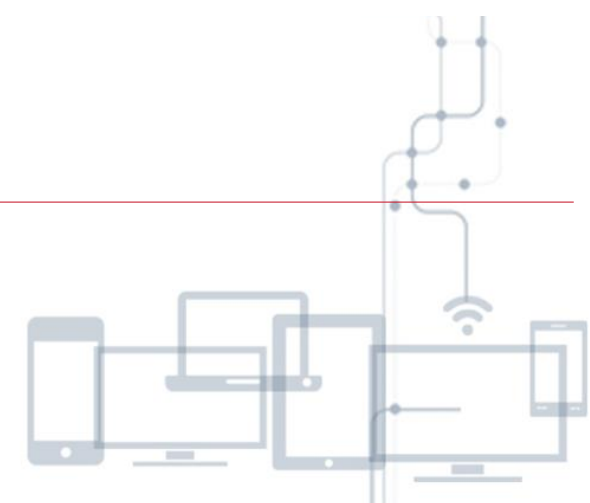


WHAT IS IAB SPAIN?

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 **47 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



1.



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.

iab ●spain



Committees

- 
- The background features a large, faint, light-gray illustration of a group of people sitting around a table, overlaid with a network diagram of lines and nodes. At the bottom right, there are icons for various digital devices: a smartphone, a laptop, a tablet, and a desktop monitor, all connected to a central network structure.
- ✓ Advertising Attention
 - ✓ Artificial Intelligence (AI)
 - ✓ Branformance
 - ✓ Branded Content
 - ✓ Connected TV
 - ✓ Data
 - ✓ Digital Audio
 - ✓ Digital Media*
 - ✓ DOOH
 - ✓ Gaming & Esports
 - ✓ Influencers
 - ✓ Legal
 - ✓ Native Advertising
 - ✓ Online Video
 - ✓ Programmatic
 - ✓ Retail Media & Ecommerce
 - ✓ Social Networks
 - ✓ Sustainability
 - ✓ Virtual Spaces

*Only for Digital Media.

Committees Presidents



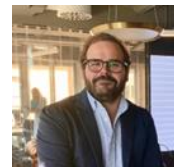
Atención Publicitaria

PRESIDENT
Carmen Aparicio
iKreate



Branded Content

PRESIDENT
Paula Ávila
Telefónica Movistar
España



Brandformance

PRESIDENT
Nacho Álvarez
New Mall Media



Connected TV

PRESIDENT
Maribel Vivancos
GroupM
Media Solutions



Data

PRESIDENT
José Ramón Mencías
Publicis Groupe



Digital Media

PRESIDENT
Manuel Castro
Prisa Media



DOOH

PRESIDENT
Yolanda García
JCDecaux



IA

PRESIDENT
Cristina Lera
IPG Media Brands



Influencers

PRESIDENT
Sara Vicioso
Groupm



Native Advertising

PRESIDENT
Pilar Valcárcel
Taboola



Online Video

PRESIDENT
Daniel Vélez
Be a Lion



Programmatic

PRESIDENT
Benito Marín
Integral Ad Science
(IAS)



