

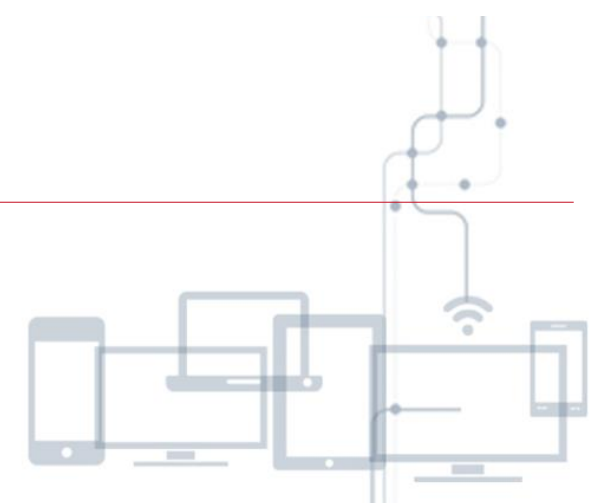


# WHAT IS IAB SPAIN?

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

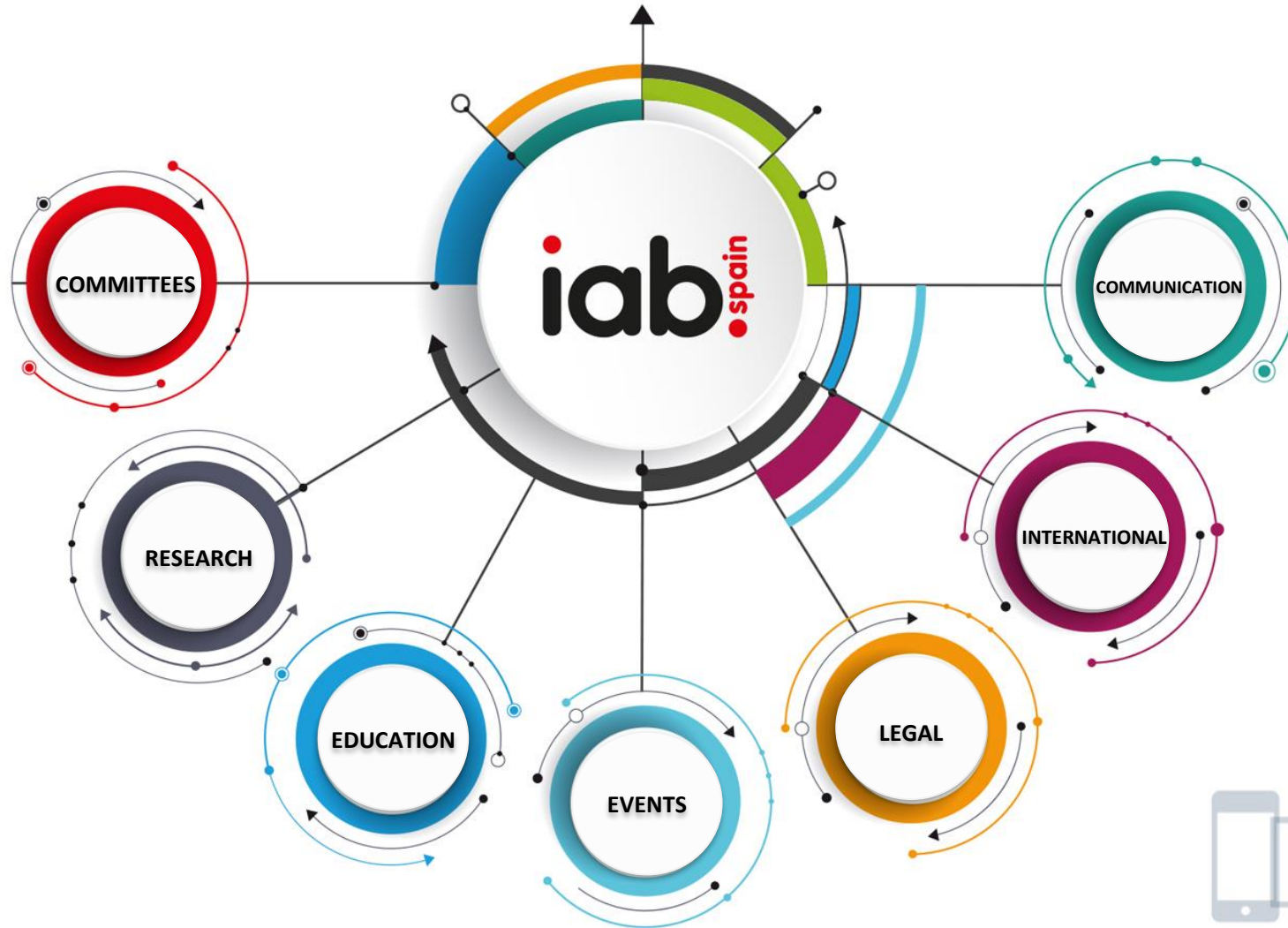


- ✓ **Agencies** (Media, Advertising, Communication, Content, Inbound Marketing, Influencers Representation, and specialized in general)
- ✓ **Advertisers and Brands**
- ✓ **Consulting Companies**(general, digital, eSports)
- ✓ **Online Audio Companies**
- ✓ **DOOH Companies**
- ✓ **Mobile Companies**
- ✓ **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 light gray illustration of a group of stylized human figures sitting around a table, suggesting a meeting or committee. On the right side, there is a vertical graphic of a circuit board with various components and lines, and at the bottom right, there are icons of various electronic devices including a smartphone, a laptop, a tablet, and a desktop monitor, all connected by a network of lines.
