

What is IAB SPAIN?

IAB is the world's largest **digital advertising and marketing** association, with presence in **47** countries.

In Spain, IAB has been active since 2001



IAB SPAIN is member of:



Mission

The mission of IAB Spain is to be the forum of the Spanish advertising industry, contributing to bring together the different sensibilities and interests of each of the main players in the digital advertising ecosystem.

Representing our Members to the Administration, contributing to the correct regulation of the sector, working proactively in the creation of industry standards and generating communication and knowledge in Spanish society of the contribution of Marketing, Communication and Digital Advertising to the social and economic development of our country.



Vision

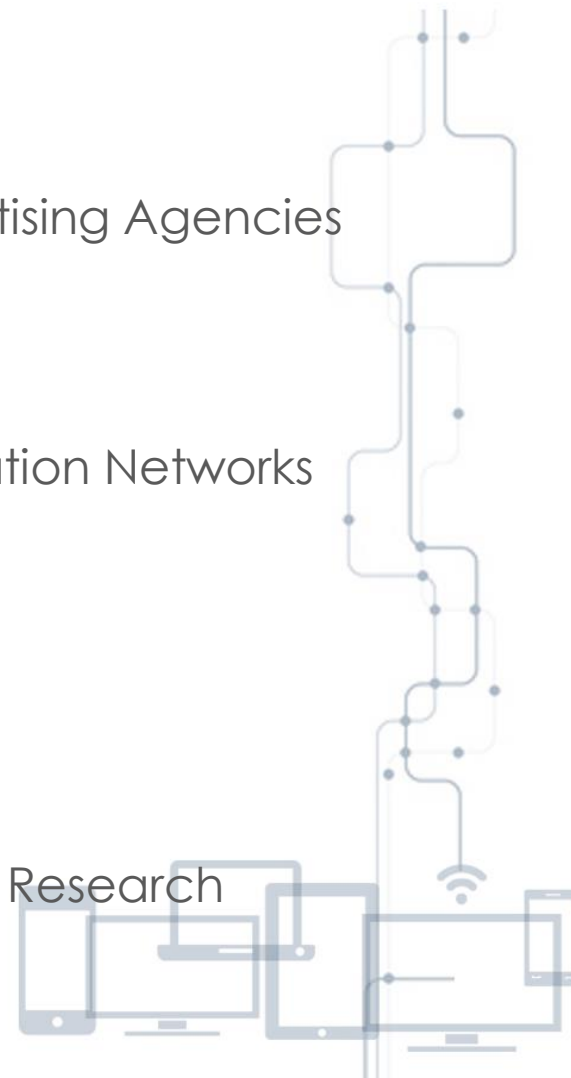
Communication, marketing and digital advertising are a key part of our country's industry, and their development is fundamental for its economic dynamization.

IAB Spain believes that the correct development of the sector requires **clear regulation**, with **standards** adopted by the entire ecosystem, which allow the **promotion** of communication, marketing and digital advertising with the consumer and their rights as the protagonist.



TYPE OF MEMBERS

- ✓ Publishers
- ✓ Media Agencies
- ✓ Marketing and Advertising Agencies
- ✓ Advertisers
- ✓ Technology Providers
- ✓ Advertising and Affiliation Networks
- ✓ DOOH
- ✓ Digital audio
- ✓ Mobile
- ✓ Consulting firms
- ✓ Others (eCommerce, Research Institutes...)



OUR SERVICES

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Our services

Committees

Working groups formed by associated companies that work on **developing, defining and regulating** specific aspects of digital advertising.



- ✓ Media Agencies
- ✓ Creative Agencies
- ✓ Advertisers
- ✓ Publishers
- ✓ Advertising networks
- ✓ Digital Audio
- ✓ Branding

- ✓ Branded Content and Native Advertising
- ✓ Data
- ✓ DOOH
- ✓ eCommerce
- ✓ Esports
- ✓ Technological Innovation
- ✓ Influencers

- ✓ Lobby and Regulation
- ✓ Audience Measurement
- ✓ Performance
- ✓ Programmatic
- ✓ Social Media
- ✓ Mobile
- ✓ Smart TV
- ✓ Online Video



