital advertising investment?

Barriers to Digital Advertising Growth

The data reveals a landscape where the barriers to digital advertising growth are both structural and deeply interconnected, with notable differences across stakeholder groups. At an industry-wide level, concerns around media quality and operational complexity dominate. Over half of respondents (52%) identify issues such as fraud, brand safety, viewability, and transparency as major obstacles, underscoring the persistent challenge of maintaining trust and accountability in digital environments. Similarly, operational elements - including measurement, performance management, data usage, and creative execution - are cited by 51%, highlighting the ongoing struggle to standardise and streamline the fundamentals of digital advertising.

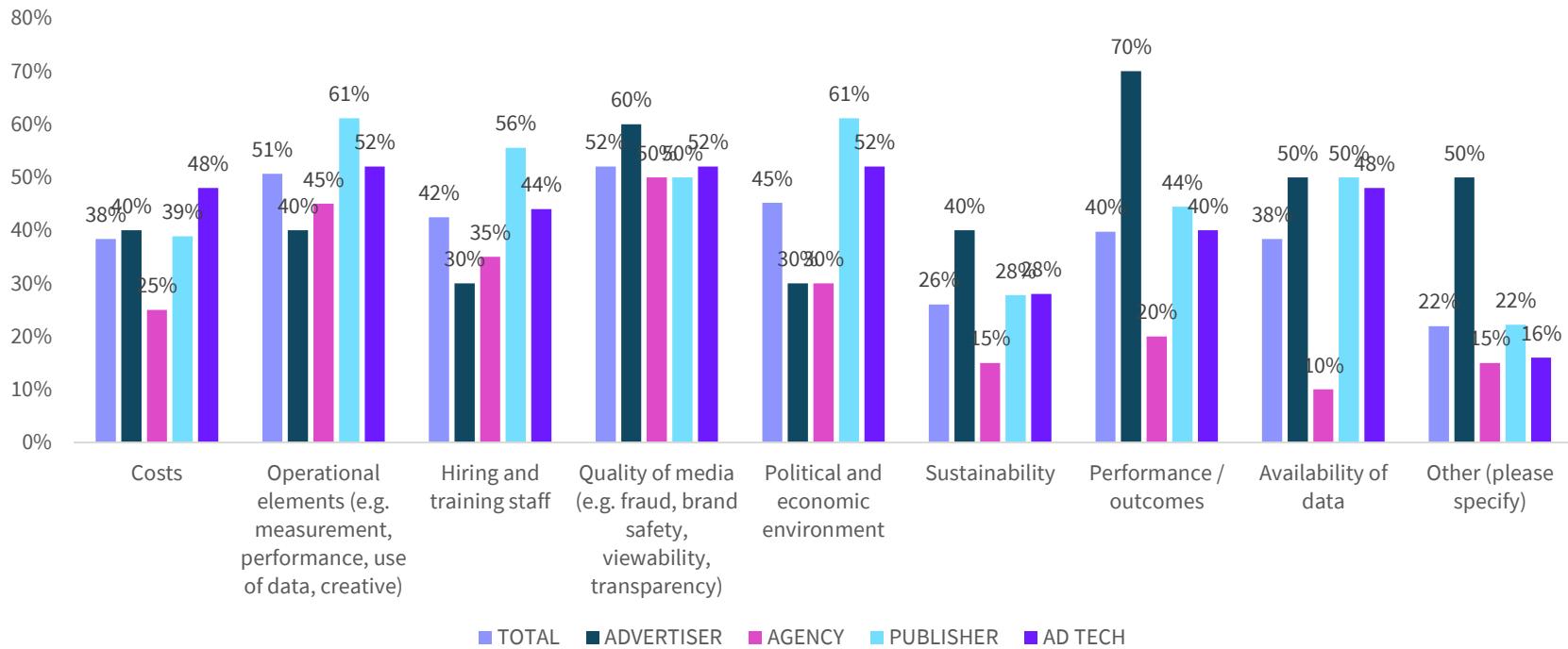
Beyond these core issues, the political and economic environment emerges as a significant external pressure, with 45% of respondents pointing to macro-level uncertainty as a constraint on investment and innovation. Talent shortages also remain a critical barrier: 42% report difficulties in hiring and training staff with the necessary skills to navigate increasingly complex digital ecosystems.