- ✓ 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

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

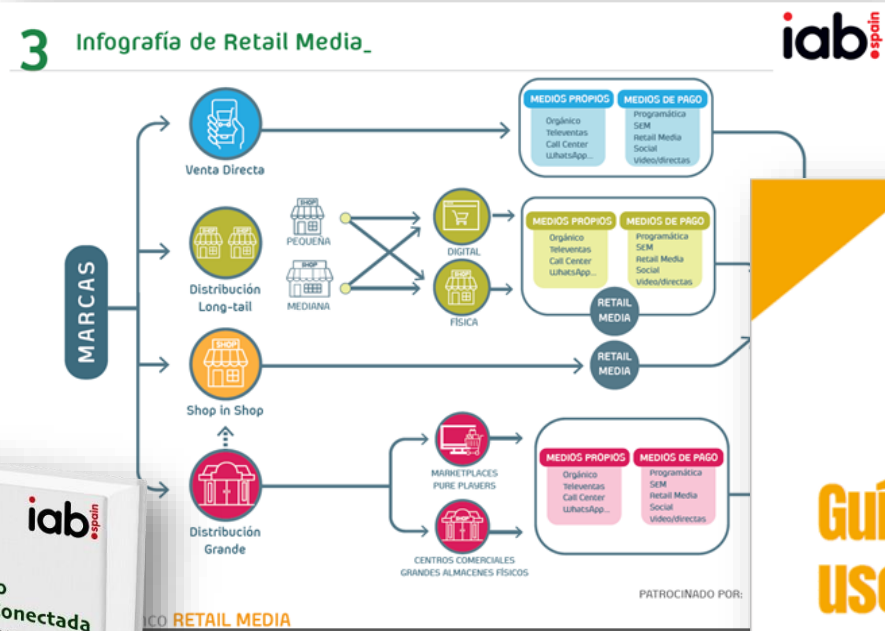
Native 0,4 %

SECTORES

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

# Reference Documents

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



# INICIATIVAS IAB SPAIN



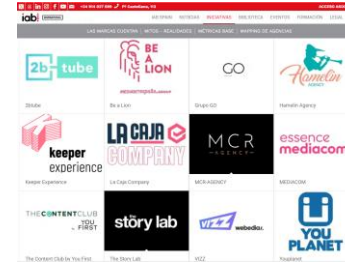
GUÍA DE PUBLICIDAD DIGITAL SOSTENIBLE



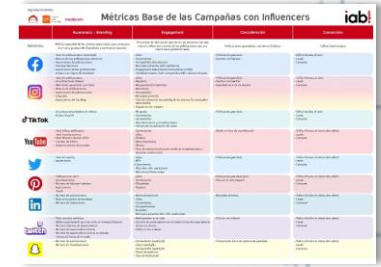
PODCAST BLANCO DEL AUDIO DIGITAL



MITOS Y REALIDADES DE LOS INFLUENCERS



MAPPING DE AGENCIAS



MÉTRICAS BASE DE LAS CAMPAÑAS CON INFLUENCERS



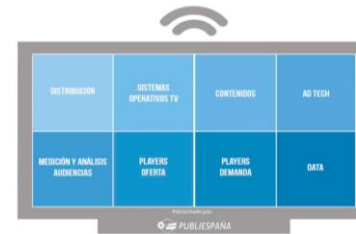
LAS MARCAS CUENTAN



EL METAVERSO DE IAB SPAIN



BENEFITS OF PROGRAMMATIC ADVERTISING



LANDSCAPE CTV

**iab!** IAB Spain  
35.308 seguidores  
3 meses • Editado •

¿Eres experto en DOOH? En IAB Spain te ponemos a prueba!

