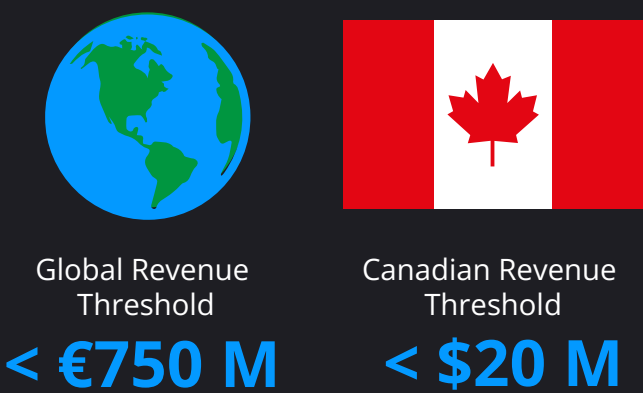




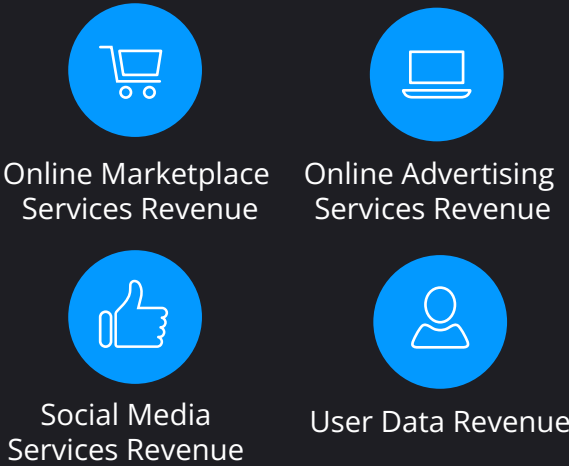
CHECK IF YOU ARE  
AFFECTED AND JOIN  
THE CONVERSATION AT  
IAB CANADA

[JOIN](#)

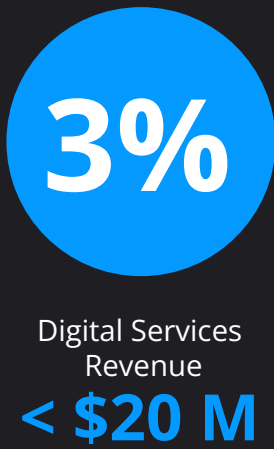
## WHO IS AFFECTED?



## ON WHAT?



## HOW MUCH?



## PAYABLE WHEN?



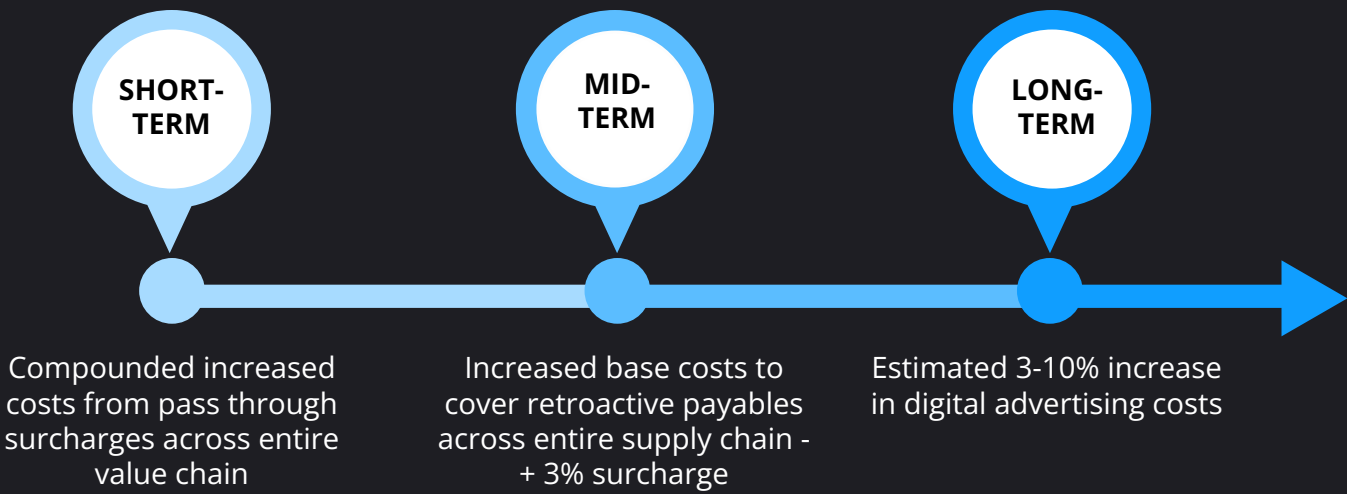
## RETROACTIVE TO



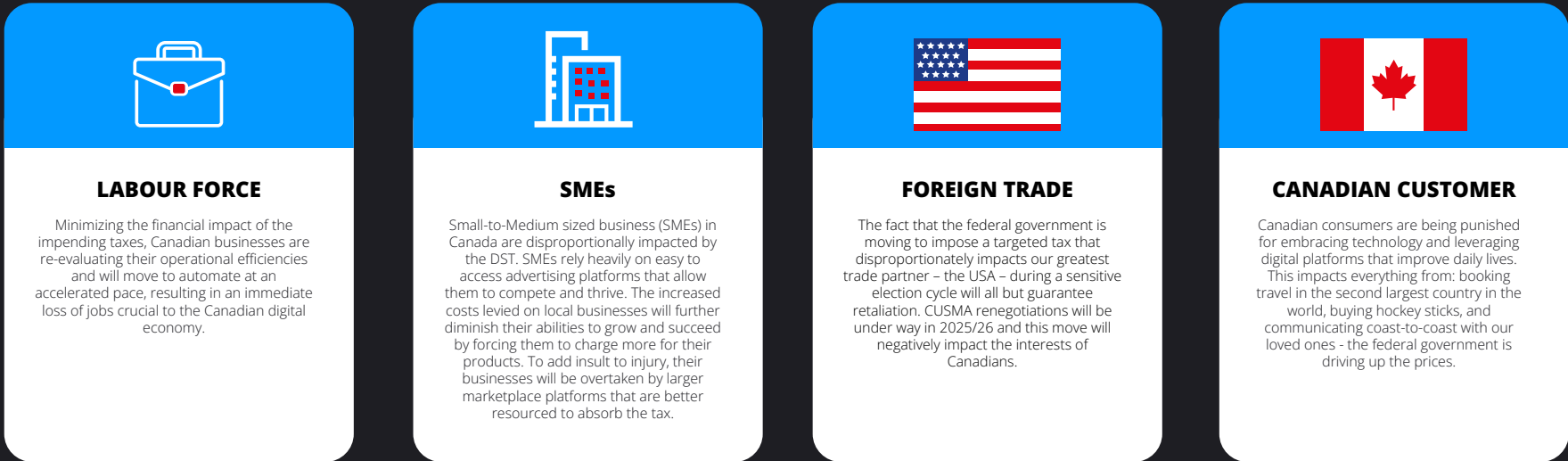
## THE DIGITAL MEDIA VALUE CHAIN



## PROJECTED COST INCREASES IN DIGITAL ADVERTISING



## MACROECONOMIC FALLOUT



## IMMEDIATE NEXT STEPS

