IAB Digital Audio Measurement Guide

April 2022

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Contributors

This document was developed by IAB and the IAB Media Center with contributions from our members. IAB would like to thank these contributors for their input and support.

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Introduction

To understand what would support the continued investment of advertising dollars in digital audio and podcasting, IAB conducted a series of interviews with members of the IAB Audio Committee and Audio Board. During these interviews, a key question emerged: "Where can I see a basic guide of existing measurement solutions and standardized metrics that can give buyers and brands a better understanding of how and whether their campaigns are moving the needle on brand and performance KPIs?"

To answer this essential question, we developed this document in partnership with our members to highlight the basic pillars of digital audio and podcast measurement. We also included examples of companies that provide services to support the different measurement types. This list is not intended to be comprehensive; it's intended to be illustrative and a good starting place for the industry.

"Where can I see a basic guide of existing measurement solutions and standardized metrics that can give buyers and brands a better understanding of how and whether their campaigns are moving the needle on brand and performance KPIs?"

iab. To join the ongoing conversation on podcasts or digital audio, please contact **committees@iab.com**

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The Podcast Opportunity: Content and Measurement

While they live within the larger realm of digital audio, podcasts are unique, with their own capabilities, limitations, and power to compel audiences to listen. That power starts with the content and the fact that podcasting is a medium that lives within the theater of the mind. It's also a very intimate form of media, given that listeners have made an active choice to download the audio content.

Podcasting has been around for nearly 20 years.[1] But the medium has truly come into its own over the past five years, driven by the proliferation of content, the growth in listenership (one out of every 2.4 U.S. adults, and over 100 million people, now listen to a podcast every month),[2] and the maturation of supporting technologies, including measurement tools. Before we dive into the specifics of podcast measurement, it's important to understand what podcast content is, how content is delivered, and the primary models for ad delivery (embedded and dynamic).

What is a podcast?

While it may seem obvious, it's important to be clear about what we mean when we say podcast media. A podcast is audio content that is delivered to users in an on-demand media format that listeners either consume online or download and listen to later.

How is podcast content delivered?

At a time when most online media—including digital radio and music streaming services—is delivered via a persistent internet connection, podcast content is special. It is primarily delivered as a series of downloaded (or progressively downloaded) MP3 audio files distributed via the standard HTTP protocol.

Listeners can consume a podcast episode while it is in the process of being downloaded (called progressive downloading), or they can listen to podcasts later following the completion of an episode download. Regardless of the download method, the vast majority of podcast listening falls under one of these two categories (rather than under the "streaming" media category to which listeners sometimes mistakenly assign it).

A principal reason for this important difference between the way podcasts and other forms of media are consumed dates back to podcasting's early years when mobile internet data plans were expensive and bandwidth was limited. This led to a standardization of delivery based on downloading podcast episodes for offline consumption. While connectivity and bandwidth have improved since the dawn of podcasting, the habit of downloading and a lack of urgency on the part of the dominant podcast delivery platforms that developed the initial technologies has meant that download-based delivery remains at the center of the podcast ecosystem.

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[1] Podcasting began in 2004 to automatically deliver recorded audio shows to listeners who would download them on MP3 players or on the then newly introduced Apple iPod. In 2005, Apple's iTunes enabled people to subscribe to podcasts via syndicated feed which synchronized the media on their devices. This content discovery and distribution model served as a catalyst for the growth of podcasting.

[2] Infinite Dial 2022, Edison Research

How are podcast ads delivered?

Because of the critical difference between the way podcast content and other forms of digital media are delivered, podcast measurement doesn't allow for the same real-time client-side verification of ad delivery that is possible with other forms of digital media.

