IAB Tech Lab – 2020 Roadmap (updated October 2020)

Area	Q1 2020	Q2 2020	Q3 2020	Q4 2020
Brand Safety & Ad Fraud	• Content Taxonomy 2.1 (public comment)	• Brand Safety & Ad Fraud adoption • Content Taxonomy 2.1 (final) • Audience Taxonomy 1.1 (final)	• Brand Safety & Ad Fraud Adoption • Ad Product Taxonomy 1.0 (public comment) • News Media List	• Brand Safety & Ad Fraud adoption • Content Taxonomy 2.2 (GARM + 4As/APB updates) implementation guide • CTV app-ads.txt update + guidance • Ad Product Taxonomy 1.0 (final)
Ad Experiences & Measurement	• Open Measurement SDK in-app* (ongoing) • OM SDK web certification, third amendment/web license, limited access testing	• SafeFrame 2.0 (public comment)	• Open Measurement SDK in-app* (ongoing) • SafeFrame 2.0 (in public comment – final pushed to Q4) • SafeFrame 2.0 adoption efforts • SSAI Macros Guidance	• Open Measurement SDK in-app* (ongoing) • SafeFrame final (Dec 2020) • OM SDK for web browsers • OM SDK for web browsers publisher validation – compliance work* • Content Taxonomy for CTV (new categories & guidance) • VAST Server-Side Unwrapped Community Extension • SIMID 1.1 (non-linear ad support) • Podcast Measurement Guidelines v2.1 • Additions to VAST Macros
Programmatic Effectiveness	• "CATS" – AdCOM Ad Request for Video Ads (public comment)	• CATS (final release)	• Extensions framework for OpenRTB/OpenDirect/AdCOM • Apple IDFA/SkadNetwork support	• Buy-side transparency decision (prioritize proposals) • Signing solutions decision (billing notifications, SSAI notifications, ads.cert) • Compliance Registry (Extend to include all TL programs and redesign webpage)
Identity, Data, & Consumer Privacy	• DigiTrust CMP TCF v2 Decision – no-go • Project Rearc CTA • Datalabel.org API test, SSO, React rebuild • Audience Taxonomy 1.1 (public comment) • TCF v2 resource libraries	• Project Rearc working group activation • Global Privacy Framework (active) • TCF v2 device storage duration disclosure • Datalabel.org backend API general release • Datalabel.org – frontend web client use cases • Taxonomy apps for addressability (ref. impl. + case study) • CCPA Deletion Request handling	• Project Rearc (Accountability proposal discussion) • Global Privacy working group (roadmap) • OpenData (revisit taxonomy/other mapping use cases) • Datalabel.org – reporting tools • Datalabel.org – continued iterations	• Global Privacy (TCF Canada Release) • Project Rearc (Accountability Program ready to sell in Q1) • Project Rearc Addressability Proposal (contextual signals, audience signals, authenticated consumer) • LSPA Signatory List (programmatic access)

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