Retail Media

PRESIDENT
Salvatore Cospito
Reetmo Media



Social Networks

PRESIDENT
Raquel García
Freeda España



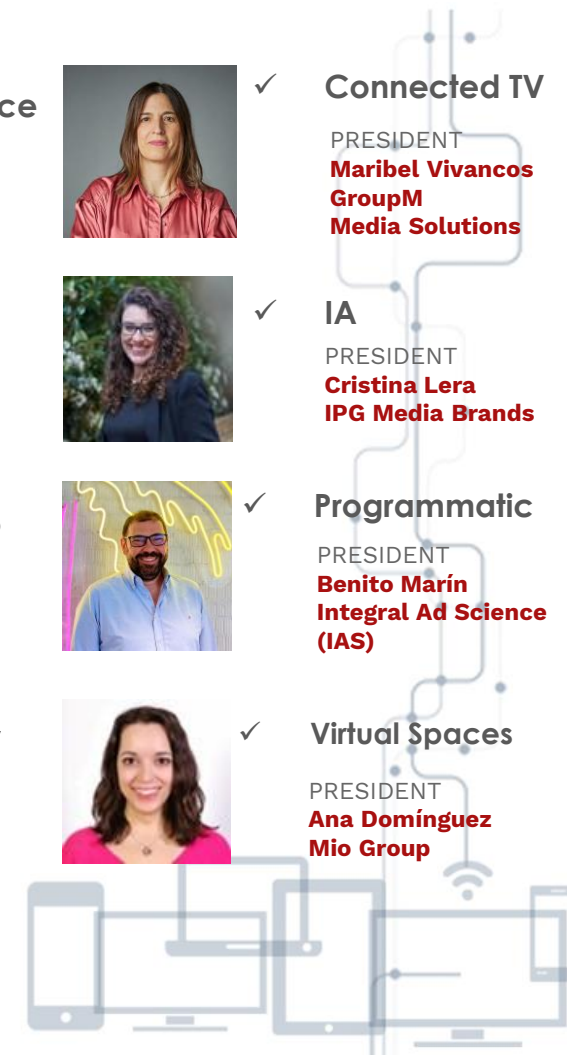
Sustainability

PRESIDENT
Erik Häggblom
Tribaldata



Virtual Spaces

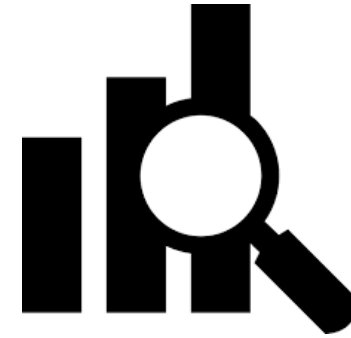
PRESIDENT
Ana Domínguez
Mio Group



2.



RESEARCH & DOCUMENTS



iab **spain**

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
- ✓ 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



iab Spain presenta la entrega del mes de enero de I Observatorio de la publicidad digital, elaborado en colaboración con adjinn.

OBSERVATORIO DE LA PUBLICIDAD DIGITAL
ENERO 2024 Total campañas activas: 120.369

SECTORES	spend	marcas	campañas
Finanzas	10,1 %	167	471
Distribución	9,1 %	1.306	44.771
Portales	7,7 %	305	4.166
Editorial	7,1 %	266	10.149
Instituciones	6,5 %	354	840
		521	2.837
		445	4.365
		48	250
		570	6.203
		212	927



SHARE OF VOICE
Native 0,4 %

SECTORES

	2º	3º
Finanzas	83,8 %	7,6 %
Distribución	84,0 %	8,6 %

Reference Documents

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



Guía sobre el uso de las cookies

JULIO 2023

aepd agencia española protección datos

adigital

anunciantes



iab!

Patrocinan: Clear Channel, exteriorplus, JCDcaux

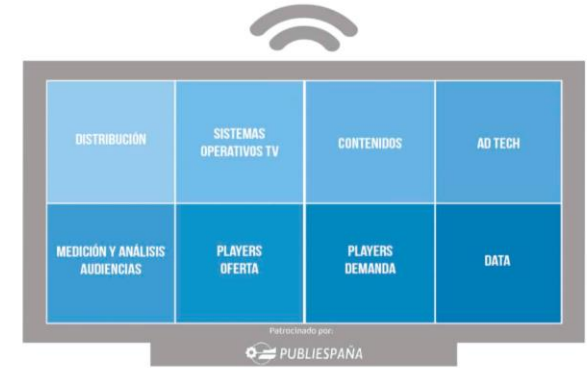
INITIATIVES IAB SPAIN



IAB SPAIN'S METAVERSE



BENEFITS OF PROGRAMMATIC ADVERTISING



LANDSCAPE CTV

¿Qué aporta pDOOH vs. resto de medios / canales?

