

CORPORATE PRESENTATION

IAB SPAIN | 2026





WHO WE ARE?

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**
- **Retail Media Networks**
- **Media and Publishers**
- **AdTechs and MarTechs**
- **Advertising and Affiliation Networks**
- **Others** (eCommerces, Research Institutes, Law Firms, etc.)

OUR SERVICES

iab spain

COMMITTEES

COMMUNICATION

RESEARCH

INTERNATIONAL

EDUCATION

EVENTS

LEGAL

01.

COMMITTEES

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.

We have **17 Committees**

COMMITTEES

1. **ADVERTISING ATTENTION**

2. **AFFILIATE
MARKETING**

3. **ARTIFICIAL INTELLIGENCE**

4. **BRANDED CONTENT**

5. **BRANDFORMANCE**

6. **CONNECTED TV**

7. **DATA**

8. **DIGITAL AUDIO**

9. **DIGITAL MEDIA***

10. **DOOH**

11. **INFLUENCERS**

12. **LEGAL**

13. **ONLINE VIDEO**

14. **PROGRAMMATIC**

15. **RETAIL MEDIA &
ECOMMERCE**

16. **SOCIAL NETWORKS**

17. **SUSTAINABILITY**

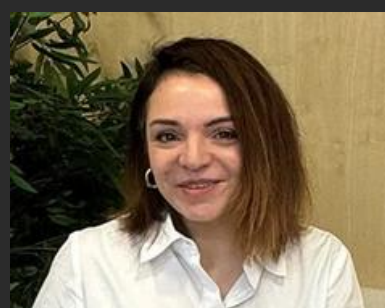
* Only for Digital Media

LEADERSHIP IN THE COMMITTEES



ADVERTISING ATTENTION

Carmen Aparicio
IKREATE



AFFILIATE MARKETING

Nancy de Castro
MADZ DIGITAL BUSINESS



ARTIFICIAL INTELLIGENCE

Cristina Lera
IPG MEDIA BRANDS



BRANDED CONTENT

Javier Oliveros
DISNEY+



BRANDFORMANCE

Nacho Álvarez
NEW MALL MEDIA



CONNECTED TV

Maribel Vivancos
WPP MEDIA



DATA

Mónica Rodríguez
UTIQ



DIGITAL AUDIO

Juan Corrales
FLYABIT



DIGITAL MEDIA

Manuel Castro
PRISA MEDIA



DOOH

Yolanda García
JCDECAUX



INFLUENCERS

Sara Vicioso
WPP MEDIA



LEGAL

Javier Arnaiz
ECIJA



PROGRAMMATIC

Benito Marín
INTEGRAL AD SCIENCE



RETAIL MEDIA & ECOMMERCE

Silvia Orofino
WPP MEDIA

02.

RESEARCH

RESEARCH & DOCUMENTS

We make a large number of annual studies 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.