Here again, the difference in measurement is largely due to the download-based versus streaming method of content and ad delivery. Audio streaming apps embed client-side analytics to report in real-time whether an ad was delivered. With podcasting, however, most episodes are measured by parsing server logs that record download activity rather than by real-time detection in a streaming media player, so it becomes harder to definitively determine if a consumer had a chance to hear a particular podcast ad. This issue exists because most podcast listening apps do not pass playback information to podcast hosting platforms due to restrictions imposed by the app owners. For example, iTunes and the Apple Podcast app, which together account for approximately 30% of podcast listening,[3] don't report the exact number of content or ad plays because JavaScript (which supports third-party measurement) is not allowed by Apple.
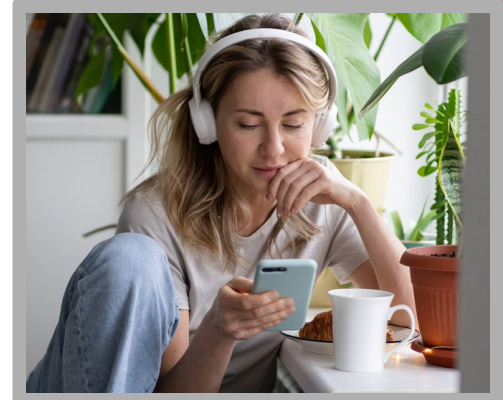
The good news for podcasters is that a community of third-party measurement providers who specialize in podcast advertising has stepped in to address the unique challenges of download-based content delivery. To support the needs of the industry, these podcast ad tech companies have invested heavily in the development of comprehensive attribution, targeting, and ad ops tools including audio attribution pixels, dynamic ad delivery, survey-based demographic data offerings, and centralized ad trafficking dashboards. These tools allow podcast publishers and advertisers alike to validate the measurement and prove the effectiveness of podcast ads with high levels of confidence and insight that are similar to the confidence they have when measuring streaming ads.

Podcast Ad Delivery Models

There are two core models of podcast ad delivery. The first is embedded ads, which are integrated into the original podcast file that is then downloaded to the user's device. Since an embedded ad lives infinitely within the podcast, every listener hears the same ad. Publishers also have no way—other than editing the original audio file—to insert and replace an older ad with a newer, more relevant ad.

The second model is dynamically inserted ads whereby the ad is inserted into the content at the time of the file request. As the file is downloaded, an ad can be inserted during a designated ad break. This method of ad delivery enables different listeners to hear different ads. It also allows for more precise campaign scheduling and targeting while offering publishers the ability to monetize back catalog content more effectively by delivering fresh ads to older episodes.

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[3] Buzzsprout, April 2022

Embedded Ads 16% of podcast ad revenue in 2021*	**Dynamic Ad Insertion (DAI)** 84% of podcast revenue in 2021*
Every time the listener plays the podcast episode, they'll hear the same ad	People listening to same podcast episode can hear different ads
Content TRUE CRIME TRUE CRIME	**Content** TRUE CRIME TRUE CRIME
Ads FOOD DELIVERY FOOD DELIVERY	**Ads** FOOD DELIVERY CREDIT CARD
Campaign delivery is measured using IAB Certified download metrics via third-party measurement platforms (see campaign measurement vendors below).	Creative decisioning occurs upon each download request and may be influenced by time of episode play, IP address, content, listener habits, and qualitative segmenting.
* PwC | IAB FY 2021 Podcast Ad Revenue Report	* PwC | IAB FY 2021 Podcast Ad Revenue Report

"Like many podcast advertisers, BetterHelp recognizes and invests in the industry shift to dynamically inserted ads. But for many brands, we feel the key is utilizing host-read ads whenever possible, with a focus on honoring the relationships the listeners have with their favorite podcast hosts. This can often be done with embedded ads and/or DI."

Brittany Clevenger, Senior Director of Audio Partnerships, BetterHelp.com

A Tale of Two Standards

Because podcasts are primarily consumed by downloading instead of streaming an audio file, it is important to further explore how podcast content is measured and how and why it differs from the way in which streaming media is measured. The measurement information you see below is therefore divided into two distinct sections.