Cobertura geolocalizada.	34%
Notoriedad por la creatividad.	2%
Aporta cobertura y notoriedad.	42%
Data para optimizar impactos.	22%

173 votos • Encuesta cerrada

QUIZ DOOH

¿Que aporta pDOOH vs. el resto de medios/canales?

"Data para optimizar impactos"

¡Vaya! parece que tenemos que repasar conceptos...

Solo el **22%** respondió correctamente a esta pregunta en la encuesta de nuestra página de LinkedIn

¡La semana que viene tendrás una nueva oportunidad de testear vuestro conocimiento en DOOH con una nueva pregunta!

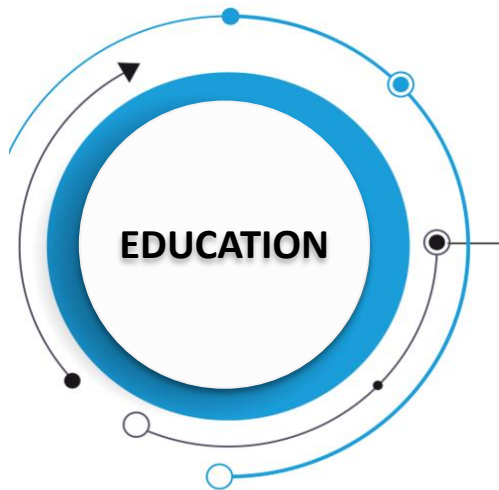
Cobertura geolocalizada	34%
Data para optimizar impactos	22%
Notoriedad por la creatividad	2%
Aporta cobertura y notoriedad	42%

VER PARA CREER

UN PROYECTO DE LA COMISIÓN DE VIDEO DE **iab**

TV PROGRAM : SEEING IS BELIEVING

3.



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

1.- Advanced Courses

2.- Intensive Courses

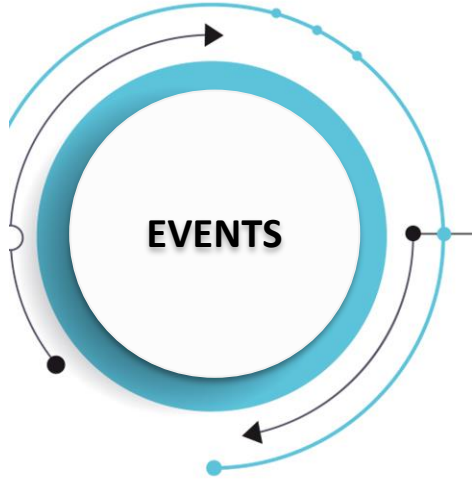
3.- AdHoc Education /InCompany

4.- Online Courses



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

4.



- 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.**

IAB Spain
@IABSpainSpain - 2,97 K suscriptores - 580 videos
IAB Spain (Interactive Advertising Bureau) es la asociación española que representa al se...
[iabspain.es](#) y 1 enlace más
Personalizar canal Gestionar videos

Inicio Videos En directo Listas Comunidad

CTV: La revolución de la TV ¿Quién es Quién en el Ecosistema...
26 visualizaciones • hace 9 días
Una visión transversal de todos los actores que confluyen en el ecosistema de la CTV o Televisión Conectada, desde la oferta hasta la demanda: propietarios de inventario, tecnología y sistemas operativos, data, medición y actores de la demanda.
Síguenos en nuestras redes sociales
MÁS INFORMACIÓN

Para ti

- 1% COBERTURA MEDIÁTICA**
ORO ESTRATEGIA DE BRANDED CONTENT - ENTRENADORES DEL INCONFORMISMO
94 visualizaciones • hace 6 meses
- INSPIRACIONAL - ORO DIGITAL EXPERIENCE**
222 visualizaciones • hace 1 año
- INSPIRACIONAL - ORO PRODUCCIÓN AUDIOVISUAL**
173 visualizaciones • hace 1 año
- Webinar - Data**
Publicidad Data Driven al usuario y optimizar caso Sofoss
Beintoo. Publicidad data driven - usuario y optimizando inversiones
72 visualizaciones • hace 3 meses