Our services Research

100.000€
Research
Free for members

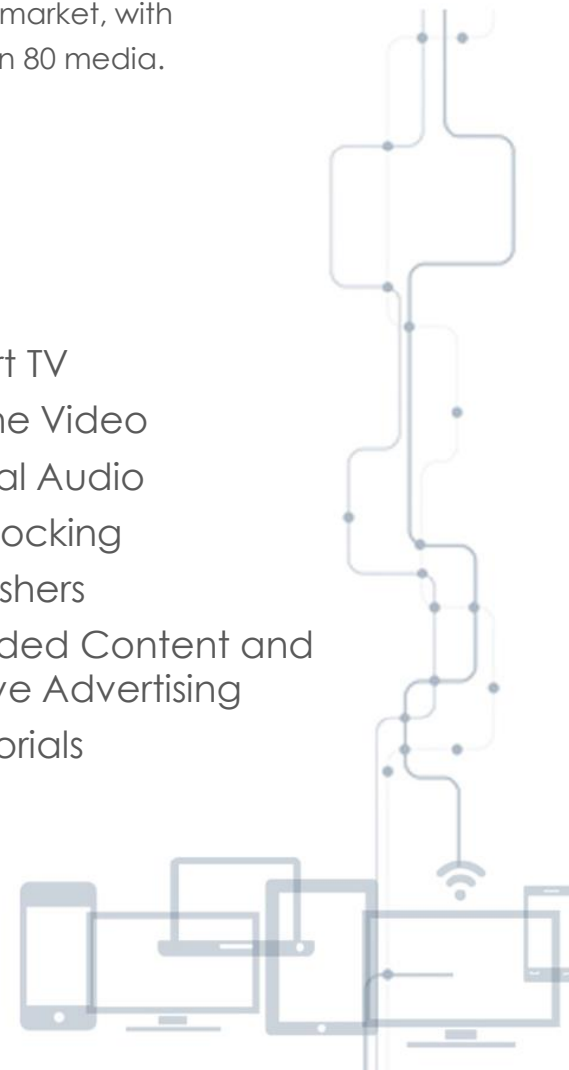
- We invest more than **100.000 €** in Research per year with 10 - 15 annual studies.
- Reference studies in the market, with an impact on more than 80 media.

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Research (insights)



- ✓ Digital Ad Spending
- ✓ Labour market in digital marketing
- ✓ Social Media
- ✓ Mobile
- ✓ DOOH
- ✓ Observatory of Brands in Social Media Networks
- ✓ eCommerce
- ✓ Smart TV
- ✓ Online Video
- ✓ Digital Audio
- ✓ Adblocking
- ✓ Publishers
- ✓ Branded Content and Native Advertising
- ✓ Sectorials
- ✓ etc



Our services Research

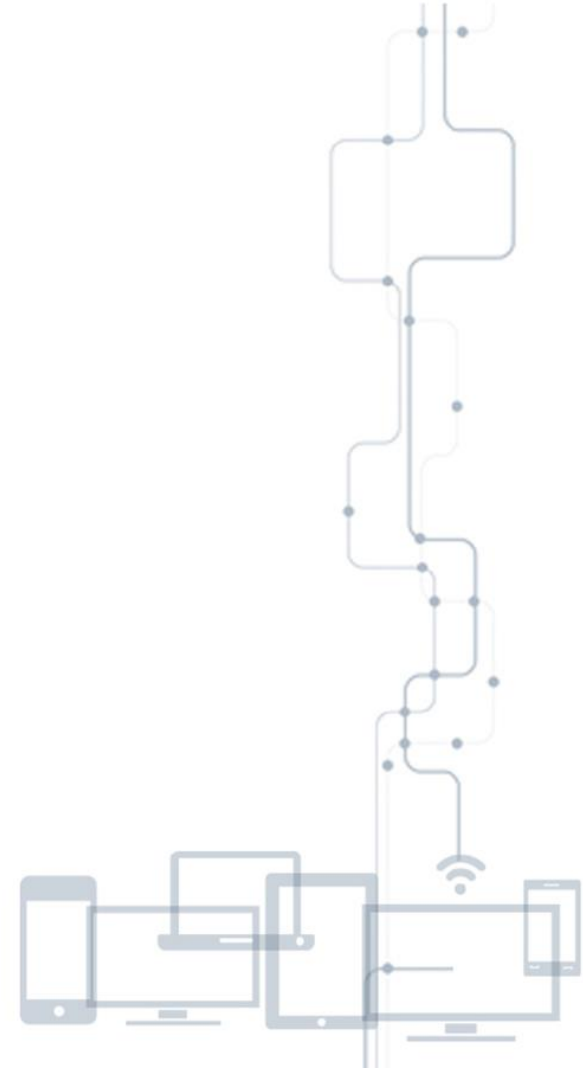
100.000€
Research
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Documents



