

Repository of European IAB's Initiatives for Responsible Digital Advertising

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IAB Europe and its members - BVDW (Germany), Alliance Digitale (France), IAB Greece, IAB Italy, IAB Poland, IAB Portugal, IAB Romania, IAB Slovakia, IAB Slovenia, IAB Spain, and IAB Sweden¹ - represent a diverse membership of thousands of digital marketing, advertising, and media companies. IAB Europe serves as the EU-level trade association, while the national IABs and federations represent the digital advertising ecosystem in twelve different member states.

This document identifies industry initiatives at the EU and national levels which aim to address policy challenges, including:

- Respecting user privacy online.
- Creating a safer space for everyone online - including children.
- Completing the digital single market.
- Building a more sustainable digital industry.
- Developing high-level digital skills for professionals.

As the work reflected in this document is continuously evolving - adapting to new technologies, consumer realities, and new regulations - IAB Europe and the national IABs and federations remain open to pursuing new initiatives for the industry and welcome ongoing dialogue with policymakers and regulators on any of the matters discussed.

PRIVACY

IAB Europe, in collaboration with national IABs and federations, has established standards to facilitate compliance with existing EU data protection legislation, provides educational resources, and promotes open dialogue within the digital advertising ecosystem to uphold online privacy.

IAB Europe: [Transparency and Consent Framework \(TCF\) V.2.2](#)

- Purpose: Standardisation and compliance
- Date: 16 May 2023

¹ Hereinafter referred to as the national IABs and federations

- Description: The TCF is a voluntary standard to facilitate compliance with certain provisions of the ePrivacy Directive and the GDPR. It applies principles and requirements derived from these two legislative instruments to the specific context of the online advertising industry, taking into account relevant guidance from the EDPB and national Data Protection Authorities. The latest version of the framework (TCF v2.2) aims to better meet regulators' expectations and end-users' needs, including the removal of the legitimate interest legal basis under the GDPR for advertising & content personalisation.

IAB Poland: [GDPR Practical Guide](#)

- Purpose: Compliance
- Date: 2018
- Description: A practical guide for the digital advertising industry on personal data protection regulations.

IAB Spain: [State of Digital Privacy Study](#)

- Purpose: Awareness-raising
- Date: November 2023
- Description: The first State of Digital Privacy Study analyses users' perceptions of digital privacy. It also delves into the level of understanding and comprehension that users and professionals in the digital advertising industry have on this matter, as well as the challenges that data management presents for the future.

ONLINE SAFETY AND TRANSPARENCY

Digital Services Act

IAB Europe, in collaboration with national IABs and federations, sets standards, provides educational resources, and fosters open dialogue within the digital advertising industry to facilitate compliance with new EU online safety regulations.

IAB Europe: [Implementation Guidelines for the Digital Services Act \(DSA\) Transparency](#)

- Purpose: Standardisation and compliance
- Date: 2024
- Description: The guidelines aim to help online platforms meet the DSA transparency requirements on online ads. Specifically, they are intended to facilitate the implementation of IAB Europe and IAB Tech Lab's [open-sourced technical](#)

[specification](#) for the transport of relevant information required under Article 26 of the DSA.

IAB Poland: [DSA Guidelines](#)

- Purpose: Compliance
- Date: 2024
- Description: These guidelines aim to help businesses comply with DSA transparency requirements on online advertising, and commercial information, as well as prohibitions on advertising using sensitive personal data and targeted at minors.

Influencer Marketing

'Influencer marketing' is a marketing strategy where influencers play a main role in using digital channels to communicate with their audience and deliver specific marketing messages.

IAB Poland: [Influencer Marketing Guidelines](#)

- Purpose: Best practices
- Date: 2024
- Description: The website offers a comprehensive collection of good practices in influencer marketing for both influencers and their collaborators. It provides practical advice on defining influencers, influencer marketing, cooperation rules, and marking advertising posts. The goal is to centralise information and guide users through common questions and concerns.

