

# ***Overview of Standards***

## ***IAB Standards past, present and future***

**A briefing for European IABs, pan-European IAB member organisations and international IAB groups. From IAB Europe's programme for standards and best practice in advertising operations and online trading**

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*For further information contact the IAB team*

*Danny@IABEurope.ws*

***Making life easier***

# ***How it works...***

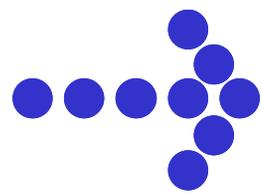
## **IAB Europe programme for Standards & Best Practice in Ad Operations, Trading & Ad Technology**

- **The world's interactive advertising association**
- **18 national IABs**
- **20 corporate members at EU level**
- **Ad ops and standards issues centralised**
- **Events strategic partnership: Thanks Matt 😊**

# ***This seminar covers...***

- **How to get involved and briefed**
- **Past standards delivered**
- **Present standards projects**
- **Future standards projects**
  
- **How Standards were created from needs identified in the taskforce**

***The IAB is a framework for you as members***



# ***Standards***

***How to get involved***

# ***What are 'Standards'***

**At IAB Europe, the Standards Programme includes:**

- **Definitions**
- **Voluntary guidelines**
- **Best practice**
- **Absolute standards**
- **Trading rules**

# IAB Europe Standards programme

Standards & Best Practice in advertising operations and trading

The screenshot shows the IAB Europe website in a Microsoft Internet Explorer browser window. The address bar displays <http://www.iabeurope.ws/>. The website header includes the IAB Europe logo and the tagline "Leading interactive marketing across Europe". A navigation menu is visible, with "Standards programme" selected. The main content area is titled "Standards and Best Practice Programme" and features a large graphic with a red "COMPLIANT" stamp over the IAB logo and the text "Interactive Advertising Bureau Europe www.iabeurope.ws". A sidebar on the left lists member countries and strategic partners. A right sidebar features a portrait of Christopher Wagner, CEO of 24/7 Real Media, with a quote: "The fact we know our online users and we know them in real time is key." Below this is a "Latest headlines" section with a link to "IAB Europe Informer: January 2006".

**Download all our standards from [IABeurope.ws](http://IABeurope.ws)  
Join the monthly conference calls for questions**

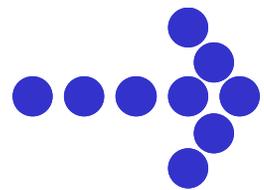
# *Take a place on the taskforce*

- These are the notes from the taskforce discussions
- This update is for Winter 2006
- Remember that 'Standards' update of the current situation on standards and best practice
- Your company can be involved as much or as little as you like

## **Your actions**

- **See if you're compliant**
- **Use the compliancy badge**
- **Sign up for the taskforce and emails**
- **Take part in the relevant debates**
- **Get the early news about what's coming**
- **Raise new issues with the chair of taskforce:  
Danny@DigitalStrategyConsulting.com**

*And download the standards from the site*



# ***Standards***

***A recap for newcomers of the standards and best practice already in place***

# ***Standards***

## ***A recap of the 25 European standards***

- **Creative**
- **Infrastructure and systems**
- **Workflow & process**
- **Corporate social responsibility**
- **Counting, measurement and auditing**
- **Advertising formats and fileweights**

# Creative

## Clearly labelled video control buttons puts the viewer in control (Standard)

All video advertising executions (including all 'over the page' formats) should feature a set of standard control buttons, including play, pause, and stop.

## Clearly labelled sound control buttons put the viewer in control (Standard)

All advertising executions that use sound (including all embedded/in-page and Rich Media formats) should feature a set of standard control buttons, including sound on and sound off.

## A clearly labelled close button puts the viewer in control (Standard)

All interruptive rich media advertising executions (including all over the page formats) should feature a close button in the top right hand corner.

## Author Rich Media for an agreed list of browsers and plug-ins (Standard)

While there is always a desire to be as inclusive as possible, the reality is that most viewers read web pages through only a tiny number of browsers and plug-ins. There is a trade off and to simplify the production, testing and distribution processes, and to minimise campaign costs, Rich Media should only be written to conform with these.