Durante las próximas semanas publicaremos varias encuestas para medir el conocimiento sobre DOOH de los profesionales de la industria digital. ...ver más

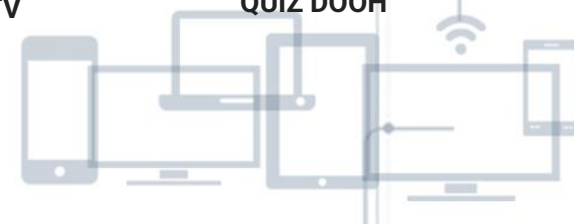
¿Qué aporta pDOOH vs. resto de medios / canales?  
El autor puede ver tu voto. [Más información](#)

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

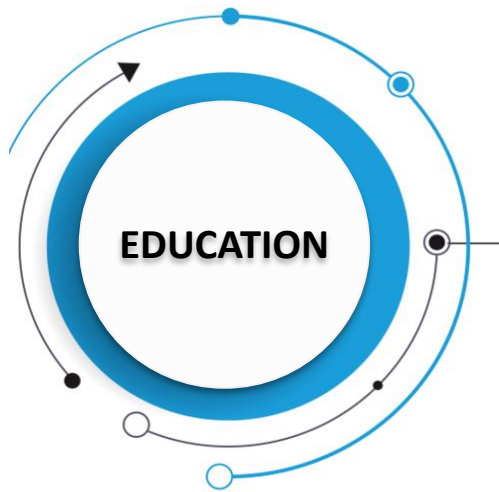
173 votos • Encuesta cerrada

2 comentarios • 16 veces compartido

QUIZ DOOH



# 3.



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

1.- Advanced Courses

2.- Intensive Courses

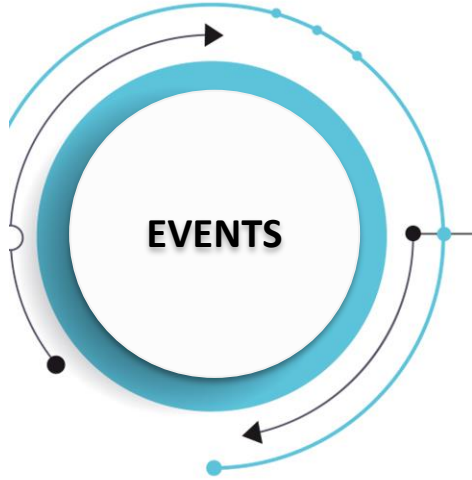
3.- AdHoc Education /InCompany

4.- Online Courses



\* Ask our discounts for IAB Spain members: [formación@iabspain.es](mailto: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 Vídeos 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



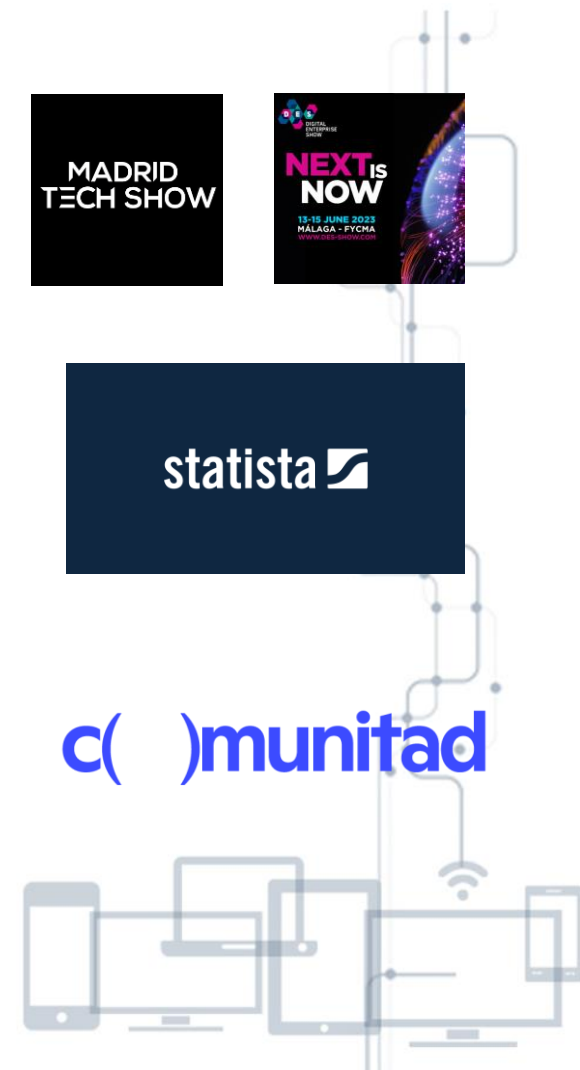
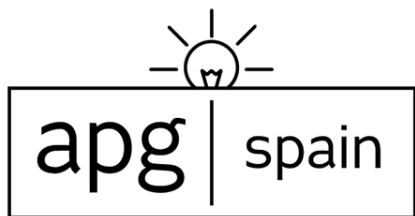
- 6 simultaneous rooms
- + 70 speakers
- +4.000
- national and international assistants
- Live streaming