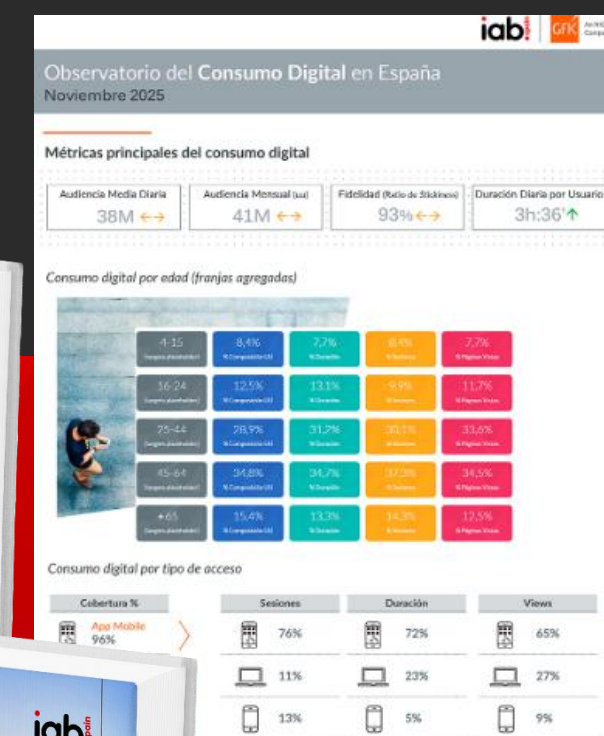
RESEARCH FROM THE COMMITTEES

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



INDUSTRY GENERICS / COBRANDED STUDIES

- Adex Benchmark Report
- Digital Marketing Labor Market Study
- How to connect with Generation Z Guide
- Sectorial studies:
- Digital Marketing Observatory of the Retail sector
- Digital Marketing Observatory of the Finance sector
- Digital Marketing Observatory of the Automotive sector
- Digital Advertising Observatory
- Top Digital Trends



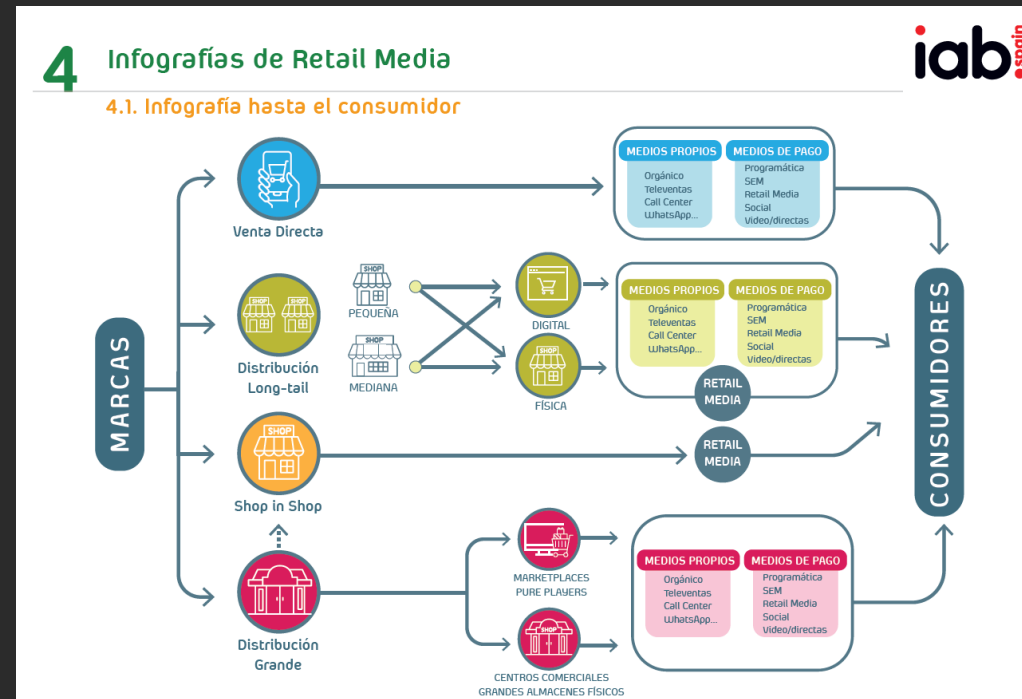
OBSERVATORIO DE LA PUBLICIDAD DIGITAL
OCTUBRE 2025
Total campañas activas: 113.727

SECTORES	spend	marcas	campañas
Automoción	7,7 %	442	2.811
Instituciones	7,4 %	416	1.185
Editorial	7,4 %	245	18.887
Finanzas	6,2 %	208	682
Distribución	5,0 %	1.195	13.973
Ocio Y Entretenimiento	5,0 %	417	1112
Turismo	3,7 %	579	4.059
Electronica De Consumo	3,3 %	265	962
Alimentación	3,3 %	362	689
Industrial	3,2 %	306	1.838

FORMATOS	SHARE OF VOICE
Display 65,8 %	Video 34,0 %
	Native 0,2 %

REFERENCE DOCUMENTS

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



A black and white photograph of a stack of books with a graduation cap (mortarboard) on top, featuring a tassel. The image is positioned on the left side of the slide.

03.

EDUCATION

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

ADVANCED COURSES

ESSENTIALS COURSES

INTENSIVE COURSES

**AD HOC EDUCATION
'IN COMPANY'**

DIFFERENT PROGRAMMES



- Discounts for members: formacion@iabspain.es
- Check [here](#) our training programmes

04.

