

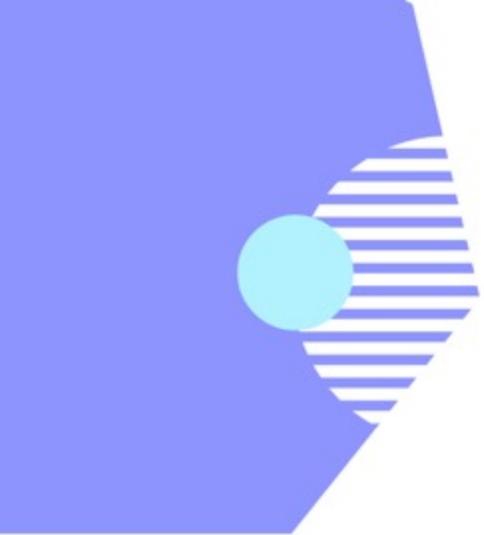


IAB EUROPE MEMBERSHIP

iab europe.eu

Join us to shape the future of the
digital marketing and advertising
ecosystem in Europe

iab.europe



WHO ARE WE?

IAB Europe is the European-level association for the digital marketing and advertising ecosystem. Through its membership of media, technology and marketing companies and national IABs, its mission is to lead political representation and promote industry collaboration to deliver frameworks, standards and industry programmes that enable business to thrive in the European market.



WHY JOIN US?

Join IAB Europe's network of media, technology and marketing companies and national IABs, to collaborate and connect on the future for the digital marketing and advertising ecosystem.

Top reasons to be a member

1. Position your company as a digital leader

Promote your company to our pan-European audience through our conferences, webinars and seminars, educational briefings, white papers, best practice libraries, research publications, digital communications and media outreach programme and partner initiatives. All free promotional opportunities to justify and value your membership ROI.

2. Shape the digital advertising and marketing industry

Collaborate with other industry experts in our committees and task forces to shape industry frameworks, guidance and harmonised business standards, develop market-making research and education programmes. Most notably, the **IAB Europe Transparency and Consent Framework** is the global cross-industry effort to help publishers, technology vendors, agencies and advertisers meet the transparency and user choice requirements under the **General Data Protection Regulation**.

3. Protect your interests

Shape the development of EU rules and their implementation into national law to avoid differing local approaches. Meet and educate policymakers, providing the knowledge about complex technology topics and real-world business that needs to inform regulation, and get the opportunity to meet with senior-level EU decision-makers.

4. Access our knowledge hub

Consult our regulatory one-stop-shop for information about latest legislative developments. Visit our knowledge hub to access definitive guides and research to digital advertising spend, programmatic, mobile, ad effectiveness, measurement, viewability, video, cross-device and ad formats.

5. Reach and develop across Europe

Network and connect with professionals from across Europe via our member meetings and events such as Interact, Virtual Programmatic Day, the IAB Europe Research Awards and MIXX Awards Europe. Meet the national IABs and learn about developments in local markets.

MEMBERSHIP BENEFITS

BRAND VISIBILITY & THOUGHT-LEADERSHIP

ALL Tiers

- ❖ Company profile on IAB Europe website
- ❖ Speaking opportunities in IAB Europe events & webinars*
- ❖ Speaking opportunities at industry events
- ❖ Promote your press releases, news updates, research outputs and events via the IAB Europe newsletter and social media channels
- ❖ Contribute to IAB Europe's outputs such as white papers and research projects
- ❖ Featured quote in IAB Europe white papers and research reports

Tier 2

- ❖ Featured quote in IAB Europe press release
- ❖ Showcase a cutting-edge case study or a research report in an IAB Europe webinar
- ❖ Be part of the jury of the IAB Europe Research Awards or the MIXX Awards Europe (subject to demand)
- ❖ Lead an IAB Europe white paper or research project

Tier 1

- ❖ Speak at IAB Europe's flagship annual conference, Interact*
- ❖ Moderate an IAB Europe webinar
- ❖ Chair the jury of the IAB Europe Research Awards or the MIXX Awards Europe (subject to demand)
- ❖ Represent IAB Europe at industry events

*Certain Interact speaking opportunities are reserved for Tier 1 members. Tier 3 members can apply via the Programme Advisory Board – see more information on the following slide.