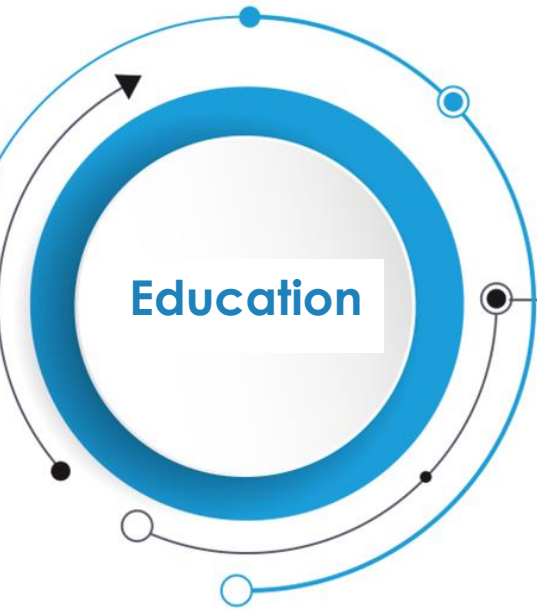
- ✓ Infographics
- ✓ White Papers
- ✓ Standards
- ✓ Ad formats
- ✓ Best Practices
- ✓ Content
- ✓ Other



Our services

Education

The education programs at IAB Spain have a practical approach, its topics are relevant and highly demanded:



IAB / The Valley Digital Master

Advanced courses

Intensive courses

inCompany courses



* Important discounts for members

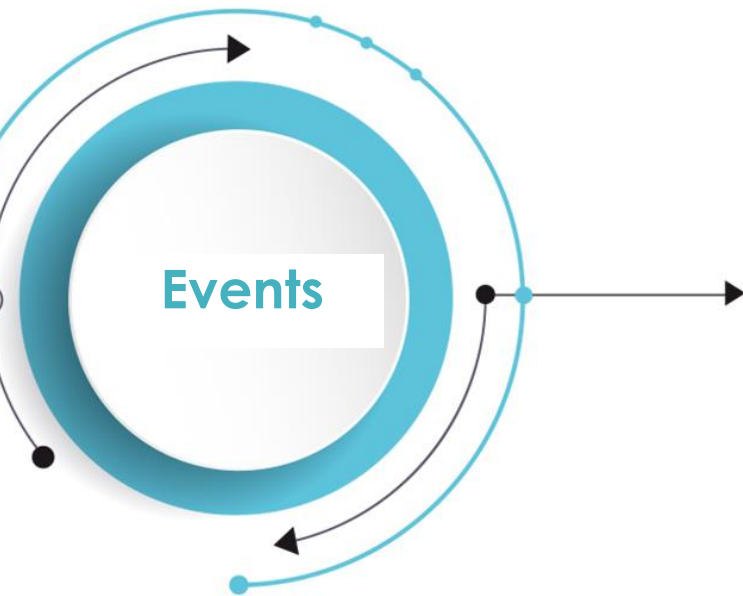


Our services

Events- Breakfasts

30 events
Free for members

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20 in Madrid
10 in Barcelona
2 every month

