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Below The Fold

Advocacy



It's been a busy first quarter at IAB Canada, and we've been working on a lot of deliverables over the past few months to help provide our members with more tools, data, and networking opportunities. Below are some of the results from the first quarter and a look ahead to what's next.

New Tools

From the Tech Lab, you may have seen the [Programmatic Transparency Calculator](#) that was launched a couple of weeks ago. This is a first version release to the industry so that planners and buyers can get a clearer picture of where their media dollars are being spent. As with every tool, there are some questions from various stakeholders and we have reached out to our programmatic and ad ops councils as well as the agency council to get some initial feedback. We'll be consolidating this feedback in the next few weeks. If you've had a chance to use the tool, please [drop us a line](#) and let us know what your experience is as well as any higher level observations.

We're continuing our work against ad blocking with our first Canadian Ad Blocking Study having just been completed. It's great to have Canadian stats that are not biased by service providers. We are looking forward to sharing these great insights in the next few weeks. Thanks to [Intact Financial Services](#) for making this happen for us as well as our partners on this project, [comScore](#).

IAB also announced the new [DEAL principles](#) designed to create a new dialogue between publishers and consumers with an accompanying primer that outlines the various options publishers have in their toolkit to respond to ad blockers. We also released an ad blocking detection code to all of our members in an effort to spread greater transparency around this issue.

Policy

Data Breach Consultation:

- The federal privacy law - the Personal Information Protection and Electronic Documents Act (PIPEDA) - was amended last summer.
- Amendments included a new data breach notification requirement, which will change the data breach notification landscape in Canada and impact almost all IAB Canada members.



- These new rules will require organizations to notify three parties in the event of a data breach:
 - 1.The Privacy Commissioner of Canada
 - 2.Effected individuals
 - 3.Other third parties that can help mitigate the breach.
- The rules also set out certain record keeping obligations.
- These rules are not yet in force because regulations specifying requirements have not yet been passed.
- The Ministry of Innovation, Science and Economic Development has released a [Discussion Paper on Data Breach Notification and Reporting Regulations](#) and is seeking input from stakeholders.
- The IAB Policy and Regulatory Affairs Committee is planning to submit a response.

OPC Consultation on Consent:

- We are anticipating that the Office of the Privacy Commissioner of Canada (OPC) will be conducting a consultation on consent in the near future.
- There is recognition from the OPC that the concept of notice and consent is difficult to operationalize in the era of big data and the Internet of things and the OPC will be seeking input from stakeholders on how to do so.
- We will provide an update on this as soon as we have more information

For more information on data breach **please join** us **April 27th** for the [Privacy Unplugged workshop](#) at Osler Toronto.

Networking



Business of Digital - Ad Blocking

Our Business of Digital event in March focused on ad blocking and unpacked some of the implications for our industry moving forward. It was a great morning with a lot of lively debates both during and after the event. Getting perspectives from consumers, marketers and publishers helped educate the IAB Canada community and we will be holding this event in Vancouver this coming June.

Presentations from the event can be found [here](#).

Programmatic - Live From The Trade Floor

Programmatic Live from the Trade Floor brought more than 370 attendees together to hear some of the latest developments in programmatic. We got a lot of positive comments about our original trade floor-like set-up that day – we loved it too!

Highlights included:

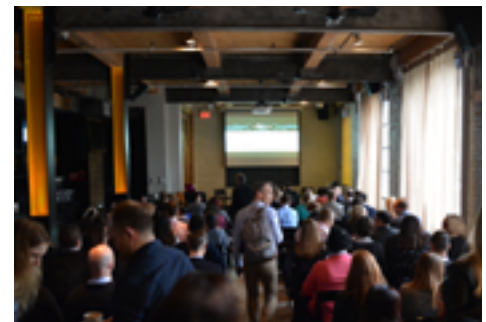
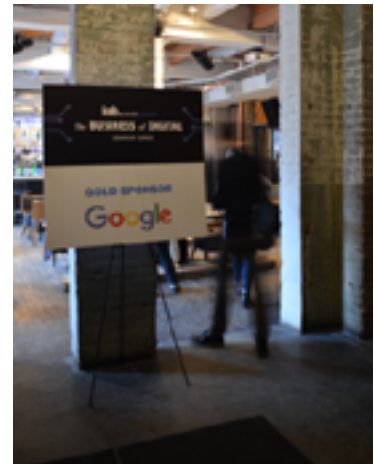
Seeing how Programmatic is still in an upward growth swing with mobile and video leading the charge.

Trends to look out for in 2016 as shared in a kick-off by Paul Briggs of [eMarketer](#):

- **Header bidding** Valued by publishers for maximizing inventory value
- **Dynamic ads** More focus on creative execution
- **Ad tech vendor slimming** Less intermediaries and partners to simplify execution
- **M&A** Continued consolidation

Paul also shared some obstacles to growth that are being faced by the Programmatic: landscape

- **Level of understanding** among marketers
- Complexity of the vendor ecosystem
- **Definitional challenges** remain
- **Ad fraud, ad blocking, viewability** and **brand safety** remain concerns for agencies and advertisers





The rest of the day focused on advanced data usage to optimize and we had a guest speaker Brendan Riordan Butterworth, Director of IAB US Technical Standards at the [IAB Tech Lab](#) address recent global IAB developments.

Programmatic Live presentations are now available for conference attendees [here](#).

Events like these are planned for other markets across Canada. Stay tuned to our [Events page](#) for more information.



Vancouver Live

Vancouver Live took place at the end of March with a great line-up of speakers talking through the new cross-device consumer journey.

We were pleased to have Eva Ruiz from Vodafone, Netherlands come to keynote about the successful cross-platform targeting they have been implementing. We had a super-engaged crowd and enjoyed connecting with our Vancouver members.

Upcoming Events

Looking ahead we are planning the next Business of Digital event, which is aimed at showcasing how VR+AR will step into the media arena and what it means for brands. We are very excited about this session as there will be onsite demos and it's actually being held at Pinewood studios where a lot of AR+VR is being developed in Toronto – be sure to [join us on May 31st](#).

Also being planned is the 2016 Golf Tournament – we can't wait for this year's event so mark your calendars for June 16th. Registration will be open soon, but, in the mean time If you are interested in a foursome or sponsorship please contact us [here](#).

Councils and Committees

We are excited to announce the new marketer and ad tech councils. Both councils are kicking off their meetings this month and we are looking forward to their contributions to this great community.

Committees have been in full swing, providing valuable input and feedback on all of the IAB releases this year. The focus this year will be on outputs and we are working through what will provide most value to the greater industry. More on these planned outputs in the coming newsletter.

Contact Us

Finally, IAB Canada would like to welcome the following new members to the community:

[Jumbleberry Interactive](#)

[VerticalScope Inc.](#)

[MellorCroy Inc.](#)

[INNOCEAN Worldwide Canada Inc.](#)

[advertience](#)

[Natural Click Inc.](#)

[Points.com](#)

[Environics](#)

[Jumpstart Automotive](#)

[Amazon](#)

[John St.](#)

Welcome also to our individual members. We are so happy to see our community grow!

Do you have thoughts, feedback or want to become more involved in IAB Canada initiatives? Please contact Melanie Pavao our Membership Services Manager:

Melanie Pavao

Membership Services Manager

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Have a great Spring and see you at
[Business of Digital - Virtual Reality](#) May 31st!