MEMBERSHIP BENEFITS

SPEAKING OPPORTUNITIES

From IAB Europe's flagship events and webinars to third party industry events, there are a number of different speaking opportunities available for IAB Europe members including:

- ❖ **IAB Europe's flagship Interact event** - subject to Programme Advisory Board approval. Interact is a must-attend event for the digital advertising industry. For over 12 years, leading European advertisers, industry experts, agencies & media owners get inspired, meet & share best practices.
- ❖ **IAB Europe's Virtual Programmatic Day** - One of the largest virtual events in the programmatic industry, with global leaders and experts dialling in to discuss and debate the hottest topics. This event reaches a pan-European audience of approximately 500 people.
- ❖ **IAB Europe's Economic Trends Forum** - Led by our Chief Economist, Dr. Daniel Knapp. The Economic Trends Forum provides market analysis and industry insights for IAB Europe's corporate members and network of National IABs. Every 8 weeks a session (face to face or virtual) will be hosted to deep dive into a key market trend, for example digital audio or connected TV.
- ❖ **IAB Europe webinars** - IAB Europe's webinars cover a range of topics, for example, native advertising to blockchain and provide members with the opportunity to discuss and debate what these mean for the industry as well as position themselves as thought-leaders on a specific topic. Our webinars reach a pan-European multi-stakeholder audience and are recorded for future consumption and sharing.
- ❖ **Leading third party industry events** - DMEXCO, ad:tech London, Programmatic Pioneers, Future TV Advertising Forum. IAB Europe's third party industry event co-operations are curated based on the focus of our committees and members and may be supplemented by powerful visibility partnerships. These may differ year on year.

MEMBERSHIP BENEFITS

INDUSTRY LEADERSHIP & NETWORKING

ALL Tiers

- ❖ Attend IAB Europe events and webinars free of charge*
- ❖ Shape industry frameworks, standards and programmes within our Committees and Task Forces
- ❖ Discounted tickets to third party industry events
- ❖ Opportunity to be elected as an IAB Europe Board member
- ❖ Vote at the IAB Europe Annual General Assembly
- ❖ Attend the IAB Europe's Annual European Executive Policy Fly-in

Tier 2

- ❖ Have IAB Europe speak at your company event
- ❖ Have IAB Europe moderate your company panel at an industry event

Tier 1

- ❖ Initiate a Committee or a Task Force
- ❖ Chair a Committee or a Task Force
- ❖ Participate in the IAB Europe Digital Leaders' Council

MEMBERSHIP BENEFITS

KNOWLEDGE – POLICY, REGULATORY, INDUSTRY RESEARCH AND EDUCATION & TRAINING

ALL Tiers

- ❖ Receive timely updates and analysis on legislative developments in European policy issues
- ❖ Contribute to IAB Europe's positions on key European policy issues
- ❖ Access to the IAB Europe AdEx Benchmark report – the definitive guide to Europe's digital advertising market
- ❖ Access to other IAB Europe research outputs, Attitudes to Programmatic Advertising, European Programmatic Market Sizing etc.
- ❖ Access to IAB Europe's Chief Economist industry analysis presentations
- ❖ Access to IAB Europe's education and training courses

Tier 2

- ❖ Have an IAB Europe Research presentation at your company event
- ❖ Access the data from all IAB Europe research studies

Tier 1

- ❖ Receive customised advice on policy issues
- ❖ Access the digital ad spend per market data from the AdEx Benchmark study
- ❖ Dedicated briefing on the AdEx Benchmark report or another IAB Europe research output



MEMBERSHIP BENEFITS

A SELECTION OF OUR RESEARCH PROJECTS

[Attitudes to Programmatic Advertising](#)

Our annual Attitudes to Programmatic Advertising study is a comprehensive analysis of the European programmatic landscape, covering strategies and adoption trends, drivers of and barriers to growth, and forecasts for the future for 31 markets.

[Attitudes to Digital Video Advertising](#)

Our annual Attitudes to Digital Video Advertising study provides insight into the growth drivers, barriers and usage of digital video advertising on the buy-side and sell-side.

[Human Capital in the Digital Environment](#)

Our annual Education study helps identify the main challenges that both recruiters and candidates face when hiring or transitioning into digital marketing and communication, with a focus on training needs and potential future priorities for education on digital topics.

[AdEx Benchmark](#)

The AdEx Benchmark Report is the definitive guide to the state of the European digital advertising market covering 28 markets.