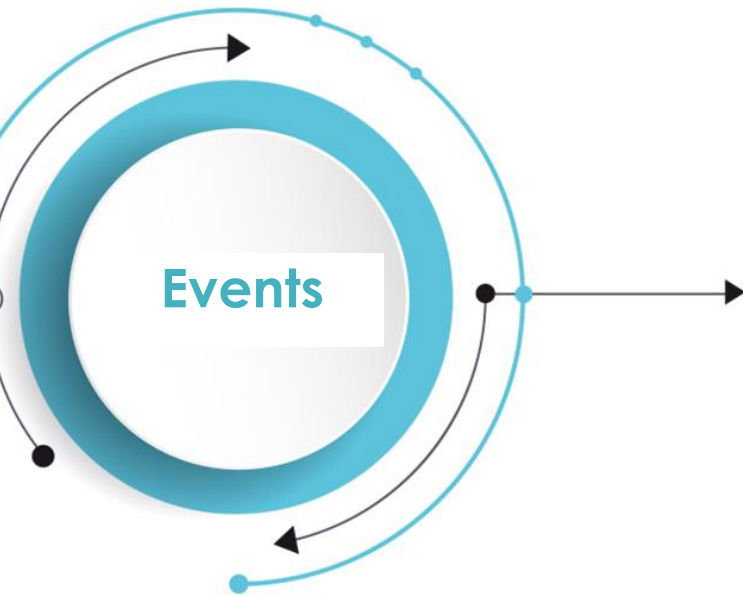
Thematic breakfasts

- These events are **twice a month** and are attended by **IAB members and advertisers**.
- The objective is to present to the sector the latest **news, trends and practices** regarding specific industry topics.



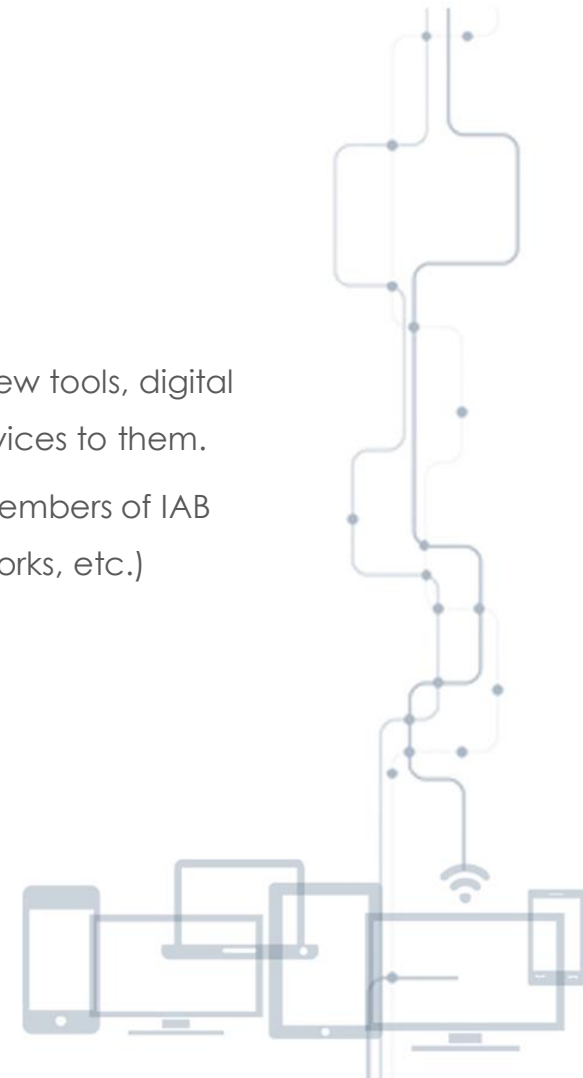
Our services

Events- Specific seminars



Specific seminars

- Several seminars are done on **monthly basis**.
- **#DigitalAdvertisers**: introduction to advertisers of new tools, digital proposals, companies, etc., which supply new services to them.
- **Research events**: introduction to media and IAB members of IAB Research studies (eCommerce, Data, Social networks, etc.)
- Congress of Advertising Regulation



Our services

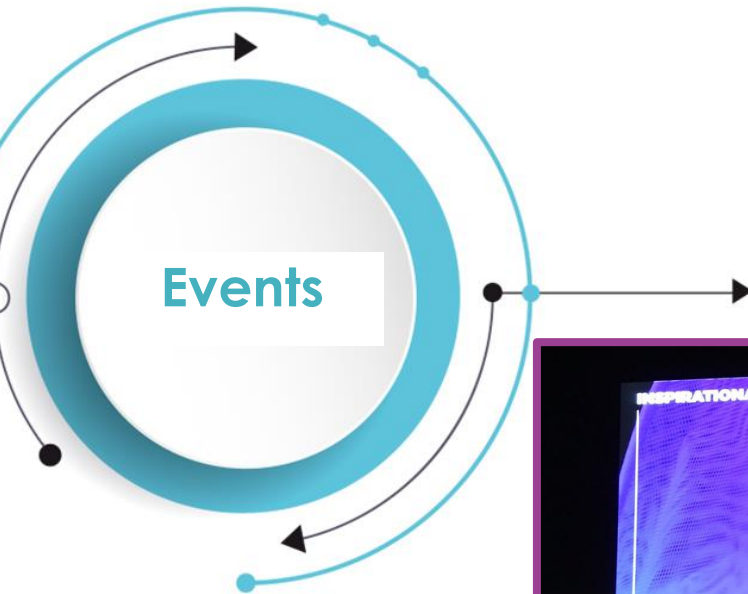
Events - Inspirational

INSPIRATIONAL

29th April
2020

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- +2000 attendees.