The first section describes IAB standards for measuring podcast consumption, while the second section describes the Media Rating Council's standards for measuring streaming audio as well as its own streaming-centric standards for measuring podcast content.

The IAB podcast measurement standards account for the current state of podcast player environments, while the MRC's podcast measurement standards anticipate and aspire to a future in which podcast content and measurement is client-delivered (via a continuously connected media player) rather than through the post download analysis of server logs.

(1) IAB Podcast Measurement Standards

Podcast Content Metrics: Downloads and Listeners

Downloads ⬇	Definition: A unique request to download a podcast episode. This includes complete file downloads as well as partial or progressive downloads for 60 seconds or more of audio. Determines: How many times a network, show, or episode was downloaded.

According to the IAB Podcast Measurement Guidelines 2.1, the standard for measuring legitimate download requests requires removing spiders and bots and that at least one minute of podcast content is downloaded by a unique IP address and user agent in a 24-hour period. See more specifics on the standard [here](#).

Note: There are additional metrics that can be calculated through downloads such as "average downloads per episode," which is calculated by taking all episodes of a podcast that are published within a particular period (usually within a calendar month), counting all the downloads of each of those episodes from publish date to 30 days after publish date, and then averaging this number.

Listeners	Definition: Data that represents a single, unique user who downloads content (for immediate or delayed consumption). The listeners metric can be analyzed on a per-episode, per-show, or per-publisher basis. Unique listeners are defined as a combination of IP address and user agent.* This metric must be specified within a particular time frame (day, week, month, etc.). Determines: How many unique listeners downloaded an episode or show over a specific period of time.

*User agents are used to identify either that a player app was used to listen to a podcast (e.g., Apple Podcasts) or that a browser app was used (e.g., Chrome). User agents also can indicate device type (e.g., tablet, smartphone, or desktop).

Note also that there is debate about the term "listeners." Given the technical constraints of podcast player apps and platforms, current podcast listener metrics are based on downloads as opposed to actual content "plays." Listeners, in the context of current podcast apps, refer to unique devices upon downloading a podcast episode (as opposed to devices that started a stream). However, downloads are a fair proxy given the personal nature of device ownership and content consumption. Later, we explore the potential for more future-looking "play" metrics that can more accurately determine that a person had the opportunity to hear podcast content and advertising.

**Podcast Advertising Metrics: Impressions and Confirmed Ad Play**

<table>
<tr>
<td>Delivered Ad Impressions</td>
<td>
<u>Definition</u>: An ad that was delivered, as determined by server logs, that shows either all bytes of the ad file were sent or the bytes representing the portion of the podcast file containing the ad file were downloaded. For example, if an ad was included within the first 25% of a podcast and at least 25% of the podcast file was downloaded, the ad is counted as delivered.

<u>Determines</u>: How many times the portion of the podcast that included the ad was downloaded (NOTE: impression counts will differ for embedded versus dynamic ads).
</td>
</tr>
</table>

When ads are dynamically inserted into the podcast file or within an ad break within the podcast, 100% of the ad content (all bytes) must be downloaded before it may be counted as delivered.

Embedded ads, as opposed to dynamically inserted ads, are not tracked as ads delivered, but rather as impression delivery indicated through the download counts of the podcast in which the ad was embedded.

<table>
<tr>
<td>Client Confirmed Ad Play</td>
<td>
<u>Definition</u>: Counts an ad that was able to prompt a tracking beacon from the client when the file was played.