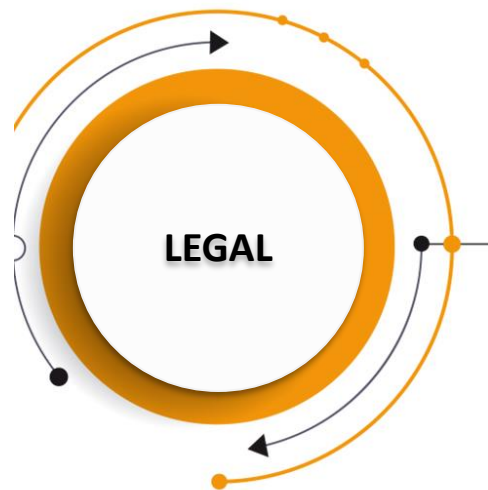
<https://inspirational.es/>

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

# PARTNERSHIP



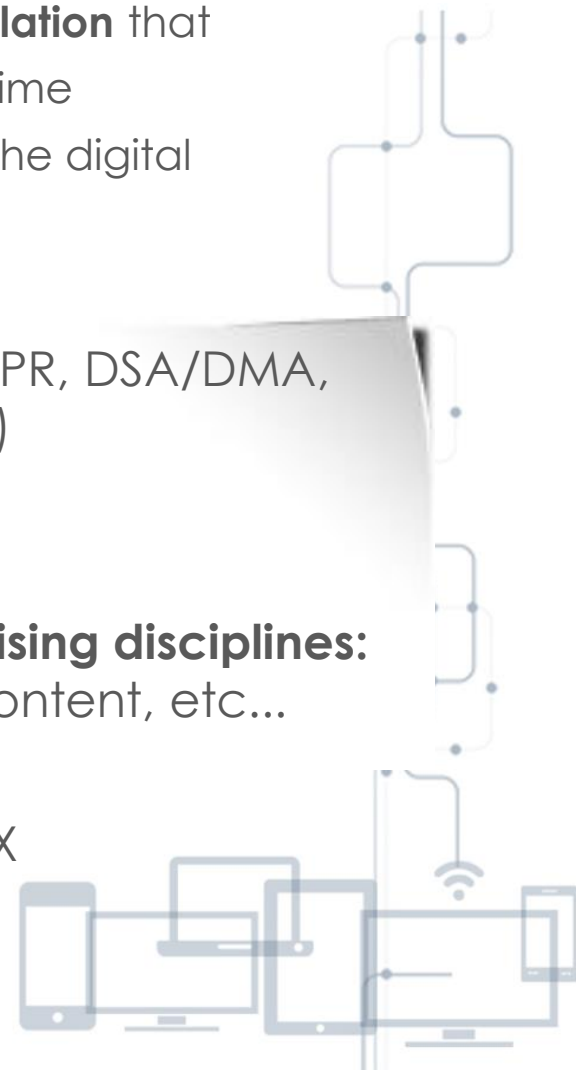
# 5.



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, GaiaX





6.