INSPIRATIONAL

OCTOBER 15th-17th 2024

iab spain



- 15th & 16th Conference Series
- 17th Awards Gala
 - ✓ Great annual event dedicated to **innovation**
 - ✓ It is the meeting point of **our industry**
 - ✓ **Trends, innovations and best practices** in the digital sector



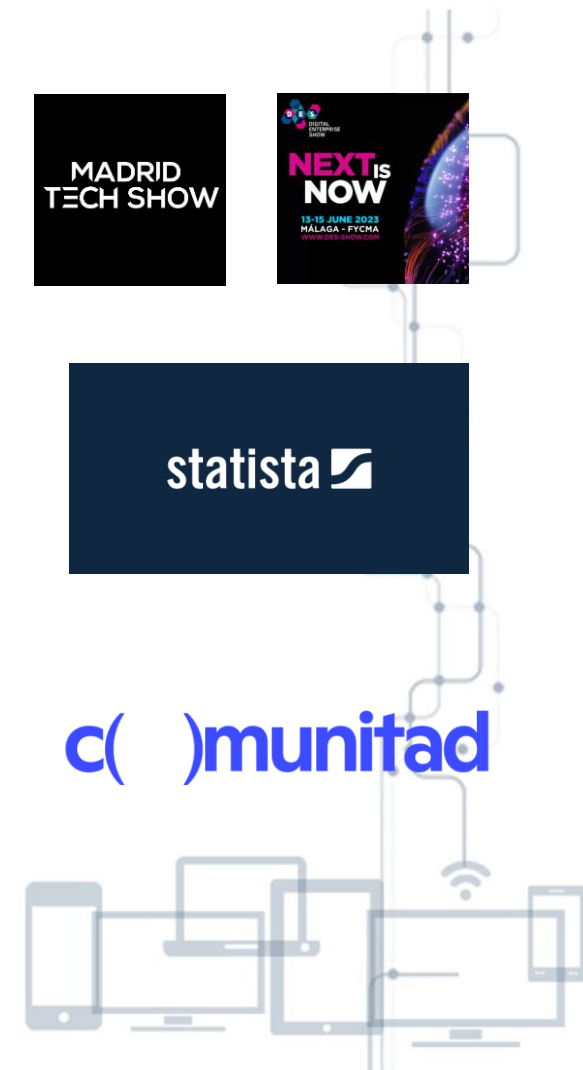
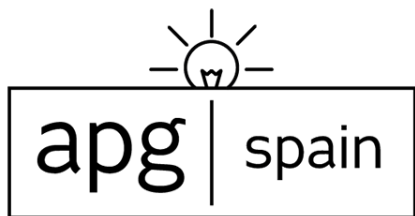
- 6 simultaneous rooms
- + 70 speakers
- +4.000
- national and international assistants
- Live streaming



