



IAB EUROPE MEMBERSHIP

iab europe.eu

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

SOME OF OUR CORPORATE MEMBERS





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, website and social media channels
- ❖ Contribute to IAB Europe's outputs such as educational guides, white papers and research projects
- ❖ Featured quote in IAB Europe outputs such as educational guides 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 guide, white paper or research project
- ❖ Host one Industry Insider webinar with IAB Europe (more information on the next slide)

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
- ❖ Host two Industry Insider webinars with IAB Europe (more information on the next slide)

**Certain Interact speaking opportunities are reserved for Tier 1 members. .*



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 Virtual CTV Event** - The Virtual CTV Event is a series of panel discussions and market deep dives to explore the emerging and exciting digital advertising channel that is Connected TV (CTV).
- ❖ **IAB Europe's Market Insight Events / State of the Nation** - Led by our Chief Economist, Dr. Daniel Knapp, these bespoke events provide market analysis and industry insights for IAB Europe's corporate members and network of National IABs. The events will be hosted on a quarterly basis 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, Connected TV to supply chain transparency 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.
- ❖ **Industry Insider webinars** - IAB Europe Industry Insider webinars enable IAB Europe members to share the latest trends and best practices with the industry. It's a great opportunity to share expert advice, examples and insights with our network, and to learn more about our industry today.
- ❖ **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

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
- ❖ Opportunity to join the IAB Europe Industry 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.

[AdEx Benchmark](#)

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

[Effectiveness Measurement Framework](#)

Our 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](#).

Annual Industry Polls

We run annual polls on topics such as Brand Safety and Post Third-Party Cookies to understand how the industry should be tackling these.

MEMBERSHIP BENEFITS

MEMBERSHIP MANAGEMENT & TAILORED SUPPORT

ALL Tiers

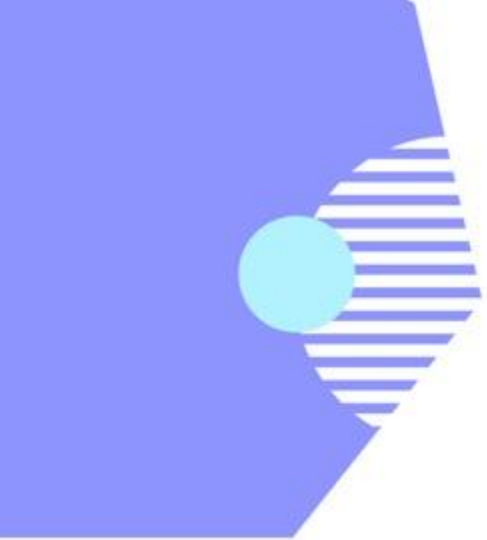
- ❖ Membership induction call with your team
- ❖ Dedicated account owner from the IAB Europe team
- ❖ Annual call with your team

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 in collaboration with IAB Europe - 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.

IAB EUROPE COMMITTEES

Task Forces / working groups

Policy Committee	Legal Committee	Brand Advertising Committee	Research Committee	Programmatic Trading Committee	Technical Committee	Post Third Party Cookie Taskforce	TCF Steering Group
Committee meets monthly Additional Policy WGs that meet ad-hoc dependent on topic	Committee meets on a ad-hoc basis	Committee meets on a quarterly basis. Two taskforces that meet monthly and drive work plan: Channels & Formats TF Quality & Transparency TF	Committee meets on a monthly basis. One taskforce that meets ad-hocly: Effectiveness Measurement WG	Committee meets on a monthly basis. WGs set-up on an ad-hoc basis to address specific outputs / work plan areas.	New for Q4, 2021 Committee will meet on a monthly basis.		TCF WGs



MEMBERSHIP PRICING

Membership Tier	2022 cost
Tier 1	48,600 Euros
Tier 2	24,350 Euros
Tier 3	12,250 Euros



THANK YOU FOR YOUR
INTEREST IN IAB EUROPE



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/IABEurope

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