## Sound should be user initiated (Best practice)

All advertising executions that use sound should be user initiated unless the sound is part of an existing audio stream requested by the user.

## Let viewers stay in control, because confident viewers are receptive customers (Best practice)

Internet advertising technologies can invite users to download files or automatically change their computer's settings. Always be completely clear and transparent with the viewer about how their actions will affect their computer.

## Interactivity should be real, don't mislead viewers (Best practice)

Never use the iconography and design of Windows buttons and other common computer interface tools within advertising to purposefully confuse viewers into responding or clicking. This is a poor practice that confuses viewers and may take them to websites they did not intend to visit or into content that does not support the message they have just been given.

## Raise the standard: engage, don't annoy (Best practice)

The most effective online advertising engages its audiences; entertaining them, surprising them, delighting them, informing them. In a medium where the viewer is in control, the interruptive Rich Media formats of advertising need to respect the viewing experience.

## Standardizing 'rich media' to make it easy to trade (Standard)

Guidelines for in-page and over-the-page rich media advertising units. These supersede previous guidelines and are complementary to the creative guidelines already developed for IAB Europe members and clients across Europe. The goal is to enable advertisers and agencies the ability to create compelling rich media advertising to these specifications, usable across the majority of publishers.

## Standardizing video-player streaming advertising formats to make it easy to trade (Standard)

The goal is to enable advertisers and agencies the ability to create online broadband video advertising to these specifications usable across the majority of publishers.

[Download them from IABeurope.ws](http://www.iabeurope.ws)

# ***Infrastructure and systems***

## **Throttle back on the frequency of interruptive formats (Standard)**

High repetition of interruptive formats frustrates users and detracts from their online experience. It can also weaken the impact of the advertising being communicated. As a rule of thumb viewers should be exposed to no more than three interruptive experiences within a half hour visit to a website.

## **Adverts should only load on the domain where they reside (Standard)**

Viewers need to be able to understand where the advertising they are seeing has come from.

## **Media owners control positioning of 'over the page' creative (Member guidance)**

The media owner is the guardian of the relationship with the viewer. The positioning of where the over-the-page rich media formats fall is an area of attention. The agency may place a suggested positioning within the management tool of the Rich Media vendor, but typically this has to be approved by the media owner.

## **Priority of loading of adverts is controlled by the media owner (Member guidance)**

Only the media owner has the ability to determine whether content or advertising will be the first to load on a page or what the sequence of loading different page elements could be. The recommendation for best practice is that the embedded content should load first, then the embedded advertising but this is at the discretion of the media owner.

***Download them from [IABeurope.ws](http://IABeurope.ws)***

# ***Workflow & process***

## **Delivering creative assets on time means campaigns launch on time and run smoothly (Best practice)**

**Best practice in the delivery of creative assets helps keep ad operations running smoothly and client's campaigns launching on time. Prompt delivery of creative assets makes for a great campaign start. Simple artwork (EG: Gif or JPEG) 3 days. Rich Media (EG: Flash or Javascript or more sophisticated media products) 5 days.**

## **Provide GIF and JPEG backups in good time before campaign launch (Standard)**

**Backup GIF or JPEGs are critical to Rich Media campaigns, being served instead if the viewer does not have the appropriate reading technology or plug-in to see the Rich Media version.**

## **Constant training keeps traffic training on top of new technology (Best practice)**

**In a fast-moving industry with constant new technology, staff training is more important than ever. Training programmes for all advertising operations staff should be in place.**

***Download them from [IABeurope.ws](http://IABeurope.ws)***

# ***Corporate social responsibility***

## **Ethical standards: Advertising to children (Best practice)**

**IAB Europe champions the development of new guidelines that ensure appropriate standards when advertising to children.**

## **Respect health guidelines when using flashes of colour across areas of the screen (Standard)**

**There are some medical guidelines that cover certain design issues. Always check the televisual production guidelines if an advert being developed includes large image areas that flash in a way that could harm people with conditions such as epilepsy. across the majority of publishers.**