- Advertising festival dedicated to **digital innovation**.
- It is the **meeting point** for advertisers, agencies, publishers and technologies.
- Trends, innovations and best practices** the digital sector that currently exist or that will come in the future.



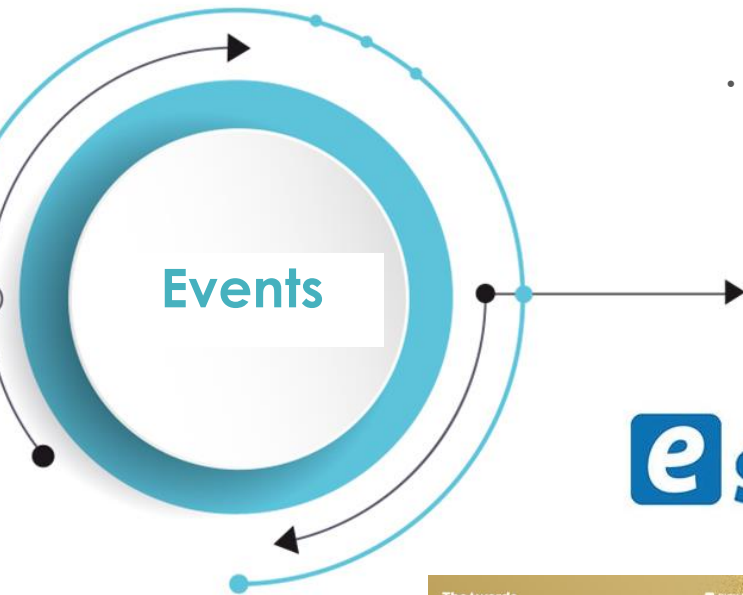
Our services

Events - Partners

10 events
as partners



- We collaborate on more than 10 events a year Visibility and networking opportunities for members.
- Significant discounts for members



MADRID
MOBILE
SUMMIT



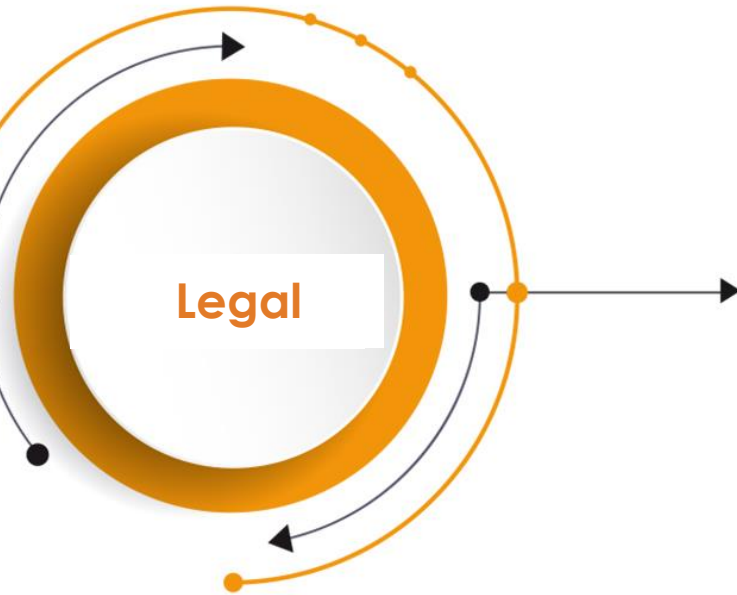
MOBILE
WORLD CAPITAL™
BARCELONA



Our services

Legal

Free legal consulting service for members



- ✓ GDPR
- ✓ e-Privacy
- ✓ Cookies
- ✓ eCommerce
- ✓ Intellectual Property
- ✓ Content
- ✓ Defending industry interests
- ✓ Creation of legislative proposals
- ✓ Legal advice
- ✓ New technological scenarios