EVENTS

WEBINARS , SEMINARS / CONFERENCES, INSPIRATIONAL

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





ROUND TABLES



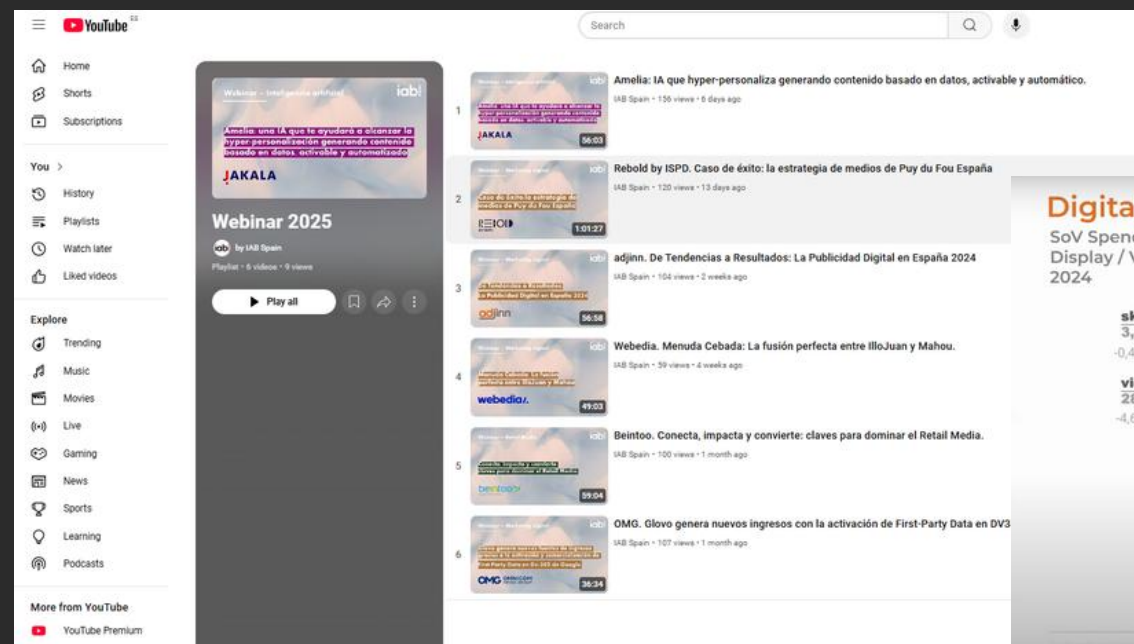
CONFERENCES



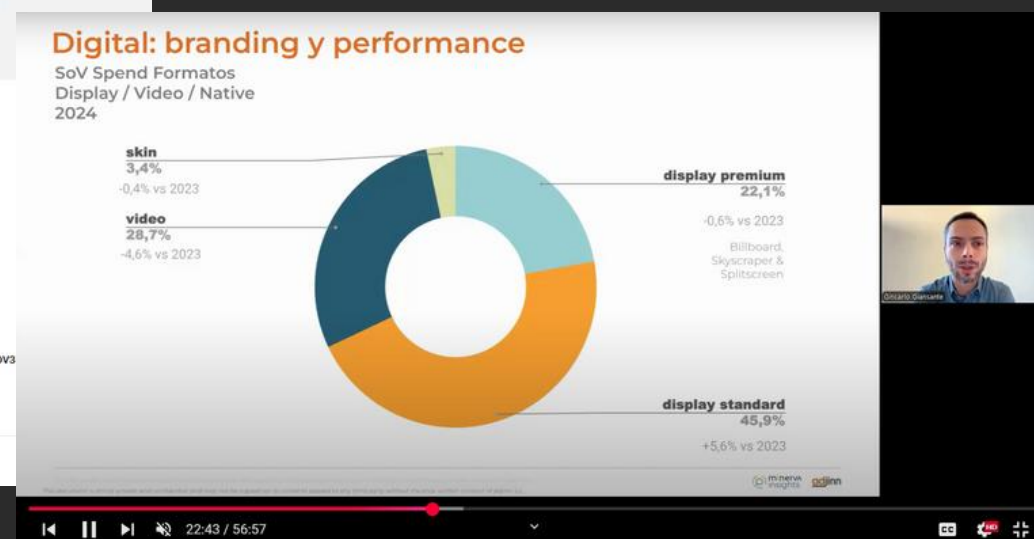
STREAMING



AUDIOVISUAL PRODUCTION



WEBINARS & YOUTUBE



RECORDINGS

INSPIRATIONAL

19th Edition: OCTOBER 2026

- CONFERENCE SERIES
- GALA

- Great annual event dedicated to innovation
- It is the meeting point of our industry
- Trends, innovations and best practices in the digital sector

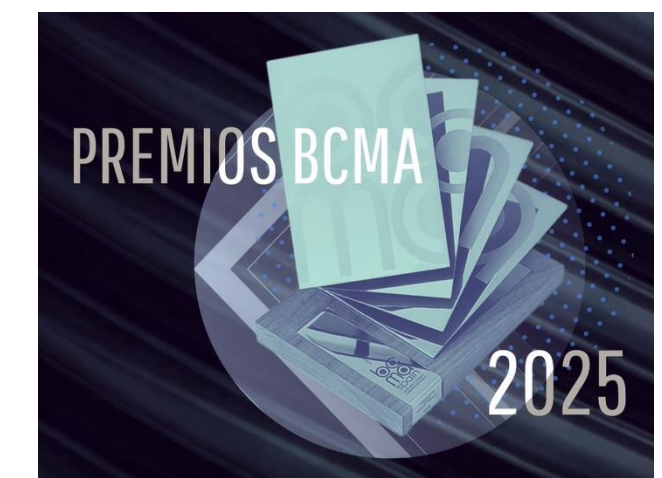
- **6 simultaneous rooms**
- **+ 100 speakers**
- **+5.000 national and international assistants**
- **Live streaming**



INSPIRATIONAL

IAB SPAIN IN THE INDUSTRY

IAB Spain has agreements with other organizations and takes part in other leading events for the digital industry:



05.

LEGAL

FREE LEGAL ADVICE

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.

- **Digital regulations:** (GDPR, DSA/DMA, Data Act Audiovisual, ePrivacy...)
- **Standards:** TCF + DSA
- **Interpretation of advertising disciplines:** influencers, branded content, Legitimate interest and consent...

06.

INTERNATIONAL

IAB SPAIN IN THE INDUSTRY

- Board Chairwoman and Executive Committee Member of **IAB Europe**
- Member of the **Digital Audience Measurement Monitoring Commission** in Spain
- Member of the Board of Directors of **Autocontrol** and its Executive Committee (Adherence to the Code of Conduct on the Use of Influencers in Advertising)
- Collaboration and Advisory with the **Data Protection Agency**
- Collaboration and Advisory with the **Public Administration**



07.

COMMUNICATION

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DIFFERENT CHANNELS

In IAB Spain we have different sources of diffusion:

- **Web**
- **Newsletter**
- **E-mailing**
- **Social Media**





NEWSLETTER



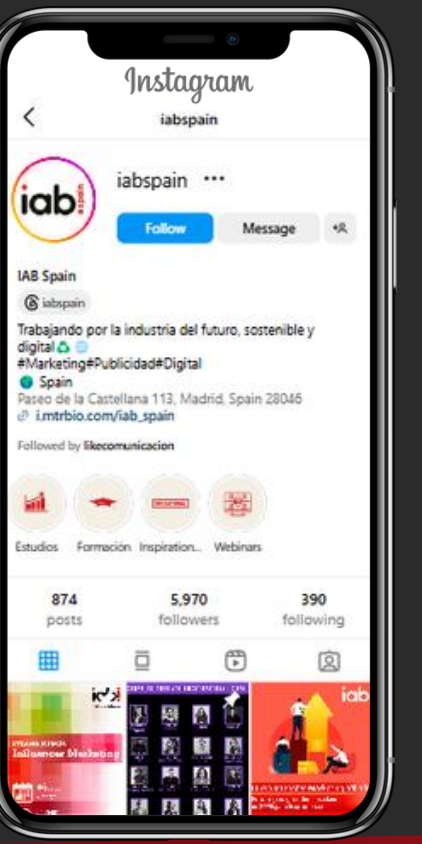
WEB

iabspain.es

+ 1.054.000 total views
+ 237.000 uniq global users

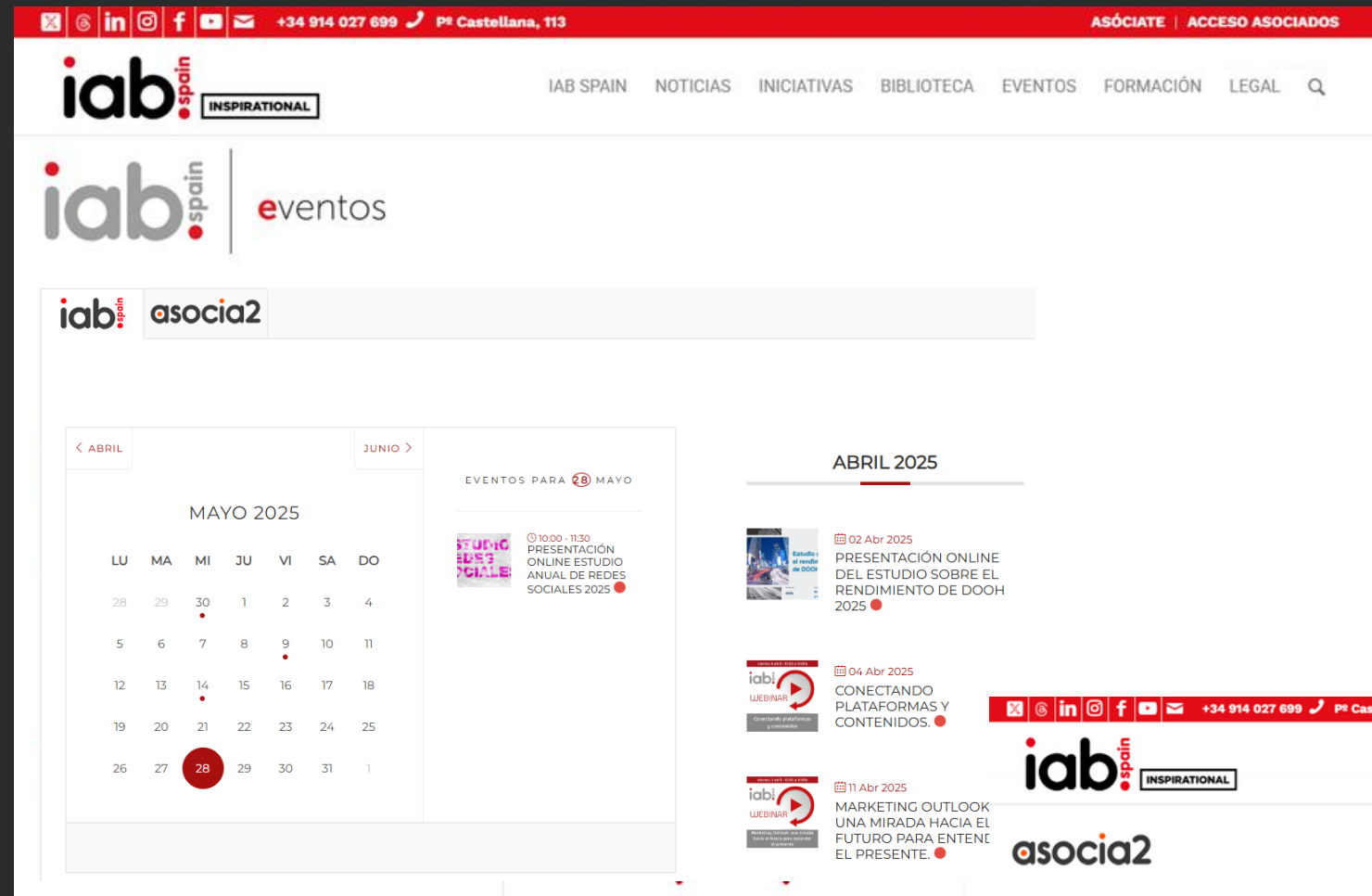


[Analytics jan. 2025 – dec. 2025]