However, the most striking insight comes from advertisers. While other groups share a broad mix of concerns, advertisers overwhelmingly point to performance and outcomes as their primary barrier, with 70% citing it as a top challenge. This is a clear signal of growing frustration with the lack of consistent, reliable ROI measurement. Advertisers are also more likely than other groups to highlight issues related to media quality, data availability, and sustainability, suggesting heightened expectations around accountability, transparency, and long-term value.

Publishers and ad tech companies, by contrast, feel the weight of operational and macro-economic pressures more acutely. Publishers in particular report high levels of concern around operational elements (61%) and the broader economic climate (61%), reflecting the resource constraints and revenue volatility they face. Ad tech players show a more evenly distributed set of challenges, with elevated concern across costs, media quality, operational complexity, and external market conditions.

Taken together, the findings point to an industry grappling with both foundational and emerging pressures. While media quality and operational consistency remain universal challenges, the sharp divergence in advertiser concerns around performance measurement highlights a widening expectation gap. One that will need to be addressed if digital advertising is to sustain its growth trajectory.

Figure 6: Digital Advertising Barriers (Total and Stakeholder Group Breakdown)



Q: What do you consider to be the key barriers to the adoption or growth of digital advertising?

 **Dan Sands**
Regional Director, EMEA, Zitcha

Performance, measurement and transparency remain core challenges across digital advertising. Retail and commerce media are increasingly important because they offer closed-loop measurement and first-party data at scale - bringing advertisers closer to real business outcomes.

Section 3 – Measurement and Metrics: How Stakeholders Evaluate Digital Advertising Performance

The data reveals a fragmented measurement landscape, with clear differences in how stakeholders evaluate campaign success across channels. While no single metric dominates universally, distinct patterns emerge that reflect the strategic role each channel plays and the priorities of advertisers, agencies, publishers, and ad tech companies.

Across the board, CTV is treated as a brand-building environment, with stakeholders leaning heavily on brand, audience, and attention metrics. Advertisers and agencies in particular prioritise brand impact and reach, while ad tech places greater emphasis on attention as an indicator of quality exposure. This reinforces CTV's position as a premium, upper-funnel channel where long-term brand effects matter more than immediate performance outcomes.

In contrast, display remains the most performance-driven channel. Interaction metrics, such as clicks, shares, and other engagement signals, rank among the highest across all groups, alongside strong reliance on sales and media efficiency metrics.