- Participation in European legislation via Policy Committee IAB Europe
- Representatives at the Ibero-American Data Protection Meeting

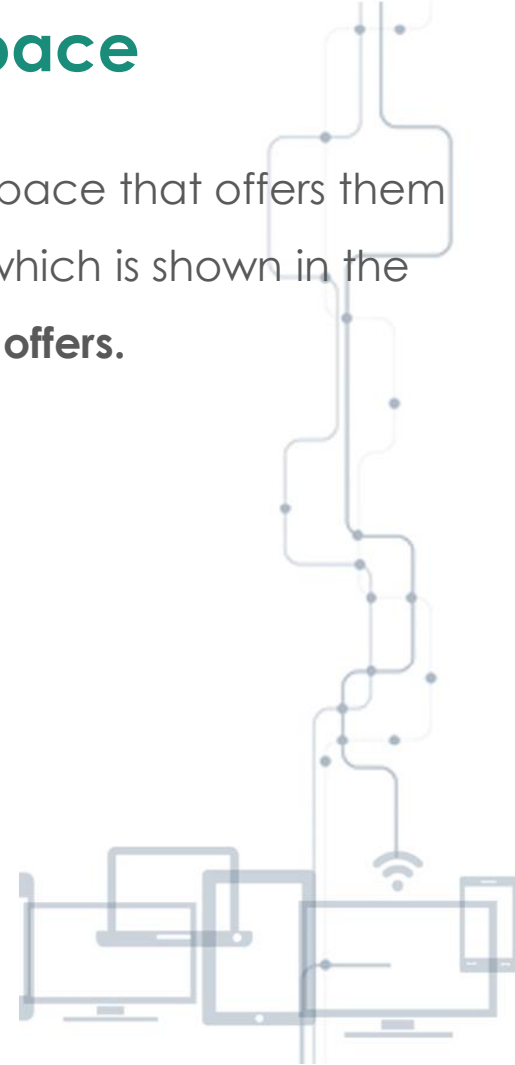
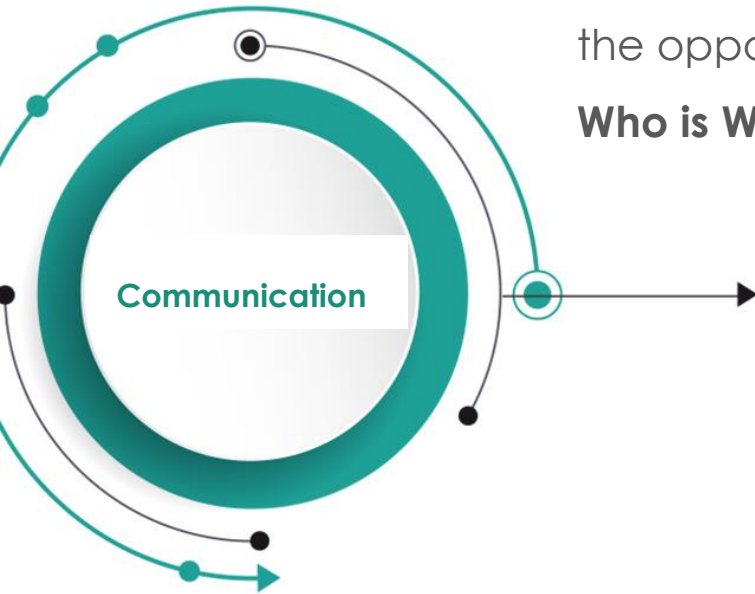


Our services

Communication | #IABasociados: Web space



Within the IAB Spain website, members have a private space that offers them the opportunity to update their company information, which is shown in the **Who is Who** section and upload studies, events and job offers.



Fees

IAB Spain is a non-profit association.

Its fees are established in the Statutes by the Board of Directors, as a way to maintain the activity of the Association.

| Fee | Billing of Spanish branch | First year annual fee | From the 2nd year onwards |
|-----------------|-------------------------------------|-----------------------|---------------------------|
| A | More than 3.606.000 € | 8.772 € | 8.172 € |
| B | Between 1.803.001 € and 3.606.000 € | 6.036 € | 5.436 € |
| C | Less than 1.803.000 € | 4.000 € | 3.400 € |
| Startups | 2 years since establishment | 2.100 € | 1.500 € |

Quarterly or annual payments



Contact information



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