[Programmatic Audio Survey in association with Xaxis](#)

IAB Europe and Xaxis undertook a survey in 2019 to understand the adoption and development of programmatic audio advertising across Europe.

[Effectiveness Measurement Framework](#)

Our new Effectiveness Measurement Framework initiative aims to provide clarity and transparency on the digital advertising measurement landscape. The objective is to enhance understanding of the methodologies and products available as well as the key measurement challenges and expectations on the buy-side. More information can be found [here](#).

MEMBERSHIP BENEFITS

MEMBERSHIP MANAGEMENT & TAILORED SUPPORT

ALL Tiers

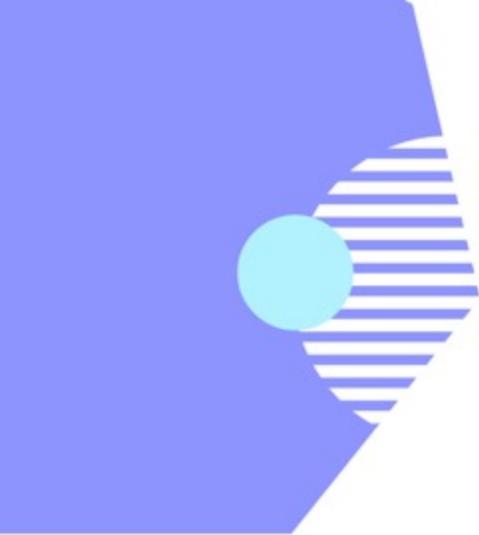
- ❖ Membership induction call with your team
- ❖ Dedicated account owner from the IAB Europe team
- ❖ Annual call with your team

Tier 2

- ❖ Annual face-to-face meeting with our management team
- ❖ Tailored membership action plan aligned to your company's objectives

Tier 1

- ❖ Bespoke project- see next slide for more information
- ❖ Quarterly relationship calls to check on your membership ROI



MEMBERSHIP BENEFITS

TIER 1 BESPOKE PROJECT

Tier 1 members are entitled to undertake a bespoke project with IAB Europe aligned to key company objectives. We will work closely with your team to develop this project via regular calls or meetings. The project could be a research project, webinar or event in association with IAB Europe for example.

An example of a previous tier 1 bespoke project is enclosed on the following slide.



TIER 1 BESPOKE PROJECT EXAMPLE XAXIS IN ASSOCIATION WITH IAB EUROPE

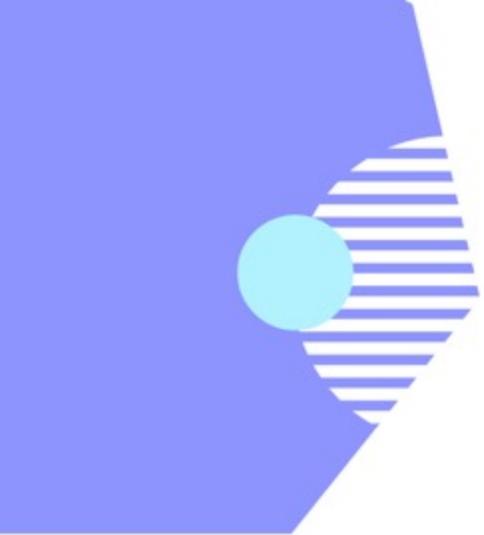
Artificial Intelligence: myth vs. reality in the digital advertising world

In association with IAB Europe, Xaxis conducted a pan-European survey to understand the current and future impact of Artificial Intelligence (AI) on digital advertising. The survey garnered 1,000+ stakeholder responses which delivered pan-European insights on a cutting-edge topic and drove thought-leadership and business opportunities for Xaxis.



OUR FOCUS FOR H2 2019/H1 2020

- ❖ IAB Europe is focused on supporting development in both established and emerging digital advertising growth areas. We are working with our members to increase awareness and drive investment in these channels by sharing and providing best practices and guidance. By getting involved companies can position themselves at the forefront of pan-European guidance and thought-leadership
- ❖ Focus topics will include effectiveness measurement, connected TV, digital audio, DOOH, programmatic trading development
- ❖ Over this period we are launching a Legal Committee and a Technical Committee - in addition to our existing committees