IAB Spain: [Influencer Marketing White Paper](#)

- Purpose: Best Practices and awareness-raising
- Date: 2022
- Description: The Influencer Marketing White Paper includes an analysis of the current influencer marketing ecosystem and delves into relevant aspects such as metrics, platforms, best practices and the current legal framework of this discipline.

IAB Sweden: [Influencer Marketing Certification](#)

- Purpose: Certification and best practices
- Date: 2022
- Description: The certification of influencer networks and agencies aims to promote standardisation and quality control of reports, customer follow-up, contracts, transparency and ad labelling. It gives the company a tool that demonstrates

effective implementation in communication and a quality stamp for the company in its dealings with customers and clients.

ONLINE SAFETY, IP PROTECTION, AND CYBERCRIME

In the digital landscape, ensuring online safety and protecting intellectual property (IP) are critical to combating cybercrime. One major threat is ad fraud, where online metrics are deceitfully manipulated to generate illicit revenue, undermining advertisers' returns and damaging brand reputation. To safeguard against these risks, robust brand safety practices are implemented to prevent ads from appearing alongside illegal or harmful content. These measures are essential not only for maintaining brand integrity but also for protecting consumers from inadvertently supporting dangerous or illegal activities online.

IAB Europe: [Updated Guide to Quality 2024](#)

- Purpose: Awareness-raising and best practices
- Date: 2024
- Description: This guide offers insights, best practices, and practical examples to elevate the quality of digital advertising campaigns. The guide addresses crucial aspects such as viewability, brand safety and suitability, ad fraud, campaign creativity, user experience, and privacy.

BVDW: Codes of Conduct on [Affiliate Marketing](#), [Programmatic Advertising](#), [Search Engine Advertising \(SEA\)](#) & [Search Engine Optimization \(SEO\)](#)

- Purpose: Self-regulation and best practices
- Date: 2023
- Description: The codes aim to improve the quality and transparency of working practices of market participants - and, in some cases, ensure compliance - in these different areas. The signatories commit to comply with the defined criteria and conditions and to encourage their contractual partners to do the same. The violations of the voluntary commitments are regulated by a procedural code, which is part of the accompanying conditions of participation.

IAB Poland

- QUALID
 - Purpose: Certification and best practices
 - Date: 2024
 - Description: QUALID sets standards and promotes effective solutions that positively impact the safety and effectiveness of digital advertising. The

programme focuses on four key areas for ensuring advertising quality including brand safety, anti-fraud, programmatic, viewability, and market integration to better coordinate activities for the quality of online advertising.

- Codes of Conduct: [Programmatic Advertising](#) & [Honest Advertising](#)
 - Purpose: Self-regulation and best practices
 - Dates: February 2020 and June 2015
 - Description: The code on 'programmatic advertising' was created to ensure quality, security, and transparency in the use of programmatic advertising. The code on 'honest advertising' aims to encourage advertisers to place ads in media spaces from legitimate publishers that respect copyrights and uphold ethical standards.

IAB Sweden: [Gold Standard](#)

- Purpose: Certification and best practices
- Date: 2024
- Description: The Gold Standard has three simple but fundamental goals; (1) to reduce ad fraud, (2) to improve the digital advertising experience and (3) to increase Brand Safety & Suitability. Gold Standard involves all parts of the digital ecosystem through Gold Standard Certification and Gold Standard Buyers' training and certification.

CHILD SAFETY ONLINE

The industry has developed initiatives that ensure the effective protection of minors from harmful content.

IAB Poland: [Code of Conduct on Children's Protection](#)

- Purpose: Certification and best practices
- Date: February 2020, June 2015
- Description: The development of this Code has been guided by the need to ensure the effective protection of minors from harmful content. It takes into account the technical possibilities and the degree of harmfulness of the broadcasts, or other communications, to minors in each age category and the specificities of on-demand audiovisual media services.

DIGITAL SINGLE MARKET

IAB Europe strongly supports the development of the EU single market for digital ads. To achieve this ambition, IAB Europe and the national IABs and federations have brought together various initiatives to harmonise the industry's terminology and establish best practices. This effort aims to facilitate operations across different EU member states for different sectors and technologies, including Retail Media and Connected TV (CTV).