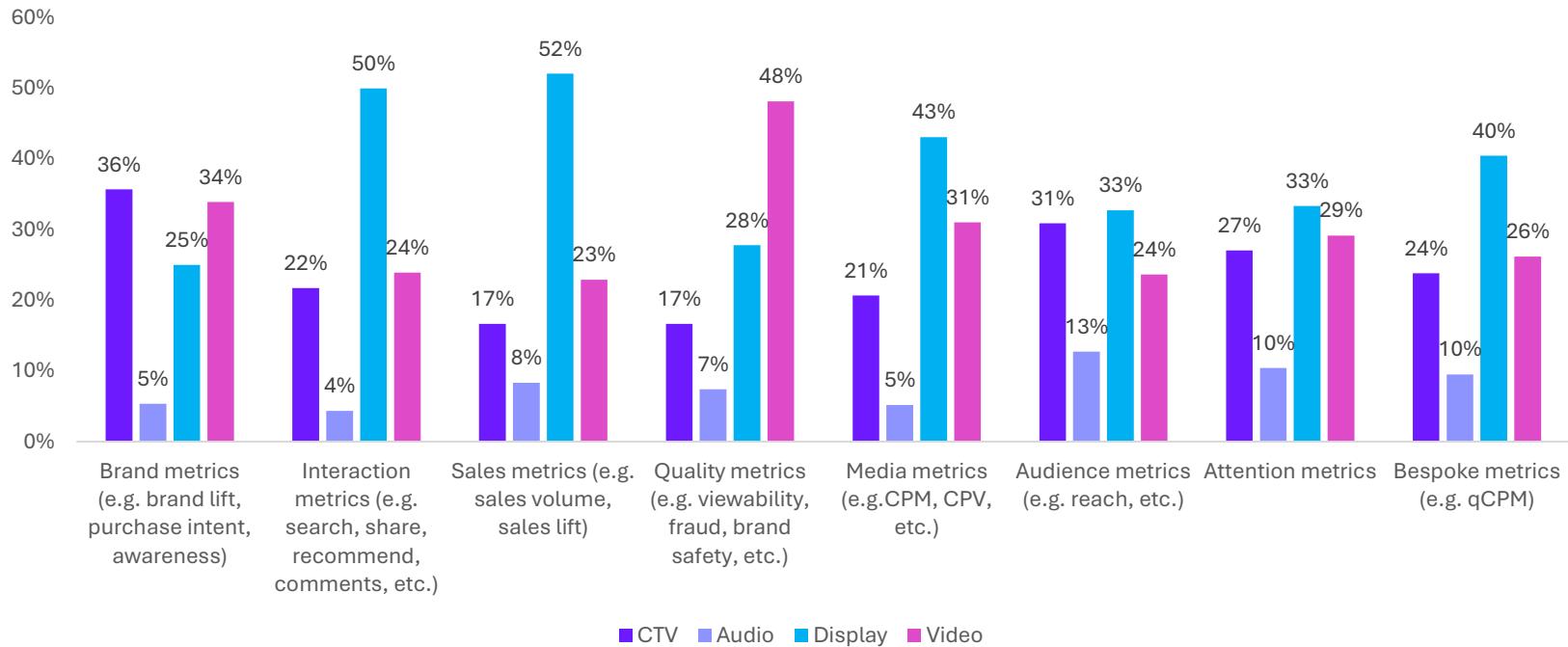
Video sits between these two poles, blending brand and performance expectations. Quality metrics - viewability, fraud prevention, and brand safety - are especially important for publishers and ad tech companies, who rely on demonstrating premium environments and trustworthy delivery. Advertisers also value brand and quality signals in video, suggesting that video continues to serve both awareness and mid-funnel objectives.

Audio, by comparison, is the least measured channel, with consistently low scores across all metric types. This suggests that while audio may play a complementary role in media plans, it is not yet a primary channel for rigorous performance evaluation.

 **Csaba Szabo**
MD EMEA, IAS

Brands are increasingly prioritising performance and measurable outcomes in a challenging economic climate. AI-driven programmatic is transforming media quality, optimisation and transparency across channels, including CTV, which is set to become highly competitive in 2026

Figure 7: Metrics Used by to Evaluate Digital Advertising Campaigns (Total Respondents)



Q: Which of the following metrics are important to evaluate your digital advertising campaigns?

The stakeholder differences add further nuance. Advertisers take a channel-specific approach: brand metrics for CTV, performance metrics for display, and a mix of brand and quality for video. Agencies lean heavily on performance and efficiency, particularly in display, reflecting their responsibility to demonstrate clear value to clients. Publishers prioritise quality and monetisation, especially in video, where viewability and brand safety are critical to maintaining premium positioning. Ad tech companies are the most performance-oriented overall, with strong emphasis on sales, interaction, and quality metrics across display and video.

