



IAB launches Future of Measurement Project

Names Natalie Stanbury Research Director

Sydney, 6th February 2019: IAB Australia has detailed its plans to conduct a full review of audience and cross media measurement. The project, known as the Future of Measurement will see the IAB deliver a plan that encompasses measurement solutions, standards for ad measurement, delivery and verification, as well as guidelines and best practices, with the goal of delivering data and meaningful metrics to marketers, agencies and publishers to enable them to assess opportunities and track performance in a complex cross media world. Commencing this month with extensive engagement with key stakeholders and industry bodies in the local market on the buy and sell side, and an assessment of various developments in overseas markets, the IAB will also be conducting a buy and sell side research survey on market. The findings from the market analysis will be presented at an industry Town Hall meeting on 25th March where other interested parties will also have the chance to discuss the next steps. A final report for market is expected to be released in April 2019. The project will be spearheaded by IAB Australia CEO Gai Le Roy and newly appointed IAB Australia Research Director, Natalie Stanbury. Stanbury, who will start work with the IAB Australia on 11th February, was previously Research Director at News Corp Australia. She is held in high regard across the industry and brings more than nineteen years research experience to her role including five years as Head of Research & Insights with Fairfax Media, as well as working with ninemsn and Ticketek. Gai Le Roy, CEO of IAB Australia commented: "While the IAB has been consistently leading the efforts to drive continual enhancements of our markets digital advertising measurement solutions, it's been five years since we conducted a complete review of the market requirements. As the peak body for digital advertising, we hold a great deal of responsibility to ensure all voices are heard and that a comprehensive plan is developed to address the future requirements for both audience and cross media measurement. We look forward to working with industry on this Future of Measurement project." IAB Australia has long been engaged with driving standards for digital measurement, holding the first measurement town hall meeting in 2007 and has endorsed an official audience currency since 2011. This currency was further updated to meet market requirements in 2013, 2015 and 2017. The most recent iteration, Digital Content Ratings delivered by Nielsen, is the most advanced, transparent and independent media audience currency available. Concurrently the IAB has developed and regularly updated industry guidelines for advertising measurement best practice. As well as overseeing the endorsed industry audience measurement currency, the IAB both locally and globally, are key bodies developing standards for ad measurement, delivery and verification. Commenting on Stanbury's appointment Le Roy said: "I'm delighted that Natalie has agreed to join me at the IAB. Her research pedigree is exceptional and I'm confident that all in market will agree that her appointment is a real win for the ongoing development and focus of our online advertising industry." Any enquiries about the Future of Measurement project should be directed to: research@iabaustralia.com.au /Ends About the Interactive Advertising Bureau The Interactive Advertising Bureau (IAB) Limited www.iabaustralia.com.au is the peak trade association for online advertising in Australia. As one of over 43 IAB offices globally and with a rapidly growing membership, the role of the IAB is to support sustainable and diverse investment in digital advertising across all platforms in Australia. The IAB Industry Charter, which was announced in October 2018, details the organisation's focus on helping marketers and agencies understand how digital advertising can deliver on their business objectives. Foundation elements of the IAB Industry Charter include a renewed focus on standards that promote trust, steps to reduce friction in the ad supply chain; and ultimately improve ad experiences for consumers, advertisers and publishers. Beyond the IAB's continued focus on content and ad measurement, the Charter outlines four additional areas of activity: digital ad effectiveness, data and data privacy; standards and guidelines; and improving the digital value chain. For further information about IAB Australia please contact: Gai Le Roy CEO - IAB Australia T: 0408 431 455 E: gai@iabaustralia.com.au Pru Quinlan Einsteinz Communications T: (02) 8905 0995 E: pru@einsteinz.com.au

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