

¿WHAT IS IAB SPAIN?

IAB is an **advertising business organization**, that empowers the marketing industry to thrive in the digital economy. IAB develops industry standards, conducts research, and provides legal support. The IAB Global Network brings together **45 national IABs and three regional IABs** to share challenges, develop global solutions and advance the digital advertising industry worldwide.

IAB Spain was founded in **2001** to work with the industry to achieve greater social and economic development in our country.

IAB SPAIN is a member of:



TYPE OF MEMBERS

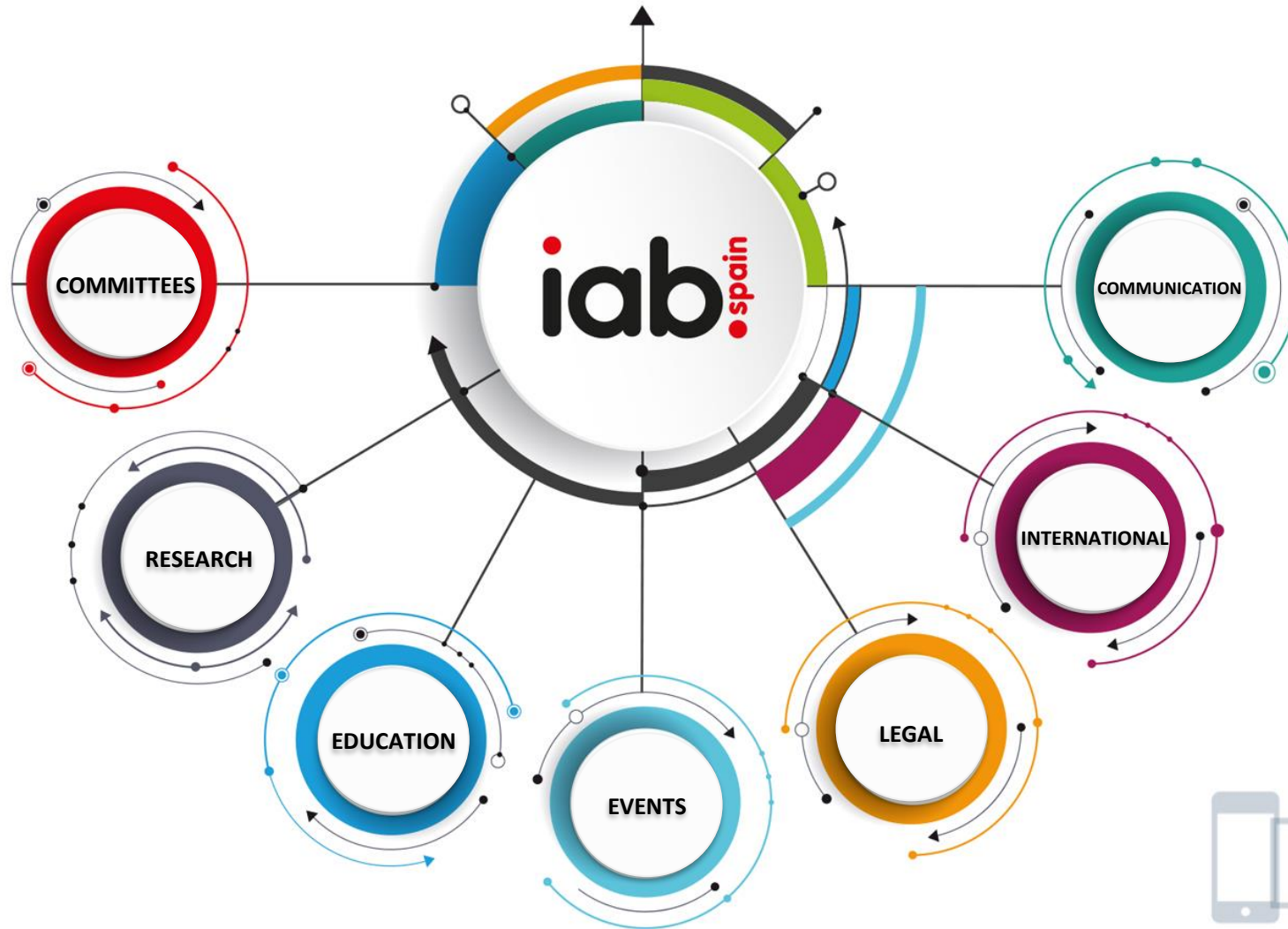


- ✓ **Agencies** (Media, Advertising, Communication, Content, Inbound Marketing, Influencers Representation, and specialized in general)
- ✓ **Advertisers and Brands**
- ✓ **Consulting Companies**(general, digital, eSports)
- ✓ **Online Audio Companies**
- ✓ **DOOH Companies**
- ✓ **Mobile Companies**
- ✓ **Connected TV Companies**
- ✓ **Media and Publishers**
- ✓ **Adtechs and Martechs**
- ✓ **Advertising and Affiliation Networks**
- ✓ **Others** (eCommerces, Research Institutes, Law Firms, etc.)