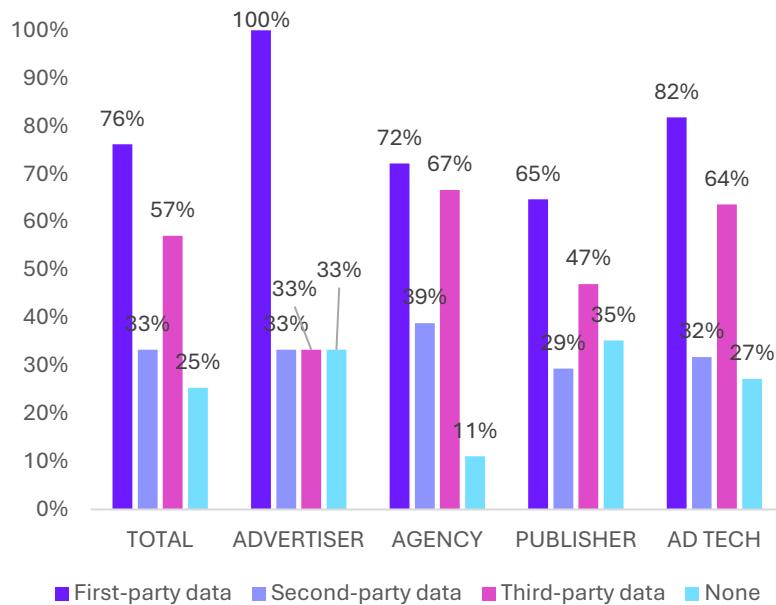
These findings illustrate an industry where measurement expectations are increasingly sophisticated but far from uniform. Each channel carries its own set of success indicators, and each stakeholder group brings its own priorities. As digital advertising continues to evolve, aligning these measurement frameworks will be essential to improving transparency, comparability, and ultimately, confidence in digital investment.

Audience Data Strategies: Current Usage and Future Direction

The data shows a clear shift toward a more privacy-centric and partnership-driven approach to audience targeting. First-party data already underpins most strategies and is set to become even more dominant, with strong future adoption across all stakeholder groups—particularly advertisers and publishers. Third-party data remains widely used today, especially by agencies and ad tech providers, but its future role appears more selective as organisations prepare for a world with fewer identifiers. At the same time, second-party data is steadily gaining traction, reflecting the rise of retail media networks, clean-room collaborations and publisher alliances.

However, a notable share of respondents still operate without any audience data, and this proportion barely shifts in future plans. This highlights a persistent maturity gap, particularly among advertisers and publishers, where structural barriers or reliance on contextual approaches may be limiting progress. Overall, the findings point to an industry moving toward stronger first-party foundations, supported by complementary second- and third-party sources, but with uneven readiness that could slow broader ecosystem standardisation.

Figure 8: Current Audience Data Usage (Total and Stakeholder Group Breakdown)

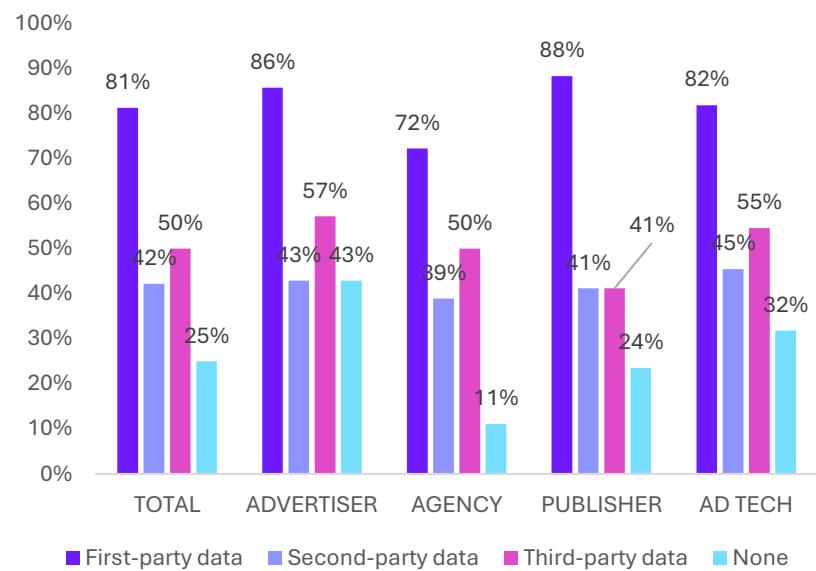


Q: What type of audience data are you currently leveraging?

Definitions:

- *First-party data: is data that brands and publishers collect about their users from their own sources (e.g., websites, smartphone apps, customer surveys, CRM databases, etc.).*
- *Second-party data: is data that is shared by one company with another company. It is essentially another company's first-party data that is obtained through a direct relationship or partnership.*
- *Third-party data: is data which is resold from professional data vendors. Data vendors are companies that source data from the open web or via relationships with data owners.*

Figure 9: Future Audience Data Usage (Total and Stakeholder Group Breakdown)



Q: What type of audience data are you planning to leverage in the future?

