

IAB Canada – Council & Committee Overview

IAB Canada's Councils and Committees are an important focus of our structure and offer unique opportunities for project leadership, knowledge-sharing and networking across various areas of interest or specialization.

Our Committees serve several leadership functions in the industry including:

- Determining and developing best practices, standards and guidelines
- Influencing important Canadian research initiatives
- Provision of valuable feedback to global IAB initiatives coming from the Tech Lab and the Trustworthy Accountability Group
- Shaping of policy and self-regulatory practices
- Education - both formalized training materials as well as community engagement projects

If you would like to get involved in an IAB Canada Committee, please contact Laura Ferron (LFerron@IABCanada.com), and we will get you added to the appropriate Committee distribution list so as to receive all communications moving forward.

Please note that your company must be an IAB Canada member to join one of our Councils or Committees. If your company is not yet an IAB Canada member but is interested in joining, please fill out our online [membership form](#) or contact Melanie Pavao at 416-598-3400 x201 / mpavao@iabcanada.com.

Following is a comprehensive list of our Committees and Councils as well as a brief description of their respective mandates. IAB Canada looks forward to welcoming your participation in these high profile and productive groups.

IAB Canada: Councils

IAB Canada Core Council Mandates

Ad Tech Council	The AdTech Council represents the evolving landscape in technology that is driving the industry forward. From Ad Serving to solutions that assist publisher combat ad blocking, this council works to educate the community, allay concerns around transparency and communicates innovation to the industry.
Agency Council	The Agency Council provides important perspective to the IAB Canada community. With many members also actively participating in the CMDC, the contributions of this group are key to developing best practices that take the buying side into consideration. This group is often called upon to discuss terms and conditions, workflow matters and issues around policy and regulatory affairs.
Marketer Council	The Marketer Council offers excellent feedback to the IAB Canada community and helps drive improvements to the supply chain. Marketers discuss specific issues facing their businesses and provide each other with best practices. This council also provides feedback on projects that are proposed from the other councils and committees. The group conducts informational webinars based on interest and also helps provide input on Policy and Regulatory Affairs.
Policy & Regulatory Affairs	The Policy & Regulatory Affairs Council meets regularly to discuss new developments in proposed changes to regulation. The team makes decisions on required submissions, best approaches for each issue and collaborates to draft and submit positions to regulators. This committee covers issues from privacy policy to tax regulations.
Publisher Council	To provide guidelines, position and endorsement currency on behalf of the Canadian Publisher community as it relates to digital advertising in Canada.

IAB Canada: Regional Councils

IAB Canada Regional Council Mandates

Atlantic Council	To lead the IAB Canada community in Atlantic Canada by communicating our initiatives, driving interest in participation and providing a perspective on gaps and opportunities for the Atlantic Market with regards to our services. This team often helps coordinate events and offers leadership in the market on our behalf.
Quebec Council	To lead the IAB Canada community in French Canada by communicating our initiatives, driving interest in participation and providing a perspective on gaps and opportunities for the Quebec Market with regards to our services. This team often helps coordinate events and offers leadership in the market on our behalf.
Western Council	To lead the IAB Canada community in Western Canada by communicating our initiatives, driving interest in participation and providing a perspective on gaps and opportunities for the Western Market with regards to our services. This team often helps coordinate events and offers leadership in the market on our behalf.