MAKING THE MOST OF IAB EUROPE MEMBERSHIP

1. Sign-up to www.iabeurope.eu and access the exclusive member knowledge hub
2. Speak at and attend our events, webinars and forums
3. Join our committees to shape industry initiatives and outputs
4. Nominate an internal relationship lead
5. Share your news, events and outputs for promotion across our network

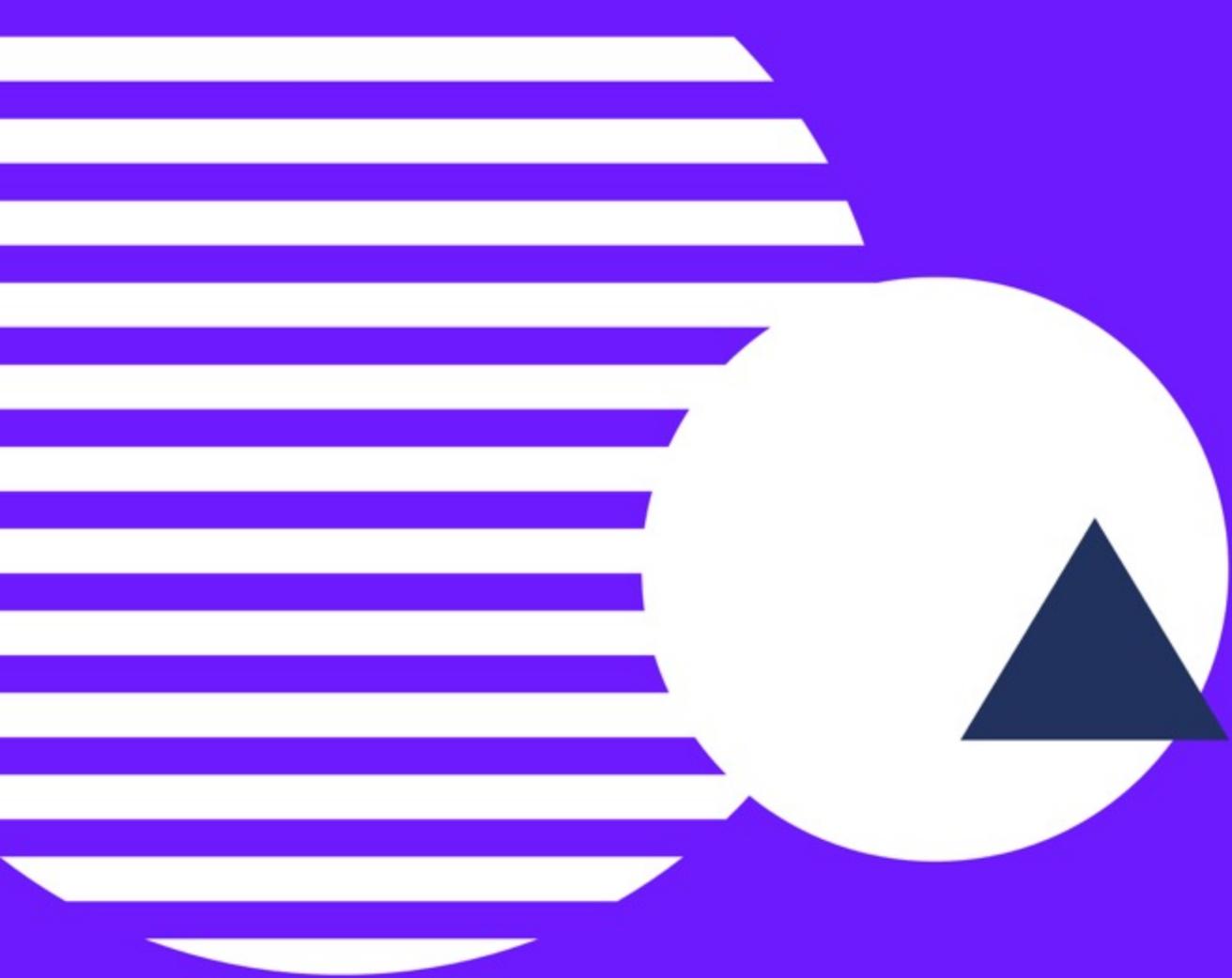
SOME OF OUR CORPORATE MEMBERS





MEMBERSHIP PRICING

Membership Tier	2020 cost
Tier 1	47,000 EUR
Tier 2	23,550 EUR
Tier 3	11,850 EUR



THANK YOU FOR YOUR INTEREST IN IAB EUROPE



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