***Download them from [IABeurope.ws](http://IABeurope.ws)***

# ***Counting, measurement and auditing***

## **Introducing the new IAB global counting standards (Standard)**

**With the support of dozens of trade associations and global advertising players, here are the details of the new way we count the advertising impression. This improves accuracy, minimizes discrepancies and ensures a uniform approach from all ad-serving companies.**

## **Auditing European online media (Standard)**

**The IAB Europe's official audit metrics for traffic, advertising and audiences to interactive media properties; developed in association with IFABC. Auditing offers third-party independent verification on the key numbers you trade with. IABs across Europe back the importance of the transparency and accountability offered by auditing and can connect you to the best auditing supplier.**

## **Broadband (Standard)**

**IAB Europe currently uses access speeds in excess of 128k to describe 'broadband'.**

***Download them from [IABeurope.ws](http://IABeurope.ws)***

# ***Advertising formats and fileweights***

## **The Universal Ad Package (Standard)**

The IAB created the banner in 1996 and since then the standards have been revised every two years. The 'UAP' is a core group of formats for every publisher to use; making pan-European media planning even easier and more cost effective.

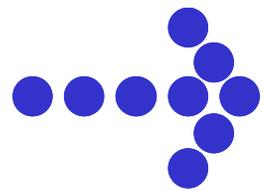
## **Remember the agreed file weights for the Universal Advertising Package (Standard)**

Standard file weights are key to being able to run the same creative across a large number of websites.

## **Choosing advertising formats (Member guidance)**

This guidance note for web publishers helps frame the debate about which formats to pick. Ask your IAB about research into the effectiveness of the different formats.

***Download them from [IABeurope.ws](http://IABeurope.ws)***

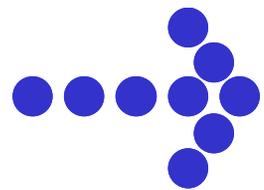


# ***Standards 'present'***

## ***Current live consultations***

# ***8 new standards in development***

- 1. Behavioural targeting  
Standards for transparency**
- 2. Video aspect ratio  
Aspect ratio for video formats**
- 3. Video commercial duration  
Common lengths for video advertising content**
- 4. Bandwidth detection - Standardising explanations of bandwidth detection**
- 5. Rich media fileweights - Standardising the fileweights and an approach to fileweights**
- 6. Counting video and rich media - Towards global counting standards**
- 7. Counting the click - New clarification on guidelines**
- 8. Late creative policy - Draft framework for European countries**



***New standards  
from IAB Europe  
Current live consultations***

# ***1. Behavioural targeting***

**We want to create transparency in  
trading behavioural targeting inventory**

# *Three areas to define*

**Key issues include creating transparency so buyers can make clearer judgements. The relationship between:**

- **Content viewed and the classification of the behaviour**
- **Intensity of viewing and the classification of behaviour**
- **How recent the viewing was and the classification of the behaviour**
- **This think-tank has completed its work and these notes represent draft standards. Further details are explained in a full deck of slides on behavioural targeting and the matrix.**

# ***Definitions: Relevant content***

**“The content the viewer has seen and how that content relates to the segment that the viewer has been classified into.”**

**Content:** The content could be editorial pages, searched keywords, multimedia, or any type of content format. The segments could be defined by advertisers, agencies or media owners.

**Give a clear explanation of which types of content and techniques have been used to identify a viewer as interested in a topic.**

- **For example if a viewer is classified as being interested in 'business', then it should be clear as to what sections or subsections of the publishers site were used to create that definition.**

# ***Definitions: capture period***

**“The time period over which the data that contributed to the behavioural profile was captured”.**

**The structure for the capture period simply describes how profile behaviour built up during X weeks preceding date Y.**

**The capture period is set by the publisher, network or owner of the audience data.**

**Capture periods must be clear.**

**Popular models include:**

- “The previous 30 days”**
- “The calendar month”**
- “The previous 12 weeks”**

# ***Definitions: intensity***

**“This is a measure of the level of interest a behaviourally targeted viewer has demonstrated in the subject”.**

**The level of interest:** the number of exposures to the specified content.

**Exposures:** Relevant content the user chooses to view. Given the scope for search and video content to be included in these interactions we should describe them as exposures rather than page impressions.

