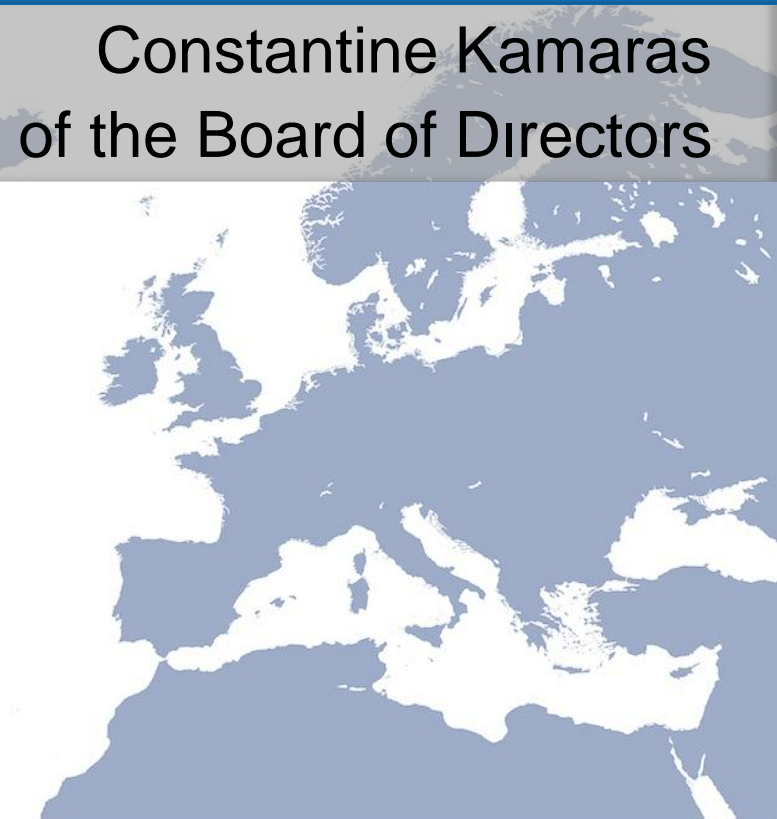


Trends and key issues in digital advertising

Constantine Kamaras
Chairman of the Board of Directors



Our mission: To protect and promote digital business

- A regionally focused organization bringing together 27 national IABs with 60 corporate members
- Key activities include Public Policy (EDAA, OBA framework, E-Privacy Directive, draft Data Protection Regulation) as well as Regional Marketing and Communications.
- Research & Marketing activities comprise of Brand Advertising Standards, Adspend Measurement and annual Interact Congress.

Fundamental trends ('12 data)

- Europe: 24.3 billion euro digital advertising market in 2012 (approx. \$33.5 billion), still in double digit growth (approx. 12%) despite economic circumstances
- Online is now 2nd largest medium in terms of ad spend, behind only TV
- 427 mill. Europeans (16+ years) are online, market penetration of 65%
- Video, mobile and social are driving growth
- Innovations rapidly adopted include programmatic trading, native advertising and new creative standards

Recent Key Accomplishments of IAB Europe



- Successfully launched EDAA ('youronlinechoices' available in 27 languages, serving hundreds of billions of icons, consumer awareness campaign)
- Adopted OBA Self Regulation
- Have become the principal digital voice in Brussels, winning victories large and small (e.g. improving E-privacy directive or recognizing 'pseudonymous' data)
- AdEx annual research and ad hoc surveys to support our Policy arguments.
- Extensive 'best practice' network of national IABs
- Committees on Brand Advertising Standards ("Brand Builders") and Programmatic Trading

A. Audience measurement

- From cookies to 'real' people
- Are panels optimum?
- The 'cross platform' matter
- Registration as panacea?
- And profiling?

B. Performance metrics

- The tyranny of 'measurability'
- Response metrics resolved (unique clicks, leads, sales – 'cost per')
- Brand & engagement metrics : 'under construction'?
- The issue of targeting

C. Creative Standards

- rising stars & brand builders
- From desktop to mobile and from banner to video
- From intrusive to native and from universal to custom

D. Data protection & e-privacy

- opt-in vs opt-out
- First party vs third party
- EU regulation vs industry self-regulation
- Beyond the cookie?

E. Multichannel integration

- The holy grail of ‘total audience’
- The perils of creative convergence
- One idea yet with a ‘value multiplier’ messaging architecture that is consistent, coherent, complimentary.
- Training, training, training.

Thank you

constantine.kamaras@gmail.com