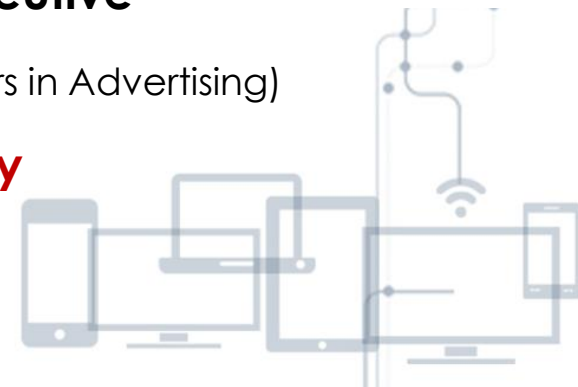
## IAB SPAIN IN THE INDUSTRY

iab●spain

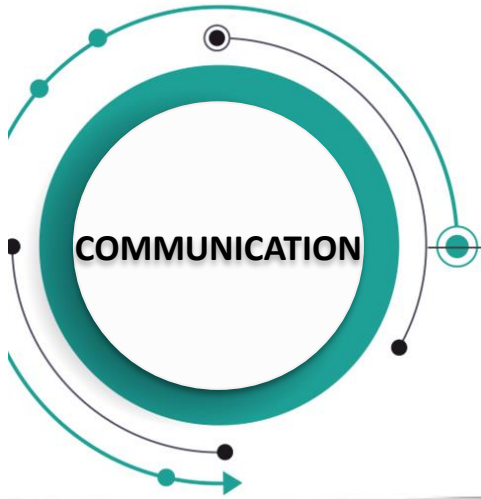
iab●europa



- 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**

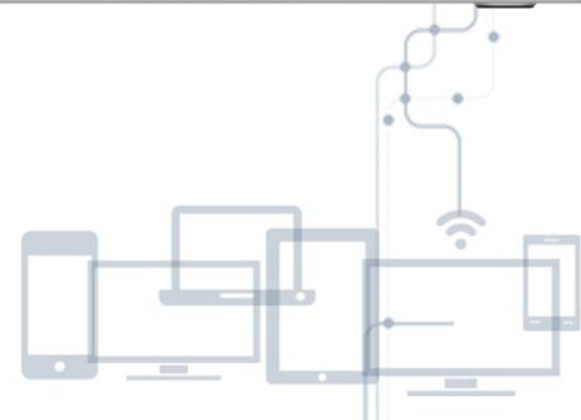
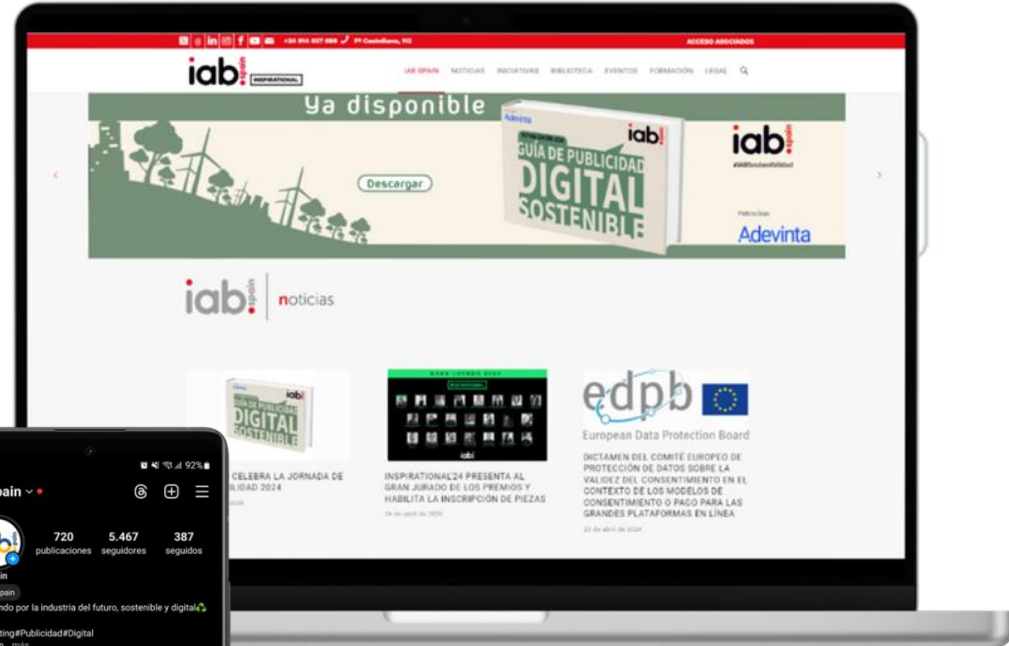


# 7.



In IAB Spain we have different sources of diffusion:

- Web
- Newsletter
- e-mailing
- Social Media



# 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/>

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