**For example reading 2 pages of relevant content a week for the four week period would give 8 viewing exposures.**

# ***Bringing it all together***

**The campaign is targeted to:**

**Audience segment 'A'...**

**...with a capture period of the preceding 'B' days...**

**...for an intensity of 'C' exposures".**

# ***Behavioural comparison matrix***

***A simple model from the IAB Europe Standards Thinktank***

<b>Examples</b>	<b>Website 1</b>	<b>Website 2</b>	<b>Website 3</b>
<b>Customer segment</b>	Finance	Finance	Finance
<b>Relevant content</b>	Financial news, mortgages, stocks, all financial search terms	Financial news, business news	Personal finance information, financial news, mortgages, business, small business, stocks
<b>Intensity</b>	5	10	7
<b>Capture period</b>	Previous 28 days	Previous 10 days	Previous 6 weeks

# ***2. Video aspect ratio***

## ***Aspect ratio for video formats***

# *Aspect ratio for video formats*

## **New standards online formats**

- **To make online video advertising easier to buy, we are looking for firms to support two aspect ratios for the vast majority of video creative.**
- **Video ads delivered through the web should follow the standard aspect ratio of television**
- **The aspect ratios are:**
  - **4:3**
  - **16:9**

**The think-tank work is complete. These are drafts of the final standards.**

## **Team**

- **European industry initiative leader: Danny Meadows-Klue**
- **European consultation opened at Admonsters Hamburg, October 2006**
- **Feedback address for submissions – [Danny@IABeurope.ws](mailto:Danny@IABeurope.ws)**

# ***3. Video duration***

## ***Common lengths for video advertising content***

# ***Duration of video ads***

- To let advertisers and agencies run the same video commercials across thousands of websites we are asking media owners who already accept video to agree to promote two standardized lengths of video advertising content as well as other durations they may individually choose to carry. The duration of video ads that are displayed in in-stream stand alone players
- Standard durations for mid-roll commercials 15” and 30”
- Pre-roll commercials and sponsorships are typically shorter, but their duration is decided by the publisher. These durations may be subject to restrictions by offline the content owners.
- This think-tank work is completed. This is now open for consultation. Companies and national IABs are invited to comment.

## **Related definitions**

- Pre-rolls: before the video content
- Mid-rolls: during the video content
- Post-rolls: after the video content
- Team
  - European industry initiative leaders: David (MSN), Martyn (C4), (MTV), Yahoo (Dave) & Sales networks (David)
  - European consultation opened at AdTech London, September 2006
  - Feedback address for submissions – [Danny@IABeurope.ws](mailto:Danny@IABeurope.ws)

# ***4. Bandwidth detection***

**Standardising explanations of  
bandwidth detection**

# ***Bandwidth detection for larger ads***

- **We are keen to see more transparency in bandwidth detection and standardization to processes the industry feels represent best practice.**
- **Bandwidth detection: what the processes are and how they work**
- **Polite downloads: what this means and how it works**
- **This think-tank is now beginning its work and companies and national IABs are invited to nominate a representative.**
- **Team**
  - **European industry initiative leader: MSN (David), MTV (Jason), Yahoo (Dave), AOL (Alexander)**
  - **European consultation opened at AdTech London, September 2006**
  - **Feedback address for submissions – [Danny@IABeurope.ws](mailto:Danny@IABeurope.ws)**
  - **Next steps? The think-tank is scoping this project.**

# ***5. Rich media fileweights***

**Standardising the fileweights  
and an approach to fileweights**

# ***Fileweights for rich media***

- This standardization is either in the fileweights or in the approach to fileweights and the process of polite downloading for large fileweights.
- This think-tank is now beginning its work and companies and national IABs are invited to nominate a representative.
- Team
  - European industry initiative leader: David (MSN), Dave (Yahoo), Jason (MTV) and David
  - European consultation opened at AdTech London, September 2006
  - Feedback address for submissions – [Danny@IABEurope.ws](mailto:Danny@IABEurope.ws)
- Next steps? Initial ideas from the think-tank are being drafted.