Retail Media

Retail Media refers to the digital advertising space, data assets and in-store opportunities a retailer or marketplace owns, which is then made available to brands for the execution of advertising campaigns - including targeting, optimisation and measurement of the campaigns. Campaign goals include - but are not limited to - brand awareness, driving sales and new product discovery.

IAB Europe

- [IAB Europe's Retail Media Measurement Standards for Europe](#)
 - Purpose: Standardisation
 - Date: April 2024
 - Description: Agreement between different retailers and media buyers on a set of standard definitions and framework of consistent measurement metrics, focusing on Retail Media advertising investments. These foundational definitions and standards serve as the basis for future work streams, which will build upon these basics and address both current and anticipated industry needs.

- [IAB Europe's Updated 101 Guide to Retail Media](#)
 - Purpose: Awareness-raising and best practices
 - Date: June 2024
 - Description: This 101 Guide to Retail Media, covers (1) key definitions, (2) a measurement and metrics section, (3) an explanatory infographic to show how retail and commerce media can be bought, (4) case studies to demonstrate how Retail Media is being used in the real world and best practices.

BVDW: Industry-standard metrics for retail media

- Purpose: Industry definitions
- Date: June 2024

- Description: BVDW introduced new standard metrics for retail media, enhancing transparency and efficiency with clear definitions. These metrics align with marketing KPIs but are tailored to Retail Media and follow IAB Europe's standards.

IAB Italy: [Retail Media White Paper](#)

- Purpose: Awareness-raising and best practices
- Date: May 2024
- Description: IAB Italy's Retail Media White Paper explores the key elements of Retail Media, aiming to close knowledge gaps and encourage its adoption in Italy. It covers definitions, the supply chain, main players, and KPIs. The paper also references IAB Europe's initial Retail Media standards.

IAB Sweden: [Retail Media Playbook 1.0](#)

- Purpose: Awareness-raising and best practices
- Date: October 2023
- Description: Guide to Retail Media that provides background information and best practices in the area for the actors and stakeholders involved.

IAB Spain: [Retail Media White Paper](#)

- Purpose: Awareness-raising and best practices
- Date: October 2023
- Description: The Retail Media White Paper addresses key aspects of this advertising discipline, best practices, the role of the different players in the ecosystem or the future challenges that lie ahead, among other topics.

Connected TV (CTV)

Where the worlds of TV and digital have been gradually merging over time, more and more consumers have been tuning out of traditional linear TV options and moving into online streaming, paving the way for the development of Connected TV (CTV).

IAB Europe: [Guide to Programmatic CTV](#)

- Purpose: Awareness-raising and best practices
- Date: February 2023
- Description: This guide explores how CTV operates using automated technology for buying digital advertising, it provides a European overview of the CTV programmatic supply chain, options for advertisers, and current challenges. The guide also offers best practices for optimising programmatic CTV.

IAB Spain: [CTV 2024 White Paper Update](#)

- Purpose: Awareness-raising and best practices
- Date: 2024
- Description: The CTV White Paper analyses aspects such as business models and new environments, buying models, measurement, formats, and the current legal framework and provides an overview of best practices.

SUSTAINABILITY

The digital advertising industry has implemented actions and strategies to reduce and ultimately minimise the aggregated negative environmental impact of its business operations.

IAB Europe

- [Guide to Improving Sustainable Business Decision-Making in the Digital Advertising Industry](#)
 - Purpose: Best practices and awareness-raising
 - Date: July 2023
 - Description: The guide offers valuable insights and practical advice to help organisations make more informed choices when looking to achieve sustainability in the digital advertising industry. The guide covers the following areas: (1) Environmental considerations, (2) European legislation and guidelines, (3) Anti-greenwashing principles, (4) Social considerations and (5) Economic benefits of sustainable decision-making.
- [OpenGHG](#)
 - Purpose: Awareness-raising
 - Date: August 2024
 - Description: Still in its beta version, the OpenGHG is an innovative tool designed to estimate greenhouse gas emissions from digital advertising campaigns in compliance with emerging global standards. This initiative is part of IAB Europe's ongoing commitment to advancing sustainability within the digital advertising industry.
- [IAB Europe's Mapping of Greenhouse Gas Estimation Solutions in Digital Advertising](#)
 - Purpose: Awareness-raising

- Date: March 2024
- Description: The mapping supports industry professionals in navigating the range of emissions models available and understanding how they may differ and why they may arrive at varying estimates.
- [Guide to the Corporate Sustainability Reporting Directive \(CSRD\)](#)
 - Purpose: Compliance
 - Date: March 2024
 - Description: The 'Guide to the Corporate Sustainability Reporting Directive (CSRD)' serves as an educational resource, providing insights and guidance on the CSRD.