<u>Determines</u>: How much of the ad was played such as first quartile (25%), midpoint (50%), third quartile (75%), and complete (100%).
</td>
</tr>
</table>

Digital Audio Measurement Guide

IAB Certified Podcast Content and Ad Metrics Vendors					
Company Name	Standard Version	Downloads & Listeners	Ad Delivery	Client Confirmed Ad Play	Last Certified (ctrl-click links to view)
Acast	2.1	X	X	X	2019-10-23
AdsWizz (SiriusXM)	2.0		X		2021-01-25
Anchor (Spotify)	2.0	X			2020-10-27
ART19 (Amazon)	2.0	X	X		2019-05-09
Backtracks	2.1	X		X	2021-02-8-19
Buzzsprout	2.0	X			2020-09-21
Captivate (Global)	2.0	X			2020-05-19
Chartable (Spotify)	2.0	X			2020-02-12
EmpireStreaming	2.0	X			2020-01-27
Julep Media	2.1	X			2021-05-11
Libsyn	2.0	X	X		2019-08-12
Megaphone (Spotify)	2.0	X	X		2020-05-19
NPR – SAS	2.0	X			2018-12-06
NPR – Splunk	2.0	X			2018-12-06
Omny Studio (Triton Digital)	2.1	X	X		2018-12-06
Podbean	2.0	X	X		2020-07-10
Podtrac	2.0	X			2019-08-13
RawVoice/Blubrry	2.1	X	X		2018-12-04
Simplecast (SXM Media)	2.0	X			2019-08-30
Spreaker (iHeart)	2.1	X			2021-07-26
Triton Digital	2.1	X	X		2019-08-12
Voxnest (iHeart)	2.1	X			2021-07-26
Whooshkaa (Spotify)	2.1	X	X		2021-07-02

To see the full compliance registry, click here or visit the IAB Tech Lab Transparency Center.

Additional Podcast Metrics Beyond IAB Measurement Guidelines

Podcast Audience Metrics: Insights, Branding, and Attribution

Audience Insights	**Definition**: Audience insights are typically survey based and enable advertisers and publishers to gain a deeper understanding of the listening population of a podcast—including demographics (age and gender) as well as location and listening device—to help marketers understand audiences (and their motivations) so that they can deliver more meaningful messages to their target audience. **Determines**: The profile of the listener (or listener's household) at a campaign, program, or show level. Example metrics can include age, gender, device, and content consumption.

Survey Methodology: Podcast hosts may ask listeners to take the survey, a survey link may be presented in the episode description, or the survey request may be made via an inserted ad call.

Pro Tip: To better understand campaign performance at an audience level, buyers should overlay audience insights on top of their campaign stats to gauge performance based on different audience segments.

Note: Insights can be derived using household or cellular IP address, although cellular IPs are less accurate because they don't persist.

Example Audience Insights Vendors:

- Chartable (Spotify)
- Claritas
- Edison Research
- Nielsen/Scarborough
- Podtrac
- Triton Digital
- Veritonic

Branding	**Definition**: Typically conducted with pre- and post-campaign surveys, brand studies are used to measure brand lift, brand awareness, brand favorability, recall/memorability, and purchase intent. **Determines**: How effective an ad was in a podcast, how it affected listeners' perceptions of the brand, and how listeners are responding to different creative messaging or ad lengths.

Best Practice: Make sure you've chosen your best ad before spending money on a brand lift study. Buyers and brands should work closely with publishers and creative measurement vendors to inform all creative elements, including voice talent, music/sound presence, and length prior to ad delivery (and fielding the survey) to ensure that the campaign has the highest chance of success before launch.

Brand Study Example Vendors:

- Edison
- Kantar
- Nielsen
- Veritonic

Attribution

Definition: Attribution studies let marketers track the effectiveness of podcast campaigns for specific goals such as a website visit, app install, store foot traffic, and purchase.

Determines: Whether listeners have taken the desired action after they're exposed to a podcast campaign.

Podcast attribution connects downloads and podcast ad impressions to specific consumer actions. Attribution tracking can occur through multiple signals such as coupon codes and vanity URLs (which require listeners to remember and then enter the specific code or URL on the website), user surveys, and more advanced pixel-based analytics, which bring podcast attribution in-line with other digital media.

Pixel-based solutions determine correlations between advertiser events and podcast ad impressions to deliver reporting on the results of the campaign. To receive advertiser data, vendors may require placing a tracking pixel on the brand website, an integration with a mobile measurement provider (MMP), or an integration with a data onboarding vendor. Pixel impressions can be delivered from a prefix snippet of code inserted into the RSS feed[4] or server-side pixels that integrate with dynamic ad insertion (DAI) providers.