# ***6. Counting video and rich media***

**Towards global counting  
standards**

# ***Counting video and rich media***

## **New standards online measurement**

- **IAB global guidelines**
- **Broadband Video Commercial Measurement Guideline, now out for public comment**  
**([http://www.iab.net/standards/broadband\\_video.asp](http://www.iab.net/standards/broadband_video.asp))**
- **It was decided to count at the initiation of play, post buffering and caching.**
- **This think-tank has begun its work and companies and national IABs are invited to nominate a representative.**
- **Team**
  - **European industry initiative leader: David Pugh-Jones (MSN)**
  - **European consultation opened at IAB Europe/AdMonsters forum in Lisbon, March 2006**
  - **Feedback address for submissions – [Danny@IABEurope.ws](mailto:Danny@IABEurope.ws)**
  - **Qu: Next steps? What do you need?**

# Counting video and rich media: Summary

Guideline	Recommendation
Ad Counting	Client/Browser-initiated
Buffering & Caching	Measurement Standard = "Opportunity to see"
Measurable Activity	Includes, but is not limited to: <ul style="list-style-type: none"><li>• → Delivery of a beacon, defined as any piece of content designated as a tracking asset</li><li>• → Delivery of a "302-Redirect" or "<a href="#">html/javascript</a>"</li><li>• → Delivery of broadband ad content</li></ul>
Reporting	Include disaggregated detail for placement, or range of ad types
Filtration	Strongest possible combination of both specific identification and activity-based filtration
Auditing	<ul style="list-style-type: none"><li>• → Counting methods</li><li>• → Processes/controls</li></ul>

# Counting video and rich media: Summary

- “A valid broadband ad impression may only be counted when an ad counter (logging server) receives and responds to an HTTP request for a tracking asset from a client. **The count must happen after the initiation of the stream, post-buffering**, as opposed to the linked broadband content itself. Specifically, measurement should not occur when the buffer is initiated, rather measurement should occur when the ad itself begins to appear on the user’s browser, closest to the opportunity to see.”
- A “Broadband Video Commercial” is defined as a commercial that may appear before, during, and after a variety of content including streaming video, animation, gaming, and music video content in a player environment.
- This definition includes Broadband Video Commercials that appear in live, archived, and downloadable streaming content.

# ***Counting video and rich media: full details***

- **[http://www.iab.net/standards/pdf/BBMeasurementGuidelinesFINAL02\\_17\\_06.pdf](http://www.iab.net/standards/pdf/BBMeasurementGuidelinesFINAL02_17_06.pdf)**
- **Need more? See the special deck of slides**
- **Next steps? Join the IAB Europe Standards Taskforce or the European think-tank group.**

# ***Key issues for your feedback***

- **1. The ability of my organization to adopt the IAB standards within the next 12 months is...**  
Very Likely - Somewhat Likely - Neutral - Somewhat Unlikely - Unlikely
- **2. Technically speaking, how painless will it be for your organization to adopt these guidelines?**  
Painful - Somewhat Painful - Neutral - Somewhat Painless - Painless
- **3. How favorable do you think advertisers and agencies are to these suggested standards?**  
Favorable - Somewhat Favorable - Neutral - Somewhat Unfavorable - Unfavorable
- **4. If you could change any element of the guideline, which would you change? (if you wouldn't change anything, please leave blank)**
- **5. In the section "Areas of Further Examination", do the Guidelines anticipate the right issues? Yes No**
- **6. If you answered "no" to the question above, please list additional issues.**
- **7. If you have any additional, relevant comments, please include them here.**

# ***7. Counting the click***

## **New clarification on guidelines**

# ***Counting the click***

- **International measurement taskforce.**
- **Handled as part of the Search Taskforce.**
- **Details of the current fileweights are included in the UAP and the Rich Media Guidelines.**
- **IAB Project leads: Danny Meadows-Klue (IAB Europe), Hakan Mauritzon (Relevant Traffic, Sweden), David White (WebOptimiser, London)**
- **The US and European think-tanks have begun their work and companies and national IABs are invited to nominate a representative.**
- **Need more? See the special deck of slides**
- **Next steps? Join the IAB Europe Search Taskforce.**