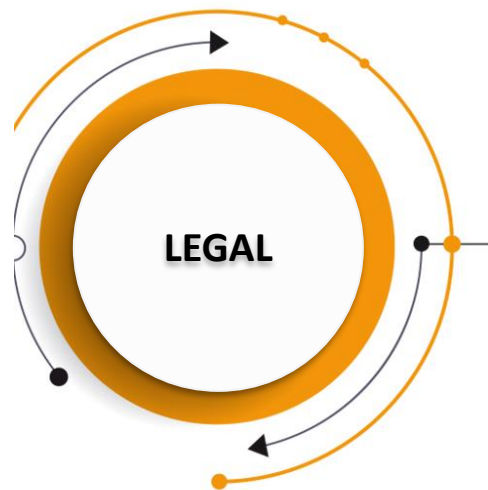
<https://inspirational.es/>

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

PARTNERSHIP



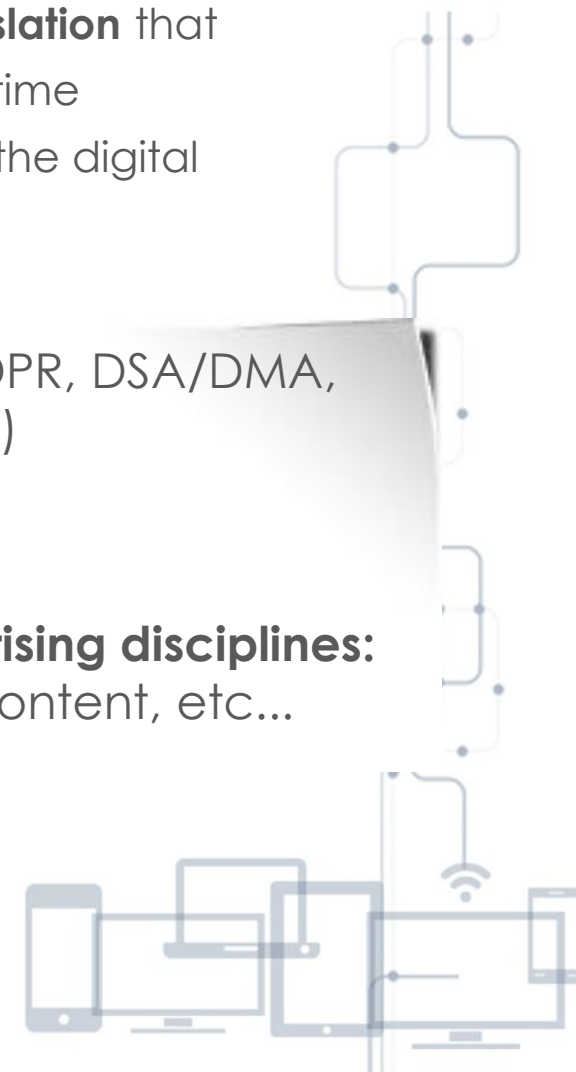
5.



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

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, Audiovisual, ePrivacy...)
- ✓ Cookies & IDs: TCF
- ✓ **Interpretation of advertising disciplines:** influencers, branded content, etc...
- ✓ **Projects:** PimCity



6.



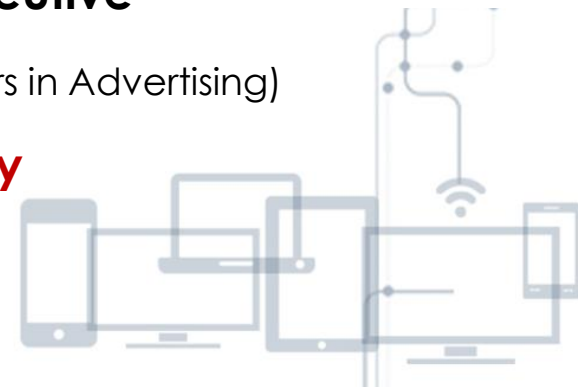
IAB SPAIN IN THE INDUSTRY

iab●spain

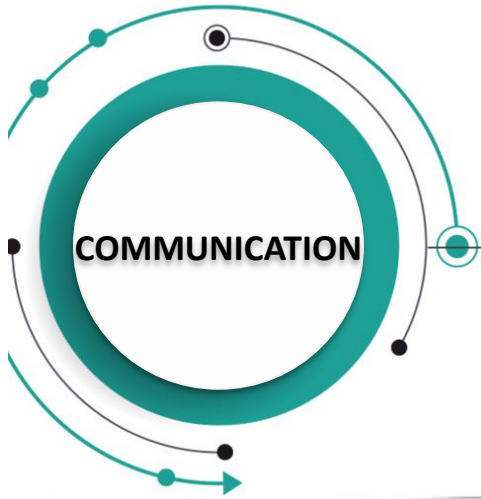
iab●europa



- Member of the **Digital Audience Measurement Monitoring Commission** in Spain
- Board Member and Executive Committee Member of **IAB Europe**
- 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**