Best practice: Approach attribution with the goal of obtaining directional insights (as opposed to expecting every impression to tie to a specific result). Remember that campaign scale matters when tracking outcomes. Make sure your vendor has robust data security and privacy practices in place.

Example Attribution Vendors:

- Artsai
- AdsWizz (SiriusXM)
- Catalina
- Chartable (Spotify)
- Claritas
- Kantar
- LoopMe
- Neustar
- Podsights (Spotify)
- Podtrac
- Veritone One
- Veritonic

Brand Safety and Brand Suitability

Definition: Brand safety and brand suitability in podcasting are still somewhat nascent relative to other podcast measurement solutions. At a high level, brand safety refers to the controls that companies use to protect brands against negative effects on consumer opinion associated with specific types of content. Brand suitability solutions enable a brand to determine and target appropriate content for an individual advertiser's goals.

Determines: Whether an ad that appears within a podcast aligns with that brand's identity, values, and preferences.

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[4] An RSS feed is an XML formatted document that lists blog posts and podcast episodes with the latest post/episode at the top.

Best Practice: Through show or episode-level analysis (e.g., via speech-to-text transcription), brand safety tools can provide advertisers with insights into podcast content relative to their brand safety and brand suitability requirements. Specific approaches may include keyword-based inclusion/exclusion and brand-safe contextual targeting. In terms of inclusions/exclusions, remember that words and their meaning matter. For example, there is a big difference between Corona (the beer) and Corona (the virus). Don't allow overly blunt application of exclusion lists to prevent relevant alignment in content that may have scale and brand perception upside such as news.[5]

Example Brand Safety and Brand Suitability Vendors for Podcasting:

- Acast/Comscore
- AdsWizz/Comscore
- Barometer
- Podscribe
- Sonnant
- Sounder

Future Considerations for the Evolution of Podcast Metrics

A key question emerging in podcasting is what brands and buyers need—beyond what exists today in terms of metrics—to feel more confident about allocating larger shares of their budgets to the medium and to ensure that spend is more aligned with actual listenership.

Insights into listener behavior and understanding how listeners are engaging with their ads in real time seems to be the gap that advertisers most want to see addressed to help them make better informed media planning and buying decisions.

The reason there is so much interest in advancing the state of maturity in verified play or listening metrics is because of the unique value of the 1:1 relationship podcast hosting platforms and apps have with listeners, anchored around audio content and creators, particularly content from third-party publishers. Listening data becomes valuable not just to advertisers but also to publishers to support the business value around advertising and to better understand and optimize content engagement. The best proxy for verified listening is data that reveals what content is played (not just downloaded).

At the same time, both buyers and sellers understand that respecting the privacy of the consumer is critical to maintaining trust as this most intimate of mediums continues to grow—and aggregate level anonymized data can suffice to inform audience insights for buyers and brands.

> "In terms of data use, it's critical that we not violate user privacy. Our mantra is that it's not about which listener, it's about a listener. Being able to understand that a human being listened to one of our shows makes us a better publisher, and it makes our ads better too."

Bryan Moffett, COO, National Public Media

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[5] See IAB "News Saves Lives" research, which points to the brand halo effect that can come with appearing in news and fact-based, journalism-driven content.

Podcast Audience Metrics: Insights, Branding, and Attribution

While DAI is increasingly being used to deliver specific ads into podcast ad inventory, a similar concept is being deployed by some publishers using ad technology to deliver specific content as well as ads based on user data. In the case of NPR's show "Consider This," for instance, the show typically begins with a 15-minute segment devoted to a major national news story, and then, in participating regions, listeners (based on their IP address) may hear from local journalists from an NPR local affiliate about what's happening in their specific region or community. This model of dynamically delivering both content and ads is just beginning to be explored. The technology is so nascent that publishers' ad ops teams must use their ad server to traffic the local content segments. Will we see more publishers taking full advantage of dynamic delivery? Some brands—especially those with region-specific campaigns and offers—are looking at solutions that enable them to deliver more ad inventory this way.