# ***8. Late creative policy***

**Draft framework for European countries**

# *What is the model?*

- It's a policy framework for how media owners can respond to **campaigns that arrive late** - after the date that was contractually agreed between the media owner and the agency / client.
- Because inventory is '**perishable**' it won't be there to deliver if the creative arrives late. The penalty model is that if the advertising is not used by the client then it is 'lost'. It will still be billed to the client because they had contractually booked it.
- The core of the policy is being tested in the UK. The aim is that its framework will then refined and adopted by IAB Europe as a model any country **could** adopt. This will be supported by IAB Europe training workshops. Countries that do not have alternative agreed policies in place are strongly encouraged to consider this.
- Rather than a think-tank, the UK IAB as a whole is leading on this. National IABs have been briefed by the IAB Europe team.

# ***What is the definition of ‘late’ and ‘creative’?***

**This standard is about what happens when creative for a campaign is delivered later than agreed with the stakeholders in the campaign. It is not limited to the creative assets and covers:**

- **Creative that does not arrive in time**
- **Creative that does not meet the required specifications in time (those specifications being detailed in the publisher’s documents)**
- **Creative that does not include the correct tagging, scheduling or reporting information in time**
- **Creative (and the associated elements listed here) whose delivery to the publisher does not conform to the agreed process for exchanging campaign booking information in time**

## **Notes**

- **‘In time’ has a specific meaning: the number of days in advance of the launch of the campaign that are required in the publishers’ agreed terms and conditions or have been agreed with the stakeholders of the industry trade association**
- **Remember that if a third party traffic management or ad delivery company is involved, then the delivery of creative is highly likely to still include the delivery to the publisher because it is needed for testing and trafficking**

# Why is it a pro-rata loss?

- Because inventory impressions are a ‘perishable’ commodity, they won’t be there if the creative arrives late. It’s a situation of ‘use it or lose it’.
- A pro-rata loss is the most **fair and transparent** way of delivering this. That’s why if the advertising is not used by the client then it would be ‘lost’ for that campaign. It will still be billed to the client because it had been contractually booked it.
- The structure of the pro-rata model is a decision for the publisher, but a simple approach is to take the total number of days of the campaign, calculate the daily amount of ad impressions, and then multiply by the number of lost days

Total campaign impressions

----- X Days lost = Penalty of the paid space lost by client

Number of days in campaign

# ***How can you explain this on the client's invoice?***

- Ensure the **start date and end dates** of the intended campaign are clear on the invoice.
- Use the days of the campaign to **calculate the impressions or other metrics that have been lost** as by the creative being late
- Ensure the days of the campaign (and impressions or other metrics) that have been lost are also **clearly explained on the invoice**
- Some companies may also choose to charge a fixed fee for the additional administrative work created by late copy.

# ***How to implement this?***

## ***Member guidance for publishers***

### **Before the change**

- **Be very clear about what is happening**
- **Send a letter to all the agencies in advance of the change as to how your company will work**
- **Confirm the model with internal stakeholders**
- **Confirm the model with external stakeholders**

### **After the change**

- **Consider an initial ‘soft launch’ – maybe three months where the charges are not enforced, but are added to the invoice**
- **Structure the communications on each campaign**
- **Have a series of agreed emails to send to the client that reminds them about the delivery dates you’ve agreed and the penalties for late delivery**

# ***How to implement this?***

## ***Member guidance for IABs***

### **Before the change**

- **Ensure an open dialogue between media owners, agencies and advertisers.**
- **Achieve agreement that this is right for helping the industry to ‘grow up’.**
- **As the IAB, take leadership and involve all other trade associations**

### **At the change**

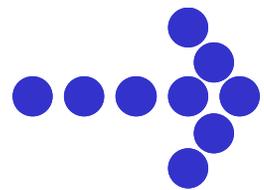
- **Set a fixed date**
- **Consider an initial ‘soft launch’ – maybe three months where the charges are not enforced, but are added to the invoice**
- **Structure the communications to the press, agencies, clients and through your websites**

# *What to do with the inventory?*

- Because inventory is **'perishable'** it won't be there to deliver if the creative arrives late.
- The model is that if the advertising is not used by the client then it is **'lost'**. It will still be billed to the client because they had contractually booked it.
- The inventory **could** be used to deliver public service announcements (PSAs) – such as safe practices for using the internet - or it could simply be used for other campaigns the media owner has scheduled.