OUR SERVICES

iab spain





Meetings of members and professionals to work on **development, definition and regulation** of specific aspects of digital advertising in order to enhance the value of the industry through the creation of tools such as market research, white papers, guides or standards.



There are different types of committees:
vertical, legal and cross, in total we have
24 commissions.



Cross Committees

- ✓ Digital Audio
- ✓ Branded Content
- ✓ Connected TV
- ✓ Data
- ✓ DOOH
- ✓ E-commerce
- ✓ Esports
- ✓ Influencers
- ✓ Smart Mobility and Connectivity
- ✓ Native Advertising
- ✓ Programmatic
- ✓ Social Networks
- ✓ Transparency&Quality
- ✓ Video

Legal Committees

- ✓ Regulation
- ✓ Privacy and Data Protection
- ✓ Intellectual Property
- ✓ Audiovisual, Branded Content and Influencers
- ✓ Blockchain

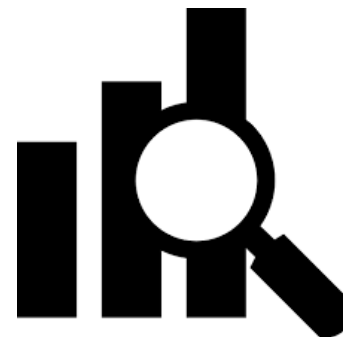


2.



+100,000 €

**INVESTMENT IN
RESEARCH**

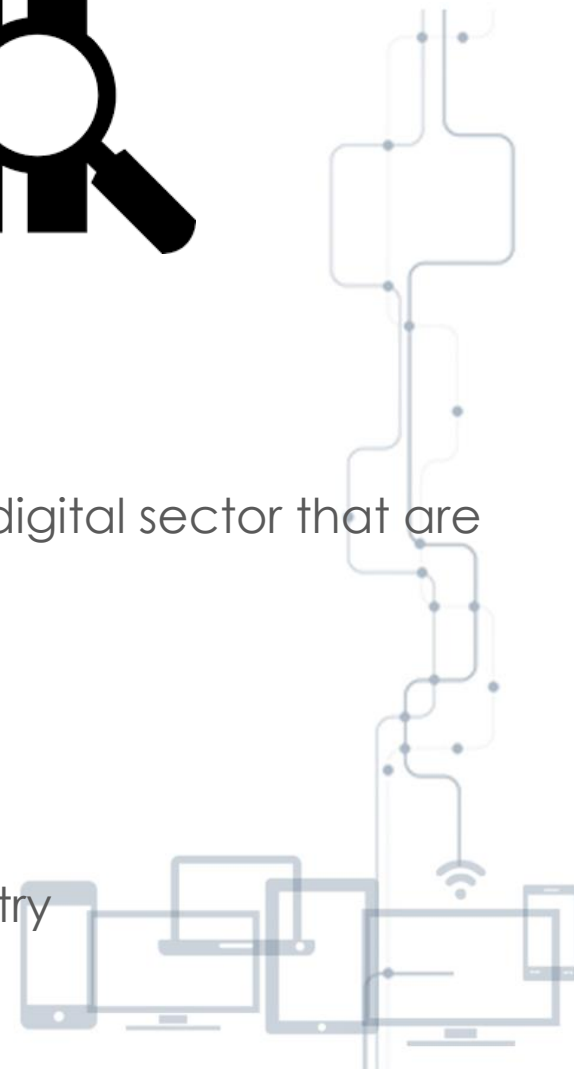


iab spain

More than 15 annual investigations and documents related to the digital sector that are a reference in our industry.