Dynamically Inserted Content + Ads
Currently requires trafficking both content and ads in within the ad server

Every time the listener plays the podcast episode, they'll hear different content and ads.

Content

TRUE CRIME   LOCAL CRIME

Ads   FOOD DELIVERY   CREDIT CARD

This model is possible but has not been widely used to date.

"I'd like to see podcasting mature in a way that other digital forms have, to become more dynamic, enabling real-time optimization of the content to message."

Chris Snyder, Media Strategy and Planning Lead, Cox Communications

**Will podcasting metrics begin to look more like streaming metrics?**

There is also some discussion about whether more advanced, streaming-like podcast play metrics will boost advertiser confidence in the medium, driving increased ad investment—or whether the current download metrics are sufficient. For some buyers, there is the sense that podcast measurement must evolve more quickly to address brands' already growing expectations for more advanced metrics and understanding of return on investment (ROI) or return on ad spend (ROAS).

> As one advertiser explained: "We want to know the same things in podcasting that we know about our other inventory such as recency and frequency of our messages and being able to optimize to avoid creative fatigue. There are always challenges, but we're very hopeful for the future of podcast measurement."

We are not suggesting that an attempt be made to combine the different methodologies for measuring download-based podcast content versus streaming audio. But, as happens with other forms of technology, podcast measurement solutions must continue to evolve to provide more granular information within the limitations of download-based content delivery and consumer privacy mandates.

> "To advance the podcasting advertising industry and ensure budgets continue to migrate to audio, we must address the need for reporting beyond downloads. Clients are testing the waters today, looking to outside research vendors to manage results. But for the long-term we will need to have a currency that includes listening."

Jen Soch, Executive Director, Specialty Channels, GroupM

(2) MRC Streaming Audio and Podcast Measurement Standards

To help illustrate how podcast measurement relates to the larger realm of digital media and streaming media measurement, we have included a summary of the MRC Digital Audio Measurement Standards, v1.0 (below), which cover streaming radio and streaming music as well as podcasts for those cases when the podcast content, ad delivery, and measurement is based on media player telemetry. By showing the MRC standards right after detailing the IAB podcast standards in the preceding section, our aim is to educate buyers and brands about how streaming digital audio and downloaded podcast media can co-exist within media plans as long as there is an understanding of how the content and advertising is being consumed and delivered.

Average Connected Streams	Average Connected Stream Audience	Audio Ad Impressions	Unique Users	User Sessions
Content	**Audience**	**Ads**	**Reach Calculations**	

Content

Definition: Applicable to dynamically delivered content and advertising. The average of connected active audio streams.

Determines: Average connected stream metrics are generally used for campaign planning within ad supported content. The average of connected active audio streams data must be filtered to exclude invalid traffic activity and is stated on the basis of average minute within the reported daypart.

Audience

Definition: Average connected streams with attributed audience for a specific demo category.

Ads

Definition: The count of audio ads for a campaign over a specified time based on client-side activity records excluding ads served during known player-muted state (and with non-zero volume).

Determines: That the ad was loaded and initiated to the user. Impression counts must be filtered from invalid traffic activity. MRC has also defined an Audible Ad Impression that excludes ads audible for less than two continuous seconds (any part of the ad qualifies).

Reach Calculations

Definition: A person using an application and exposed to advertising messages or content, as determined through registration, user self-identification, etc.

Definition: A single application-use event that spans an unspecified period of time of constant or ongoing application activity by a user through the client user. Sessions are generally applicable to the calculation of reach metrics.

Determines: Average connected stream metrics are generally used for campaign planning within ad supported content. The average of connected active audio streams data must be filtered to exclude invalid traffic activity and is stated on the basis of average minute within the reported daypart.