# ***Late creative: next steps?***

- The UK is refining this model
- The intention is that a revised version will become a model for pan-European standards and a blueprint for other countries
- IAB Europe national directors had a specialist induction and briefing on May 11<sup>th</sup>
- Talking with the adserver vendor technology providers to change their products to include a flag for late copy. We believe this is can be delivered relatively easily. It would require that when the artwork is loaded in the trafficker would have to say whether the creative arrived 'on time' or not. An excel report could then be delivered at the end of the month that lists all of the campaigns that need additional reports run.
- We're sharing the results and the models with the global IAB network
- IAB Project lead: Emily Knee (IAB UK) Danny Meadows-Klue (IAB EU)
- **Qu: Need more? See the special deck of slides**
- **Next steps? Join the European Standards Taskforce and ensure your IAB nominates representatives onto the European Taskforce.**



## ***Rejected topics***

**Areas members have recently discussed, but decided not to progress**

# ***Topics we rejected***

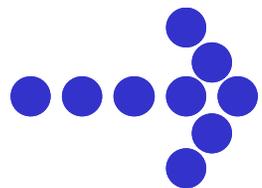
## ***Areas members have recently discussed, but decided not to progress in 2006/7***

- **A single global page content dictionary for unified measurement**
  - This IAB US project has not been selected for internationalisation
- **A single set of contractual terms and conditions for buying and selling online media**
  - Although there is the scope for single frameworks for Terms & Conditions for each country, the differences in national contractual law prevent a single framework for Europe. Pan-European deals should be governed by the contractual law of the location of the office of the selling company that makes the deal if no other model is in place. This should be clear in all agreements.
- **Billing for rich media**
  - Whether the media owner, agency or client pays for the rich media should be agreed by the firms involved on a deal-by-deal or company-by-company basis instead of an industry standard.

# ***Topics we moved***

## ***Areas transferred to other IAB Europe taskforces***

- **Counting the click**
  - The search taskforce will be leading on this as a joint IAB global project
- **Data-protection / expanding AllAboutCookies.org**
  - This is a significant issue, and one of growing importance. Work on the continued regulatory challenges will now come under a specialist IAB Europe taskforce. It will continue, but a 'chief privacy officer' has been recruited to ensure this gets the level of attention needed.
- **Legal advertising guidelines**
  - This standards area has been transferred to IAB Europe's Public Affairs Taskforce. Clearly labelling advertising as being advertising is a requirement of the industry's self-regulatory codes or statute law.



## ***New topics***

**These are areas we're exploring  
They are initial ideas and not ready for  
consultation**

**If you would like to help create them  
then email the IAB Europe team**

# ***New topics (2006)***

## ***Where we agreed to put our resource***

- **Flash:** Best practice for using Flash within advertising - Standards from IAB Germany (IAB Europe lead: Alexander, AOL Germany)
- **Job specs:** Core competencies and skills in ad traffic (Job titles, core tasks, skill level) (IAB Europe lead: Geisla CNET)
- **Mobile:** Standardisation for handset and manufacturers to be able to accept ad software and standardised counting (IAB Europe lead: Paul, Wanadoo)
- **RSS:** Standardisation in advertising formats (IAB Europe lead: Elizabeth, Financial Times)
- **Communications:** Explaining clearly what each standard is and how it works – slides that can be sent to agencies, all referenced on the IAB site (IAB Europe lead: MSN)
- **Qu:** Next steps? What do you need?