- From Committees
- Industry generics / Cobranded

In addition to valuable documentation for understanding the industry



Research from the Committees

- ✓ Adblocking Study
- ✓ Online Audio Study
- ✓ Branded Content Study
- ✓ DOOH Study
- ✓ eCommerce Study
- ✓ Media Study
- ✓ Mobile Study
- ✓ Social Networking Study
- ✓ Connected TV study
- ✓ Online Video Study
- ✓ Social Media Brand Observatory



Industry generics/ Cobranded Studies



- ✓ Adex Benchmark Report
- ✓ Digital Marketing Labor Market Study
- ✓ Millennials vs. Generation X consumer habits study
- ✓ Sectorial studies:
 - ✓ Digital Marketing Observatory of the Retail sector
 - ✓ Digital Marketing Observatory of the Finance sector
 - ✓ Digital Marketing Observatory of the Automotive sector
- ✓ Top Digital Trends

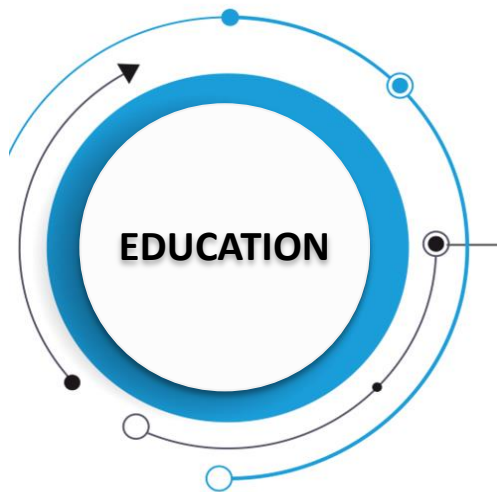


Reference Documents

- ✓ Infographics
- ✓ White Papers
- ✓ Industry Standards
- ✓ Best practices
- ✓ Standard Formats



3.



1.- Advanced Courses

2.- Intensive Courses

3.- AdHoc Education
/InCompany

4.- Online Courses

Education at IAB Spain has a **useful focus**, with relevant and highly demanded topics in the sector.

iab spain



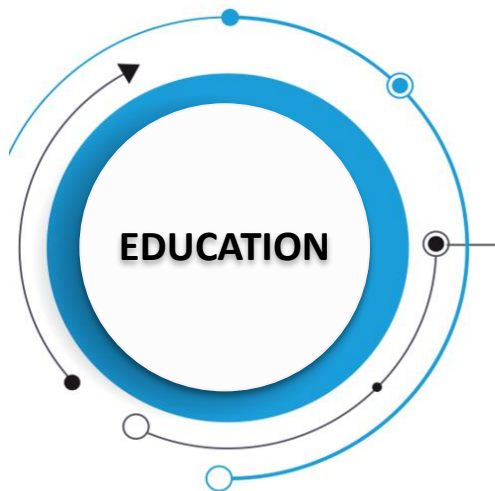
FORMACIÓN IN COMPANY

'NUESTRO SERVICIO SE
ADAPTA A LA FORMACIÓN ONLINE PARA
SEGUIR FORMANDO A GRANDES
PROFESIONALES

iab spain

* Ask our discounts for IAB Spain members: formación@iabspain.es

3.



iab
academy

Be a pro.

Bienvenido a la academia online de los profesionales de la industria del marketing y el negocio digital.