"Streaming audio analytics and measurement is now a mature space within the world of digital audio. Today we can answer many fundamental and advanced agency and brand questions such as 'Was my audio impression delivered? Was it delivered to a human? Was it heard by the intended audience and was there a response?' And while there will always be more questions, the good news is we can plan for advertiser success for their business outcomes with results grounded in both first- and third-party measurement."

Priscilla Valls, Vice President, Agency, Advertiser, and Industry Development, SXM Media

IAB Podcast Measurement in Relation to MRC Digital Audio Guidelines

As noted above, the IAB's podcast measurement standards account for the ongoing reality of podcasting's primarily download-based delivery model and have become the foundation of an extremely mature set of third-party measurement products that allow podcast advertisers to prove the success of their podcast ad campaigns. IAB and the MRC share a common goal, however, of ensuring that podcast measurement continues to meet advertiser expectations. It is therefore important to note that the IAB Client-Confirmed Ad Play podcast metric, which tracks ad impression delivery via pixels, is very similar, methodology-wise, to the MRC Audio Ad Impression standard.

The importance of the IAB's Client-Confirmed Ad Play metric is that, as with its standards for counting impressions in other forms of media that allow for server-side measurement of client-side events and assets, it relies on a measurement pixel to serve as a tracking asset. This means that even though the metric doesn't allow for real-time ad play verification, it does provide certainty that an ad was downloaded and that it therefore had a high likelihood of being heard. Similarly, the IAB server-based Ad Delivery metric, although not pegged to client-side events reported directly from a podcast media player, also provides certainty about whether an ad was downloaded to a listener's device.

Taken together, the combination of these two IAB standards is therefore considered by many in the podcast industry to be the functional equivalent of an ad impression as understood and transacted upon in other forms of media.

> "Podcast measurement allows us to know not just that a podcast episode has been downloaded but also to verify that a podcast ad was downloaded, so podcasting can and should be discussed and transacted upon in terms of ad impressions, not episode downloads. Audio impressions. That's how the rest of the media world actually functions, and it's frankly how we function too. Audacy has no trouble transacting with our clients that way, and as an industry we should make it our standard for buyers and sellers alike."

Ken Lagana, Executive Vice President of Digital Sales and Strategy, Audacy

As another podcast industry leader explained: "An ad delivered is our impression, and it works for radio, it works for TV. There are plenty of other areas you can compare us to that are not streaming, and it would be great to move past that conversation."

We hope you find this overview of the current state of podcast and digital audio measurement and metrics useful. IAB will continue to work on best practices and guidance for advertisers, agencies, and publishers in the digital audio space, and we welcome you to join the discussion. If you have thoughts on this document or would like to get involved, please contact Eric John (eric@iab.com) and Matt Shapo (matt@iab.com)

About IAB and the IAB Media Experience Center

The Interactive Advertising Bureau empowers the media and marketing industries to thrive in the digital economy. Its membership comprises more than 700 leading media companies, brands, agencies, and the technology firms responsible for selling, delivering, and optimizing digital ad marketing campaigns. The trade group fields critical research on interactive advertising, while also educating brands, agencies, and the wider business community on the importance of digital marketing. In affiliation with the **IAB Tech Lab**, IAB develops technical standards and solutions. IAB is committed to professional development and elevating the knowledge, skills, expertise, and diversity of the workforce across the industry. Through the work of its public policy office in Washington, D.C., the trade association advocates for its members and promotes the value of the interactive advertising industry to legislators and policymakers. Founded in 1996, IAB is headquartered in New York City.

The IAB Media Center serves as the cross channel "umbrella" under which the Video and Audio Boards live. It serves as a forum to identify vital supply chain issues related to cross-media transactions and discuss how best to create the frameworks for the brand, publisher, and tech partnerships that are needed to engage directly with consumers in an increasingly fluid and privacy-constrained marketplace.