# **RSS**

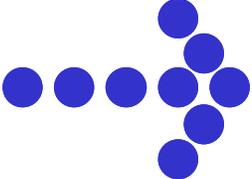
**Initial ideas about  
standardising the ad product  
and the count**

# RSS

## *Standardising the ad product and the count*

Key issues include:

- How would images display / get labeled?
- What's a realistic volume of advertising within a feed (to avoid saturation)
- How do you handle back-up text links for viewers who opt-out of the images?
- How do you make clear the difference between advertising and editorial
- How do we count the impressions for the ads served inside RSS?
- IAB Europe lead: Financial Times, supported by Yahoo
- Qu: Next steps? What do you need?



***Standards 'future'***  
***Standards projects***

# 2007

## Q1

- Late creative – industry policy

## Q2

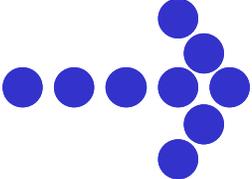
- Broadband/video – advertising measurement
- Rich Media – further standardised specs

## Q3

- AdEx – ad spend, evaluate international potential
- OARS – data exchange, evaluate international potential

## Q4

- Counting the click – potential deliverables



***Further materials***

# ***Further materials***

Materials are available from IAB Europe in the Standards section of [www.IABeurope.ws](http://www.IABeurope.ws)

**Slideshow presentations you can access:**

- **IAB Europe: Standards past, present and future**
- **IAB Europe: An overview of Standards**
- **IAB Europe: How we create Standards**
- **IAB Europe: An overview of the organisation**
- **Behavioural targeting: consultation**
- **Click measurement: consultation**
- **Minutes of the Standards Taskforce**

# Your updates (by email)

## Standards briefing

IAB standards and best practice programme



March 2005

Leading interactive marketing across Europe



## IAB Europe best practice guidelines

**At the event we run with AdMonsters in Lisbon, we'll be talking about the next issues to tackle in Standards and Best Practice.**

With leaders of the advertising operations group together for three whole days, there's no shortage of ideas and debate. But what will make the big difference to industry our? What will help you significantly in your daily work? What matters most right now?

This could be about refining existing Standards or creating new ones. Ahead of the event, here's a briefing with some of the pan-European standards already in place. They're not all about Advertising Operations, but with Ad Ops forming the core of the our programme, most certainly are.

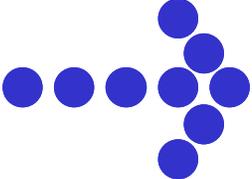
I hope you find this and the links useful. And please mail your comments back to me: [danny@iabeurope.ws](mailto:danny@iabeurope.ws).

Kind regards from all the IAB Europe team.

Danny Meadows-Klue  
IAB Europe Chief Executive and Chair of Standards

### Quick links

- . New standards in consultation
- . Advertising formats & fileweights
- . Counting, measurement & auditing
- . Creative, design & video standards
- . Infrastructure & systems
- . Workflow & process
- . Corporate social responsibility
- . Taking part



# *Takeaways*

# ***New standards in development***

- 1. Behavioural targeting  
Standards for transparency**
- 2. Video ratio  
Aspect ratio for video formats**
- 2. Video duration  
Common lengths for video advertising content**
- 3. Bandwidth detection - Standardising explanations of bandwidth  
detection**
- 4. Rich media fileweights - Standardising the fileweights and an approach  
to fileweights**
- 5. Counting video and rich media - Towards global counting standards**
- 6. Counting the click - New clarification on guidelines**
- 7. Late creative policy - Draft framework for European countries**

# ***Your actions***

- **Sign up for the Standards & Best Practice email service (encourage your colleagues to as well):  
Danny@IABEurope.ws**
- **Send in your feedback to IAB Europe**
- **Take part in the right calls and email discussions  
Diary dates are on [www.IABEurope.ws](http://www.IABEurope.ws)**
- **Get the early news about what's coming**

# ***New Standards***

***New Standards and Best Practice initiatives in development that are opened up for consultation***

**From IAB Europe's programme for standards and best practice in advertising operations and online trading**

**Danny Meadows-Klue  
Chief Executive & Chair of Standards, IAB Europe**

*For further information contact the IAB team*

***Danny@IABeurope.ws***