[Quiero ver los cursos](#)

[Acceder](#)



1. Profesional

Todos nuestros profesores son profesionales en activo en empresas líderes



2. Certificada

Nuestros cursos están certificados por IAB Spain e IAB europe. Las asociaciones de

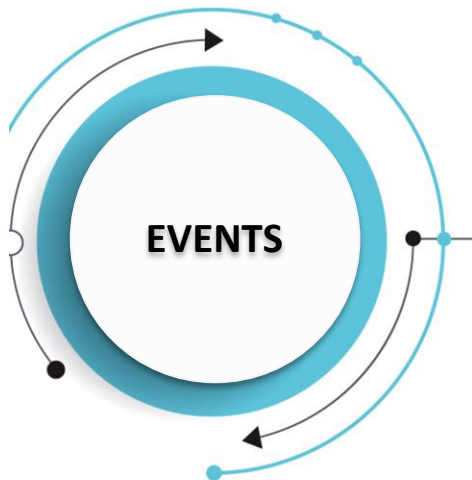


3. Innovadora

Nuestra formación se centra en las disciplinas AHORA están definiendo el

iab
spain

4.



We organize and collaborate in different events related to the **industry** with the aim of showing the sector the latest **news**, **trends** and **practices**.

- Thematic breakfasts
- Webinars
- Seminars /Conferences
- Inspirational

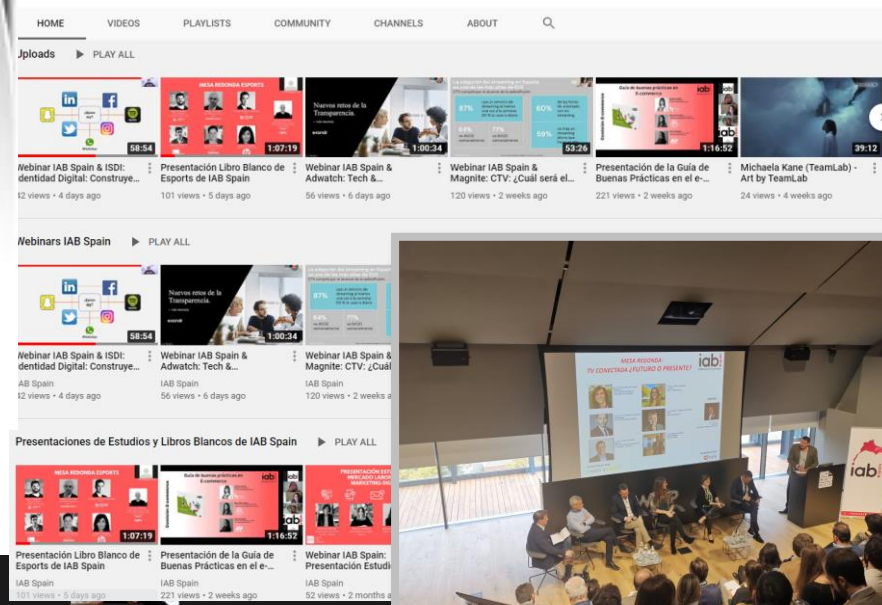


THEMATIC BREAKFASTS/WEBINARS

- ✓ Thematic breakfasts and Conferences **have become Webinars**
- ✓ Members can participate and contribute with case studies

SEMINARS/CONFERENCES

- ✓ Round tables
- ✓ Study presentations
- ✓ White Papers and Infographics presentations
- ✓ Regulatory congresses
- ✓ Workshops
- ✓ Seminars