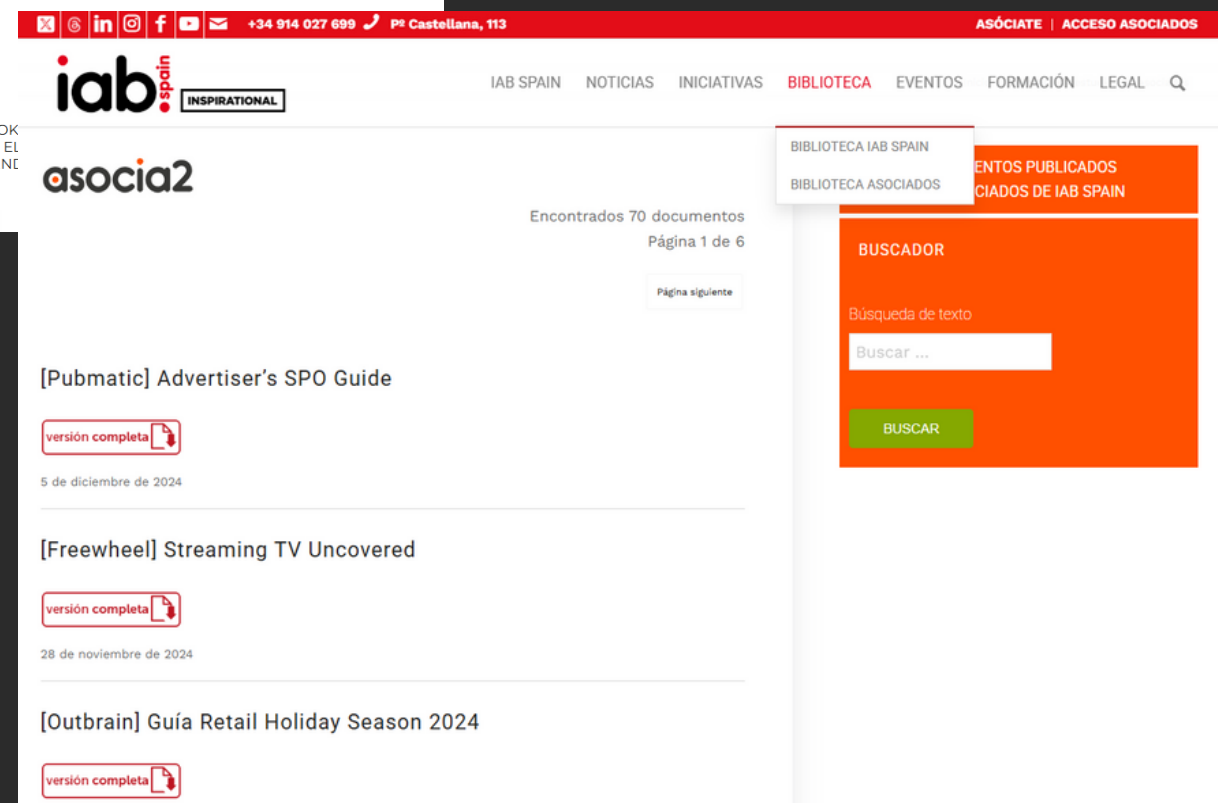
SOCIAL MEDIA: LinkedIn,
Twitter, Instagram, Facebook



