

**IAB Europe increases membership, expands policy and industry promotion programmes to drive digital advertising growth**

**Brussels, 15 January 2015** – IAB Europe, the leading European-level industry association for the digital advertising ecosystem, today announced that ten new members, [***Adtruth***](http://www.adtruth.com/)***,*** [***DMA Institute***](http://www.dma-institute.com/)***,*** [***MediaMath***](http://www.mediamath.com/)***,*** [***Nextplora***](http://business.nextplora.com/en)***,*** [***Quantcast***](https://www.quantcast.com/)***,*** [***SpotXchange***](http://www.spotxchange.com/)***,*** [***Teads***](http://teads.tv/#/en/platform)***,*** [***The Trade Desk***](http://www.thetradedesk.com/)***,*** [***WebSpectator***](http://www.webspectator.com/)***,*** *and*[***Widespace***](http://www.widespace.com/)***,*** have joined for 2015 to help drive the European digital advertising business forward. Seventeen companies have joined during the last 12 months, bringing the total corporate membership to over 65, including household names such as Microsoft, Orange, Yahoo! and Google, alongside less well-known high-growth companies from across the EU. The membership boost reflects continued expansion in the digital advertising industry but also a wider realisation of the value of working together to address common challenges.

*“There are significant opportunities today for innovative companies in the digital marketing space, but also threats,”* noted IAB Europe Chairman Constantine Kamaras. *“The latter arise from the potential for regulation that errs too much on the side of protecting online users from themselves and ends up penalising both companies and users, and the fact that digital is still a relatively novel and poorly-understood medium.”*

Under a new CEO since February 2014, IAB Europe recently rolled out a unique network of digital innovators based in 20+ of its national associations, the Digital Innovation Showcase Europe (DISE), to help bring technology and business insight to bear on policy-making in Brussels. Adding to its much-watched [AdEx Benchmark](http://www.iabeurope.eu/news/adex-benchmark-2013-full-report-published) annual snapshot of digital advertising spend, IAB Europe in 2014 issued for the first time a [market sizing on “programmatic” trading in Europe](http://www.iabeurope.eu/news/iab-europe-values-european-programmatic-market-21bn-2013). In 2015 the focus will be on four key work-streams:

* **Policy and regulation,** with the current EU data protection review being top of the agenda;
* **Brand Advertising initiatives** to move the needle on brand investment by providing advertisers with a reliable and trusted brand advertising framework for the converging environments of digital and traditional media;
* **Business standards**, to address inefficiencies in digital campaign planning and buying and to enable transactions to get the scale that brand marketers are looking for;
* **Research and analysis** to prove the value of the digital advertising industry via outputs such as IAB Europe’s annual **AdEx Benchmark** study, the definitive guide to the state of the European online advertising market; the **Global Mobile Ad Spend Study** and the **Programmatic Market Sizing.**

Anne Goodman, VP Global Sales Marketing & Enablement at BBC Advertising (part of BBC Worldwide), has been appointed Vice Chairman of the IAB Board of Directors. *“IAB Europe operates at the heart of the innovative European digital economy and provides a unique blend of policy and industry promotion activities for its members,”* commented Goodman*, “I look forward to helping to capitalise on the significant growth opportunities for the digital advertising business.”*

IAB Europe CEO Townsend Feehan said, “*There could not be a more interesting time to be in digital marketing, as EU citizens increasingly move online for news, education, entertainment and integration into the society around them. We look forward to working with our new members and welcoming more.”*

*“IAB Europe’s multi-stakeholder programmes, events and regulatory activities are fundamental to enable key players to come together and deliver the initiatives and insights that underpin business growth. The Teads team is delighted to be able to collaborate in IAB Europe with our industry peers on areas such as developing the quality advertising environment, via, for example, viewability and measurement initiatives.”* said Christophe Parcot, COO of Teads

[Interact](http://www.interactcongress.eu/) 2015, IAB Europe’s flagship annual digital industry event, will take place at the [Axica Congress Centre](http://www.axica.de/) in Berlin on 20-21st May. 2015 also sees the 20th anniversary of BVDW, IAB Europe’s German member association, and the two organisations will co-operate to take the Interact event to a new level.

**ENDS**

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**About IAB Europe**

IAB Europe is the voice of digital business and the leading European-level industry association for the interactive advertising ecosystem. Its mission is to promote the development of this young and innovative sector by shaping the regulatory environment, investing in research and education, and developing and facilitating the uptake of business standards. Together with its members – companies and national trade associations – IAB Europe represents over 5,500 organisations   
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