INSPIRATIONAL

OCTOBER 4th-7th 2021

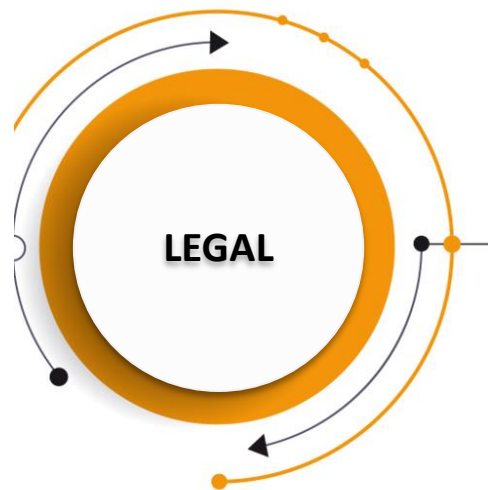
iabspain

- ✓ Inspirational is a First-of-its-Kind Virtual Event dedicated to **innovation**
- ✓ It is the Industry annual event focused on the Spanish Digital market, with 100% professional audience.
- ✓ It is the meeting point of our industry, **advertisers, agencies, publishers and technologies.**
- ✓ Members have **10 free tickets**



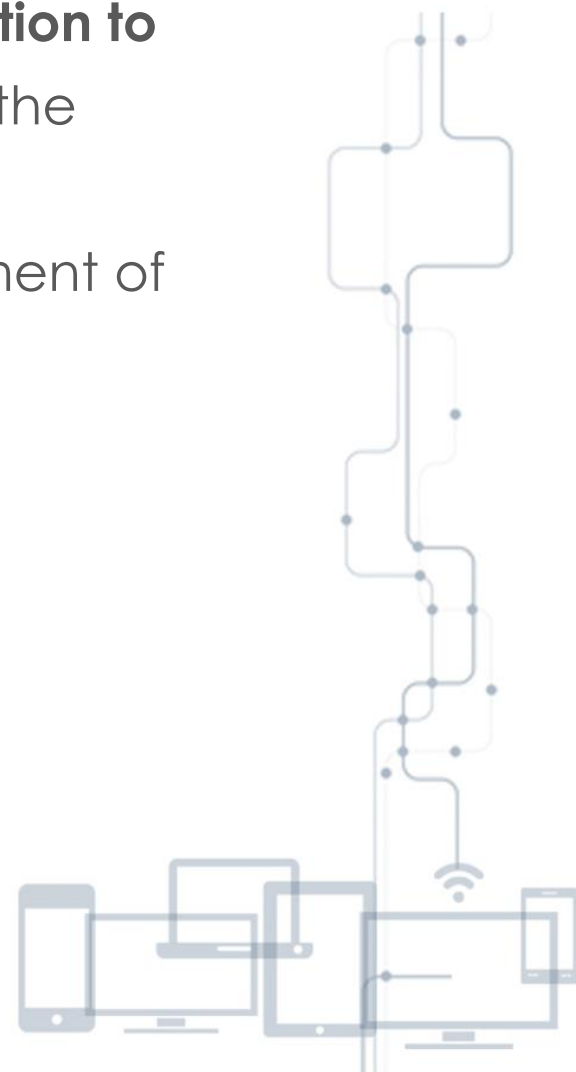
<https://www.instagram.com/iabspain/>

5.



Our Legal area **works actively with the Spanish and European Administration to promote legislation** that respects the consumer and at the same time guarantees the correct development of the digital advertising industry.

IAB Spain **associates have free legal advice** on any issue related to Digital Advertising legislation



IAB SPAIN WEB: MEMBERS AREA

✓ Private area for members:

- Who is who of marketing digital
- Calendar with members activity
- News of members
- Library with members Studies
- Job vacancies area from members

ACCESO ASOCIADOS

IAS SPAIN NOTICIAS BIBLIOTECA EVENTOS FORMACIÓN LEGAL

Nombre de la empresa Sector de actividad Tags

1PLUSX 20 minutos 2b-tube

1PLUSX 20MINUTOS ONLINE S.L.U. 2BTUBE

accenture acuity adbibio

ACCENTURE ACUTYADS ADBIBO TECHNOLOGIES

Adevinta adform ADGAGE

ADEVINTA ADFORM ESPANA ADGAGE MOBILE NEXT

adglow adjinn admark

ADGLOW ADJINN ADMARK CONVERSION MARKETING

OCTUBRE 2020

16 Oct 2020

WEBINAR BLACKFRIDAY: LA MEJOR ESTRATEGIA DE ADVOCACY PARA IMPULSAR LAS VENTAS

20 Oct 2020

PRESENTACIÓN GUÍA PRÁCTICA DE VIDEO ONLINE

23 Oct 2020

WEBINAR: SOLUCIONES DE DYNAMICS MARKETING. LA TECNOLOGÍA DE MICROSOFT COMO VEHÍCULO PARA GENERAR DEMANDA EN RETAIL.