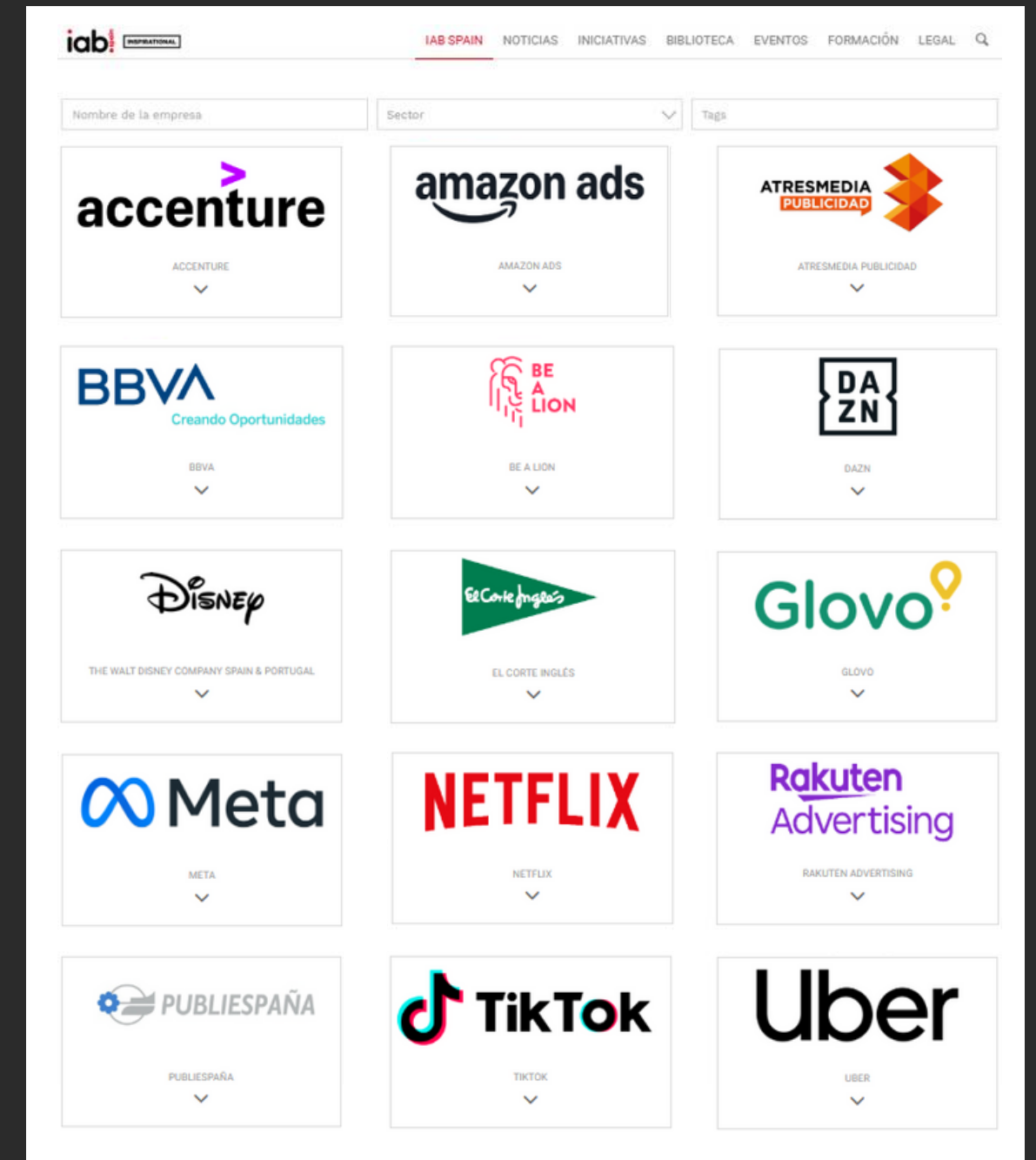


- Private space for members with their own passwords:
 - Partners profile
 - Calendar for partners events
 - Library for partners
 - Job opportunities for partners

WEB



PARTNERS PROFILE



BOARD

BUYERS



Borja Camerón
ALSEA



Rafael Martínez
TREASURER
IKI MEDIA



Rafael Torres
IPROSPECT



Ana María Alonso
MASORANGE



César Alonso
TELEFÓNICA

SELLERS



Rocío Robles
ATRESMEDIA
PUBLICIDAD



Jesús Carrera
VICEPRESIDENT
PRENSA IBÉRICA



Manuel Castro
PRISA



Esther Balbací
PUBLIESPAÑA



Beatriz Medina
SPOTIFY SPAIN

OTHERS



Mikel Lekaroz
ADBIBO
TECHNOLOGIES



Carlos Sánchez
PRESIDENT
BE A LION



Gema Núñez
SECRETARY
GOOGLE SPAIN



Alberto de los Santos
TAPTAP



Alberto Martín
UTIQ



¿ANY QUESTION?

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