Alliance Digitale

- Frameworks on Carbon Measurement: [Benchmark for digital campaign Distribution & Digital Carbon Framework open source coding version](#)
 - Purpose: Standardisation and awareness-raising
 - Dates: May 2023 & June 2024
 - Description: The 'benchmark' document serves to calculate the carbon footprint of digital campaign delivery. The other initiative is an open-source version for measuring carbon footprint.
- [Eco-friendly media buying & Uses Cases](#)
 - Purpose: Awareness-raising and best practices
 - Date: June 2024
 - Description: Aimed at advertisers, agencies and media trading teams, the Guide on "Eco-friendly media buying" helps advertising professionals adopt more sustainable practices and reduce the environmental impact of programmatic advertising campaigns. The 'use cases' document is a practical guide for reducing the environmental footprint of digital advertising in programmatic buying.

IAB Sweden: CommToAct

- Purpose: Best practices
- Date: May 2023
- Description: A joint initiative across the marketing industry to address issues about environmental impact and also social sustainability. All companies that join the initiative sign a declaration on common practices.

BVDW: [The Corporate Digital Responsibility \(CDR\) Building Bloxx](#)

- Purpose: Awareness-raising and best practices
- Dates: 2022 and to be awarded in 2024
- Description: The Building Bloxx is a practical framework that supports businesses and other stakeholders in developing a common understanding of Corporate Digital Responsibility. The award on the CDR will become the First Award for Digital Responsibility in the DACH region.

IAB Spain: [Sustainable Digital Advertising Guide 2024](#)

- Purpose: Awareness-raising and best practices
- Date: May 2024
- Description: The 2024 Sustainable Digital Advertising Guide aims to identify best practices to help the digital advertising industry reduce its CO₂ emissions.

ADVANCED DIGITAL SKILLS

IAB Europe and national IABs have developed resources to tackle the digital skills gap in the digital advertising industry and help professionals work towards a more digitally skilled Europe.

IAB Europe, IAB Poland, IAB Greece, IAB Slovakia, IAB Slovenia, IAB Serbia and IAB Romania

- DIMAQ
 - Purpose: Certification
 - Date: Since 2017
 - Description: DIMAQ is the international standard of digital marketing competence. It defines the level of knowledge and competence required of digital marketing specialists and serves as a tool to compare and evaluate the said knowledge and competence. DIMAQ is endorsed by IAB Europe and available in many European countries: Poland, Greece, Slovakia, Slovenia, Serbia, Montenegro, Romania, Bosnia and Herzegovina and Cyprus.

BVDW: Certification programmes on [Media Quality](#), [Affiliate Marketing](#)², [German Market Places](#), [Programmatic Advertising](#), [SEA](#), [SEO](#), [Social Media](#), [Trusted Agency](#) and [Young Agency](#).

- Purpose: Certification
- Description: BVDW has several certification programmes to build skills in the digital advertising sector including at agencies, marketers, advertisers and sell-side platforms. The certificates are a resource for companies to build on their employees' hard skills and demonstrate this to potential clients.

IAB Sweden: [Programmatic Crash Course](#)

- Purpose: Certification
- Date: 2020
- Description: The training has been developed with the aim of giving market participants a basic knowledge and increased understanding of the programmatic technology, and the ecosystem, as well as opportunities and challenges linked to the area.

² Affiliate marketing is a marketing arrangement in which affiliates receive a commission for each visit, signup or sale they generate for a merchant. This arrangement allows businesses to outsource part of the sales process.