OCTUBRE 2020

LU	MA	MI	JU	VI	SA	DO
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

NEWSLETTER

- ✓ Welcome to associates
- ✓ Save the Date for events
- ✓ Reminder of Working Groups and Commissions
- ✓ News
- ✓ Training



Newsletter
13 mayo 2020
#yomequedoencasa

_Actualidad

 IAB Spain da la bienvenida como asociado a WeAreContent

 **WEARECONTENT.COM**

WeAreContent es una empresa especializada en crear estrategias de marketing de contenidos para las marcas. Crea las estrategias con un equipo especializado, crea el contenido utilizando la plataforma con más de 4.000 proveedores en el mercado hispano, y lo distribuye o amplifica con publicidad nativa.

Conoce a nuestro asociado

 **Conoce los datos del Observatorio de Marketing del sector Retail. Categoría Gran Distribución**



IAB Spain ha presentado el Observatorio Digital de Marketing del sector Retail. Gran Distribución ha sido la categoría protagonista de esta primera entrega. Conoce los datos más destacados extraídos por IAB Spain en colaboración con Comscore, adjinn, Epsilon Technologies, T2O media y Smartme Analytics.

Sector

_Noticias



Fórmate en una de las disciplinas que más profesionales demanda. El 7 de febrero comienza el Curso Superior: Claves del marketing en el sector de los eSports

Hay muchísimas oportunidades de empleo

EMAILING

- ✓ Save the Date for events
- ✓ Present
- ✓ News
- ✓ Training



iab.spain
#IABestudioTVConectada

ESTUDIO TV CONECTADA

iab.spain



Observatorio Digital de Marketing del sector Retail. Categoría Gran Distribución

22 de enero de 10.00h a 12:00h

Dirección:
Publicis Media
Avd/ del Partenón 12-14. Planta 1.
28042 Madrid. Sala Le Garage

REGISTRATE



adjinn **comscore**
Epsilon **smartme** **T2O**

IAB SPAIN © COPYRIGHT 2020. TODOS LOS DERECHOS RESERVADOS

Social Networks

- ✓ Welcome to associates
- ✓ Thanks in thematic breakfasts, events, conferences, commissions and other acts of partners
- ✓ Publication of the news of the sector



MEMBERSHIP FEES

IAB Spain is a non-profit association.

The dues are established in the statutes by the Board of Directors, formed by professionals from associated companies.

FEES	Annual billing	Annual Fee 1st year	From 2nd year onwards
A	> 3.606.000 €	8,772 €	8,172 €
B	Between 1.803.001 € and 3.606.000 €	6,036 €	5,436 €
C	< 1.803.000 €	4,000 €	3,400 €
Startups*	2 years from foundation	2,100 €	1,500 €

- Quarter or annual payments
- 5% discount by direct debit annually

*The Startup due must comply with the following requirements: a maximum of two years of existence from the date of foundation (must be accredited with a photocopy of the company's constitution document), have a registered office in Spain, and not belong to an international business group.

Contact

With **over 100 projects a year**, we are the most active association in the industry.

To keep your digital business growing, contact us at:

Paseo de la Castellana 113, Madrid (28046)

Phone: 91.402.76.99

<http://iabspain.es/>



Reyes Justribó, Country Manager
Reyes.justribo@iabspain.es

Belén Acebes, COO
Belen.acebes@iabspain.es

Belén Vila, Marketing & Research Executive
vilab@iabspain.es



https://twitter.com/IAB_Spain



<https://www.facebook.com/iabspain?ref=ts>



<https://www.instagram.com/iabspain>



<https://www.linkedin.com/company/iab-spain>

