TECHNICAL STANDARDS FOR A HEALTHY DIGITAL MEDIA ECOSYSTEM
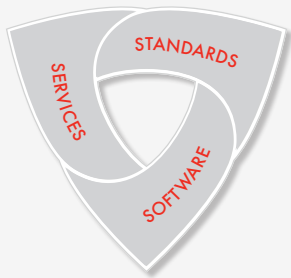
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IAB Tech Lab is a non-profit consortium that develops and provides technical standards, software, and services to drive growth of an effective and sustainable global digital media ecosystem that benefits consumers

STANDARDS
SERVICES
SOFTWARE

GOAL: DRIVE BRAND AND MEDIA GROWTH, VIA:

- A transparent, safe, effective **supply chain**
- Scalable and more consistent **measurement**
- Higher quality consumer advertising **experiences**

... All supported by the responsible use of **data**

700+ MEMBERS GLOBALLY	COLLABORATING WITH LOCAL IABs IN 35+ COUNTRIES
30+ WORKING GROUPS	20+ STANDARDS & SPECS

INITIATIVES, STANDARDS & SPECS

Developed in collaboration with our members and partner organizations such as local IABs, Ad-ID, Coalition for Better Ads (CBA), Media Rating Council (MRC), Trustworthy Accountability Group (TAG), and more, our work focuses on an expansive range of industry initiatives.

- **Ad measurement & user experience:** OM SDK (open measurement), VAST (video), MRAID (mobile)
- **Brand safety & ad fraud:** ads.txt, sellers.json
- **Consumer privacy & data protection:** CCPA Framework, Transparency & Consent Framework, Data Label
- **Programmatic effectiveness:** AdCOM, OpenRTB, Open Direct

TECHNOLOGY
COMPLIANT
PROTOCOL
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Compliance Programs are available to validate adherence to and/or proper implementation of protocols, specs, and software

MEMBER BENEFITS

- **Drive ROI |** Get early access to innovative standards & products that will drive your business
- **Influence the Industry |** Participate in working groups & gain recognition for developing critical industry standards
- **Connect with Peers |** Network with 700+ member companies
- **Build Trust |** Help your business increase trust & transparency in market with standards and compliance programs

- **Be Empowered |** Gain access to code repositories, with the option to contribute
- **Learn & Be Inspired |** Get access to industry events, webinars & trainings
- **Activate Wisely |** Sponsor highly-targeted industry events
- **Enjoy Discounts |** Take advantage of preferred pricing on Tech Lab products & services

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