Section 4 – Future Growth Areas

The outlook for digital advertising investment over the coming year is broadly positive, though the level of confidence varies significantly across stakeholder groups. Overall, the majority of respondents anticipate growth, with more than two-thirds expecting investment or revenue to increase, most commonly in the 1–25% range. This points to steady, incremental expansion rather than dramatic acceleration, suggesting that digital continues to be viewed as a resilient and strategically important channel, even amid wider economic uncertainty.

Agencies are the most optimistic cohort, with nearly two-thirds expecting growth of 1–25% and a further quarter anticipating increases of up to 50%. Notably, no agency respondents foresee declines or flat budgets, indicating strong confidence in client demand and the continued centrality of digital within marketing strategies.

Ad tech companies also project healthy growth, with the majority expecting increases of up to 50% and a meaningful minority anticipating more substantial expansion. Their outlook reflects ongoing investment in data, automation, and performance-driven solutions, as well as the sector's role in enabling efficiency and measurement across the ecosystem.

In contrast, publishers show the most cautious and uncertain outlook. Only around a quarter expect modest growth, and a similar proportion say they simply do not know how revenues will evolve. This uncertainty reflects the volatility publishers continue to face - from fluctuating advertiser demand to ongoing shifts in privacy, identity, and platform dynamics. A small share anticipates declines, underscoring the pressure on margins and the uneven distribution of digital revenue growth across the publishing landscape.

Advertisers present the most polarised picture. While 40% expect modest growth, a notable 20% anticipate significant expansion of 100% or more - by far the highest of any group. At the same time, another 20% expect a decline of up to 25%. This split suggests that advertiser sentiment is highly sector-dependent: some categories are poised for aggressive digital investment, while others remain cautious or constrained by economic pressures.

Emerging Growth Areas in Digital Advertising

Expectations for digital advertising growth over the next year are dominated by one clear frontrunner: Connected TV (CTV). Nearly seven in ten respondents identify CTV as a top growth area, with agencies and ad tech companies especially confident in its continued expansion. Publishers also see strong potential, while advertisers are more measured in their outlook.

Beyond CTV, growth expectations become more varied. AI ranks as the second-strongest driver, led by advertisers, who see significant potential in automation, optimisation, and predictive modelling. Agencies also show strong interest, while publishers and ad tech take a more cautious stance.

Retail and Commerce Media continues to gain momentum, particularly among advertisers and publishers, reflecting the appeal of first-party data and closed-loop measurement. Meanwhile, DOOH shows highly polarised expectations - strongly backed by ad tech but not yet embraced by advertisers or publishers.

Other areas, such as audio, influencer marketing, and omnichannel, appear more niche, with interest concentrated in specific stakeholder groups rather than across the industry.

Overall, the next 12 months are expected to be shaped by strong growth in CTV, rising adoption of AI, and continued expansion of commerce-driven advertising, with other channels growing more selectively depending on organisational priorities.