IAB Canada: Committees

IAB Canada Committee Mandates	
Ad Operations	The IAB Canada Ad Ops community plays an important role in serving the industry. This group discusses best practices and learnings with one another and also helps to identify opportunities for the ad tech community. The Ad Ops group provides outputs around best practices, education and from time to time organizes informational webinars. The Ad Ops committee is closely linked to the Ad Tech council in that it provides valuable on-the-ground feedback and information that is actionable and current.
Artificial Intelligence (A.I.)	Mandate – TBD
Augmented / Virtual Reality (AR/VR)	New to IAB Canada, the AR/VR Committee will be critical in promoting the growth of the sector in Canada. It will come together to lay out the opportunities for advertisers today, as well, as develop a guard rail for best practices not only in the execution of the new formats but also in measurement. Aside from robust discussions about this emerging area, the AR/VR group will help provide excellent programming and participation for events and outputs like white papers and play books.
Audio	As audio continues to get more integrated within digital, the IAB Canada Audio committee will be critical in the promotion of this channel here in Canada. Discussions are educational and thought-provoking in nature, as the group remains committed to outlining opportunities that exist for the industry, while highlighting best practices. Through outputs like user guides and standards, this committee is great for anyone interested in staying in-tune to what is happening specific to audio and podcasts alike.
Blockchain	Brand new to IAB Canada, the Blockchain committee is critical in promoting education within the sector here in Canada. Discussions will bring in experts on the topic to focus on what Blockchain is and is not. The Blockchain group will also help provide participation for events and outputs like: user guides, myth busting whitepapers, useful videos on terminology, pilots that trial the emerging technology and case studies on usage, specific to Blockchain integration within our digital ecosystem.
Branded Content and Distribution (formerly: Distributed Content)	The Branded Content and Distribution Committee discusses the incredible growth of content marketing online. From best practices to creating content (with research to support it), to conversation around best ways to distribute it, this committee holds lively discussions around an area that is changing dramatically. This group is excellent for media buyers, marketers and creative agency teams looking to leverage rapidly changing native advertising opportunities.
Data Analytics	The Data Analytics committee shares best practices in online measurement and often discusses areas of integration. This committee is also discussing privacy policy as participants are often in positions of handling mass amounts of data on their organization's behalf. Outputs from this committee include playbooks, best practices, updated glossary of terms and presentations to the larger community in integrated measurement practices.
Digital Out of Home (DOOH / Location-Based)	The Digital Out of Home Committee provides participants with a great opportunity to develop research and marketing materials about the emerging channel. It also provides a seat at the policy table as the area matures and faces increasing scrutiny by regulatory bodies. This group aims to set digital standards and create best practice guidelines for advertisers and agencies. This group also discusses integration with critical technologies that will help bring out-of-home into the digital sphere of integrated measurement. This group engages the entire digital planning community here in Canada from agency buyers to marketers directly.

IAB Canada: Committees (...continued)

Emerging Platforms	When a new platform or format is discovered, the emerging platforms committee collects information, assesses the opportunities and shares it with the greater community. This is a perfect committee for those individuals passionate about staying ahead of the industry discovering uncharted territory. AR/VR was once an Emerging Platforms discussion that has been matured to a stand-alone committee. This is the committee that helps establish longer lasting trends and helps to weed out shorter hype cycles.
Mobile	The Mobile Committee discusses everything from mobile web and in app advertising to best practices, standards across display and video formats and privacy policy. With extreme growth in mobile over the past several years, the committee discussions have expanded to include OOH application and the many types of data that are made available through the platform. Outputs include informational webinars, best practices, research and opportunity/threat assessments around newer technologies i.e.ad blocking.
Programmatic Trading	With over 60% of expenditure running through programmatic channels, this group is busy discussing the shifting landscape and updating important areas of IAB Canada's educational materials. The Programmatic Committee is concerned with all commentary around the automation of online media buying and selling. This group touches areas ranging from best practices in partnerships to increased pressures on transparency in the marketplace. This group is closely linked to the Ad Tech and Publisher Councils. Looking forward, the programmatic committee will expand into Programmatic TV, Radio, OOH and other channels requiring deeper cross-integration with other groups.
Research	The Research Committee discusses the industry's most pressing issues and collaborates to form recommendations on proposed studies. These recommendations include working on methodologies and, in some cases, suggestions around participants in the studies. This group formulates RFPs for IAB Canada and when studies are completed, the results are reviewed and presentations refined. This committee also shares new product information and conducts informational webinars that are actionable and current.
Search	The Search Committee collaborates to provide the IAB Canada community with best practices and regularly contributes to educational materials. This group also performs deep-dive discoveries around emerging opportunities. Growth areas in search include voice and AI activations - both will be championed by this group.
Social Media	The Social Media Committee discusses all social media platforms and shares best practices around the use of each one. This group is often called upon for educational purposes and helps to shape and refine the training curriculum for IAB Canada's social media course. This group holds informational webinars inviting the entire IAB Canada community and curates content based on emerging trends and opportunities.
Video	This committee discusses everything from the technical advancements in distributing video content to the increased demand in Canadian content from publishers. This group is called upon to review standards released from the IAB Tech Lab - VPAID ad VAST. The video committee also discusses measurement and user experience as it pertains to advertising.