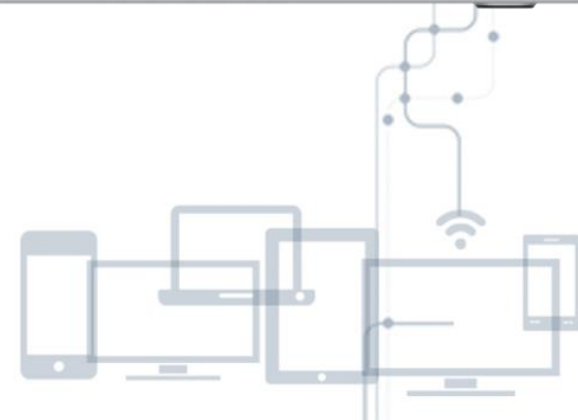
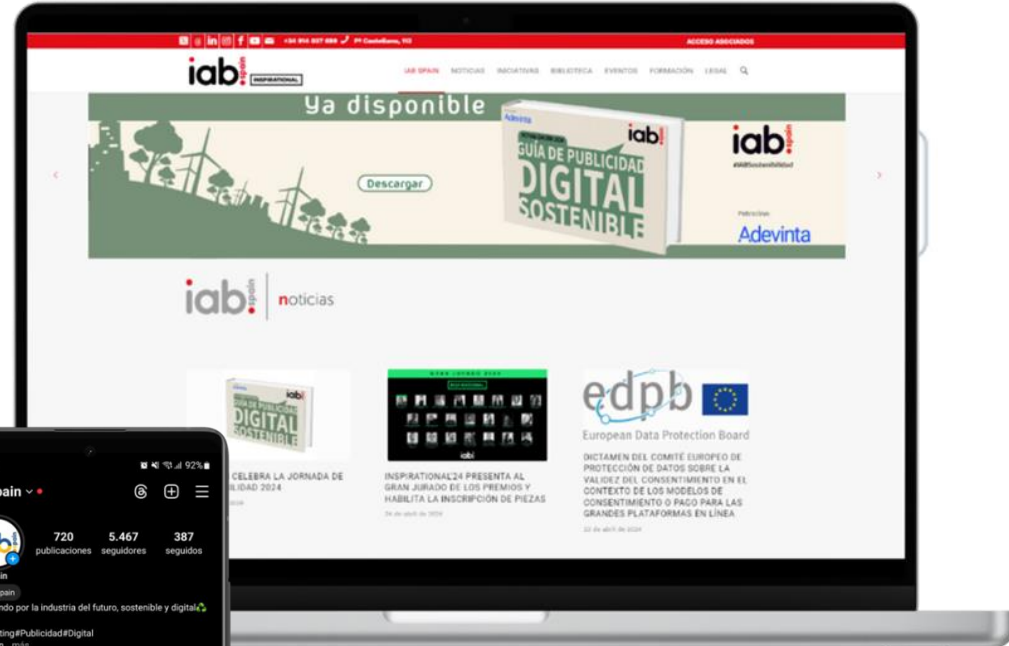


7.



In IAB Spain we have different sources of diffusion:

- Web
- Newsletter
- e-mailing
- Social Media



IAB Spain Board

BUYERS



Rafael Martínez
VICEPRESIDENTE
IKI Media



Victoria Ducournauz
Havas Media Group



Ana María Alonso
MásMóvil



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Reetmo Media



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PRESIDENTE
Be A Lion



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Adbibo
Technologies/Next14



Gema Núñez
SECRETARIA
Google Spain



Ruth Blanch
Alkemy



Mario Torija
LiveRamp



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:

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