



April 29, 2025

The Right Honourable Mark Carney
Office of the Prime Minister
80 Wellington Street
Ottawa, ON K1A 0A2

Dear Prime Minister Carney,

On behalf of IAB Canada and its members, I would like to extend our congratulations on your election victory and your appointment as Prime Minister of Canada.

We look forward to engaging with your government in key issues affecting Canada's digital economy. As the national voice of the digital advertising industry, IAB Canada shares your government's commitment to fostering innovation and responsible growth, particularly in the area of artificial intelligence and its responsible development and application.

We welcome the opportunity to collaborate in shaping a policy environment that supports both consumer protection and a thriving, globally competitive digital sector.

Sincerely,

A handwritten signature in black ink that reads 'Sonia Carreno'.

Sonia Carreno
President, IAB Canada

About the Interactive Advertising Bureau of Canada

IAB Canada represents over 250 of Canada's most well-known and respected stakeholders in the digital advertising and marketing sector, including advertisers, advertising agencies, media companies, digital media publishers and platforms, social media platforms, ad tech providers and platforms, data companies, mobile and video game marketers and developers, measurement companies, service providers, educational institutions, and government associations operating within the space. Our members include numerous small and medium sized enterprises.