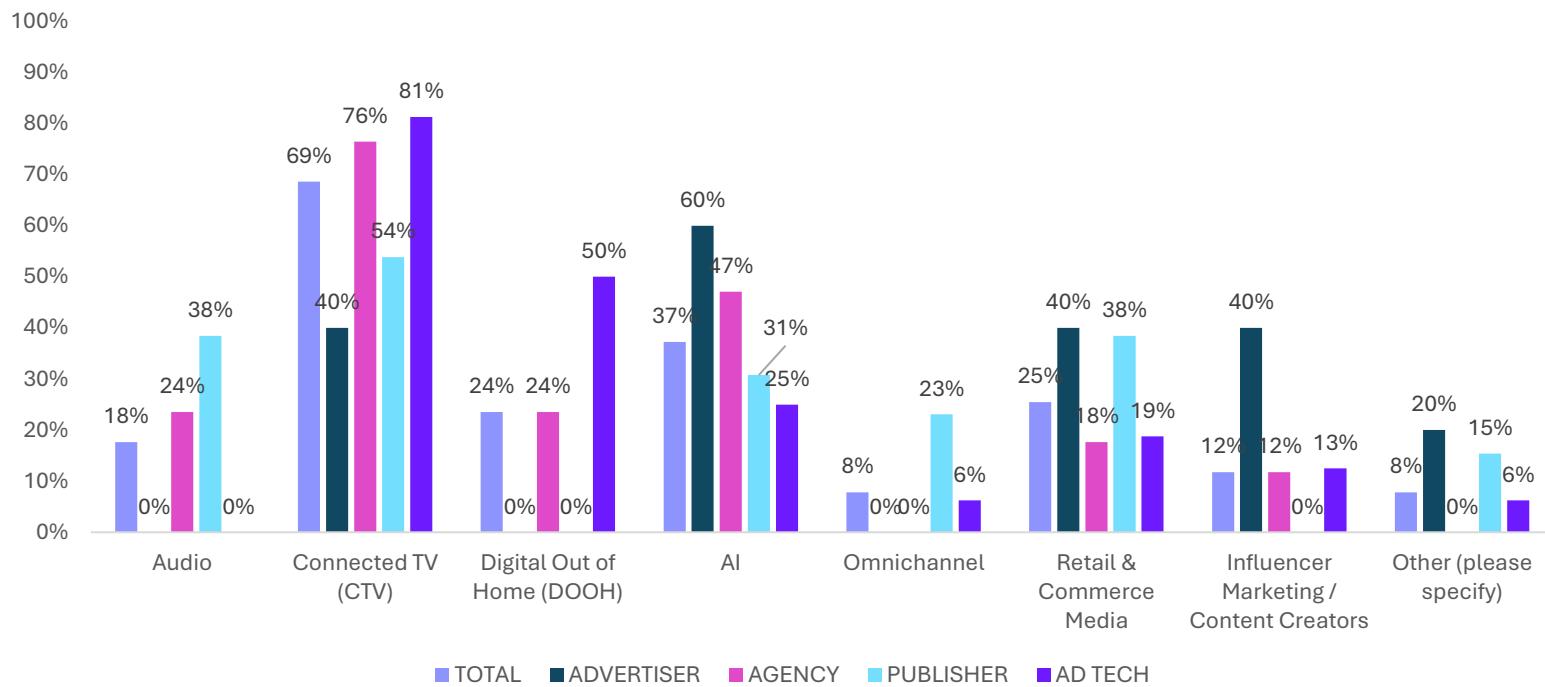


Emmanuel Josserand

**Sr. Dir. Brand, Agency and Industry Relations,
Comcast Advertising**

The rapid growth of CTV is accelerating programmatic adoption, unlocking premium video inventory to a broader range of advertisers. At the same time, advances in generative and agentic AI are simplifying how TV advertising is bought, delivered, and measured, making multiscreen campaigns smarter, more accessible, and more provable for advertisers and publishers alike.

Figure 10: Digital Advertising Growth Areas (Total and Stakeholder Group Breakdown)



Q: What do you think will be the key digital advertising growth areas over the next 12 months?



Rob Timony
SVP Commercial Advisory, Bauer Media Audio

This report points to a future of advertising that isn't about traditional versus digital, but instead centres on delivering tangible outcomes for advertisers. For audio companies, that means a significant opportunity in digital audio. As we continue to invest in better measurement and digital delivery, digital audio is increasingly well placed to generate additional value for advertisers in trusted environments.

Summary

The findings of this inaugural Attitudes to Digital Advertising Report reveals that Digital investment is set to grow steadily, supported by rising programmatic maturity, stronger first-party data strategies, and accelerating interest in channels such as CTV, AI-driven optimisation, and commerce media. At the same time, the ecosystem continues to face structural challenges—particularly around media quality, measurement consistency, operational complexity, and uneven readiness across stakeholder groups.

The path forward will require greater collaboration, clearer standards, and shared frameworks that reduce friction and build trust. If the industry can close these gaps—particularly in measurement, data usage, and cross-channel orchestration—it will be well positioned to unlock the full potential of digital advertising in the year ahead. IAB Europe plays a vital role in uniting the industry and setting standards for the European market.

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