IAB Tech Lab – 2019 Roadmap

Area	Q1 2019	Q2 2019	Q3 2019	Q4 2019 and Later
Brand Safety & Ad Fraud	• app-ads.txt (final)	• ads.txt Aggregator 2.0 w/ Explorer & app-ads.txt support • New anti-fraud: sellers.json, SupplyChain object (public comment) • Audience Taxonomy 1.0 (final) • Ad Product Taxonomy 1.0 (public comment)	• New anti-fraud: sellers.json, SupplyChain object (final) • Ads.txt data analysis	• Ad Product Taxonomy 1.0 (final) • Content Taxonomy 2.1
Ad Experiences & Measurement	• Open Measurement SDK* (ongoing) • LEAN (final plan execution)	• VPAID-I / SIMID (public comment & final) • MRAID Ads SDK Tester (ongoing)	• MRAID Ads SDK Tester (ongoing)	• Open Measurement SDK 1.3 • Open Measurement SDK* (ongoing) • SafeFrames new version • MRAID Ads SDK Tester (ongoing) • OTT User Agent & Bundle ID Guidance • AdCOM Ad Request for Video Ads
Programmatic Efficiency & Transparency	• OpenDirect 2.0 (final)		• Programmatic Practices forum (supporting TAG)	• Blockchain Transparency Primer
Identity, Data, & Consumer Privacy	• DigiTrust Prebid module support • OpenData (final plan for 1.0)	• datalabel.org 1.0 • Data Label Compliance launch* • Identity Validation Tech Guidelines (comment & final) • Transparency & Consent Framework 2.0 (comment & final) • PrivacyChain PRD (draft)	• Transparency & Consent Framework v2 adoption/education support • CCPA requirements • OpenData 1.0 (public comment) • PrivacyChain (limited release)	• DigiTrust Track 2 work (ITP) • DigiTrust CMP v2 • CCPA

All releases final / general availability unless noted | Dates/Deliverables subject to change | * Corresponding Compliance Program

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