

CORPORATE PRESENTATION

IAB SPAIN | 2026





IAB Spain is a member of:



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.

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** (eCommerce, Research Institutes, Law Firms, etc.)



OUR SERVICES



COMMITTEES



RESEARCH



EDUCATION



EVENTS



LEGAL



INTERNATIONAL



COMMUNICATION

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**

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.



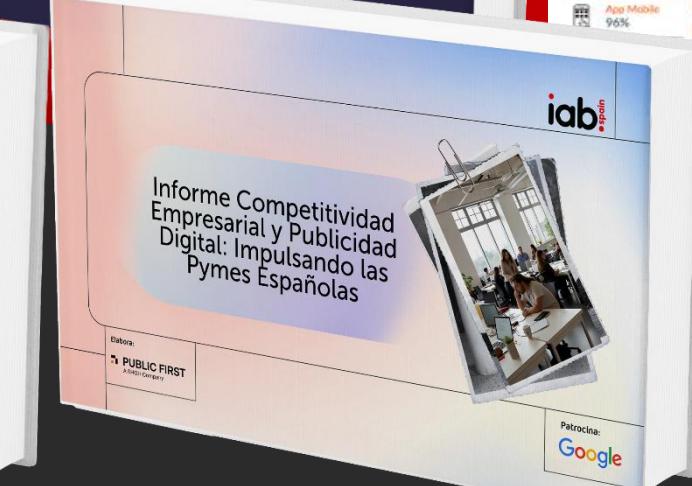
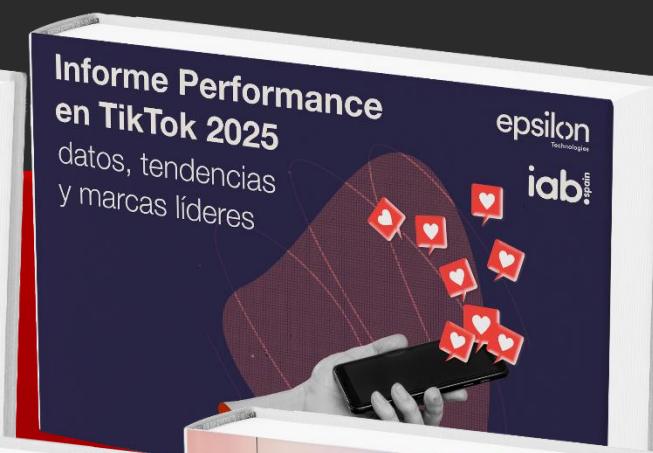
RESEARCH FROM THE COMMITTEES

- 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



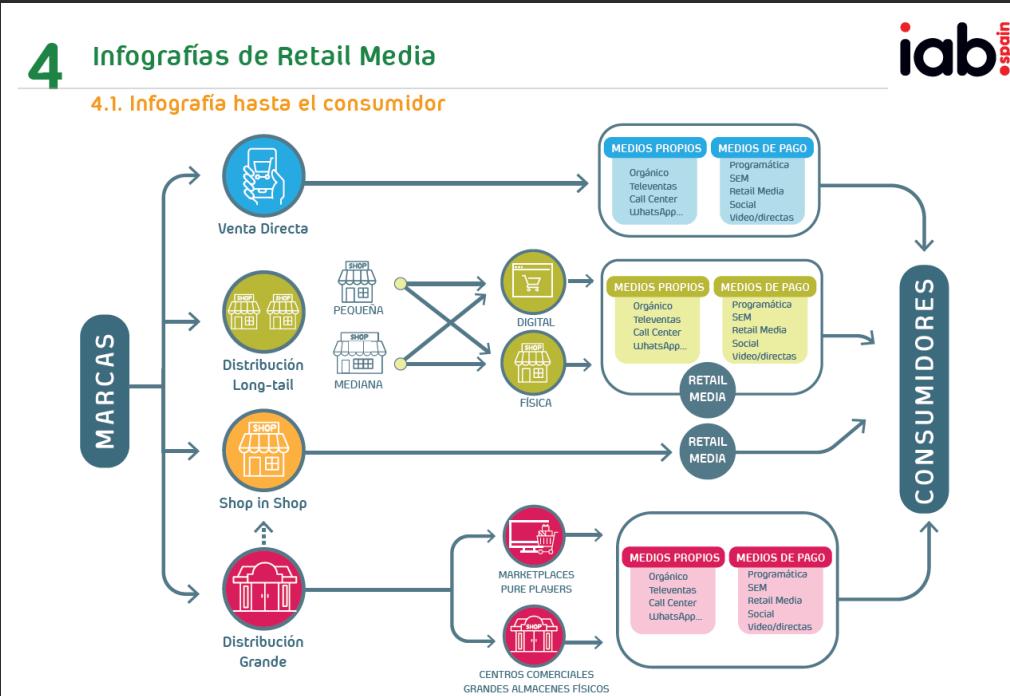
IAB Spain presenta la entrega del mes de octubre del Observatorio de la publicidad digital, elaborado en colaboración con adjinn.

OBSERVATORIO 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
Electrónica 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



03.



EDUCATION

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

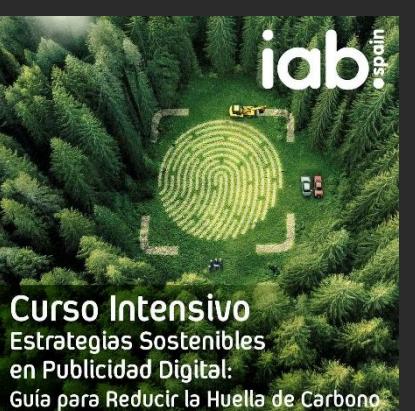
ADVANCED COURSES

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.

iab
spain





ROUND TABLES



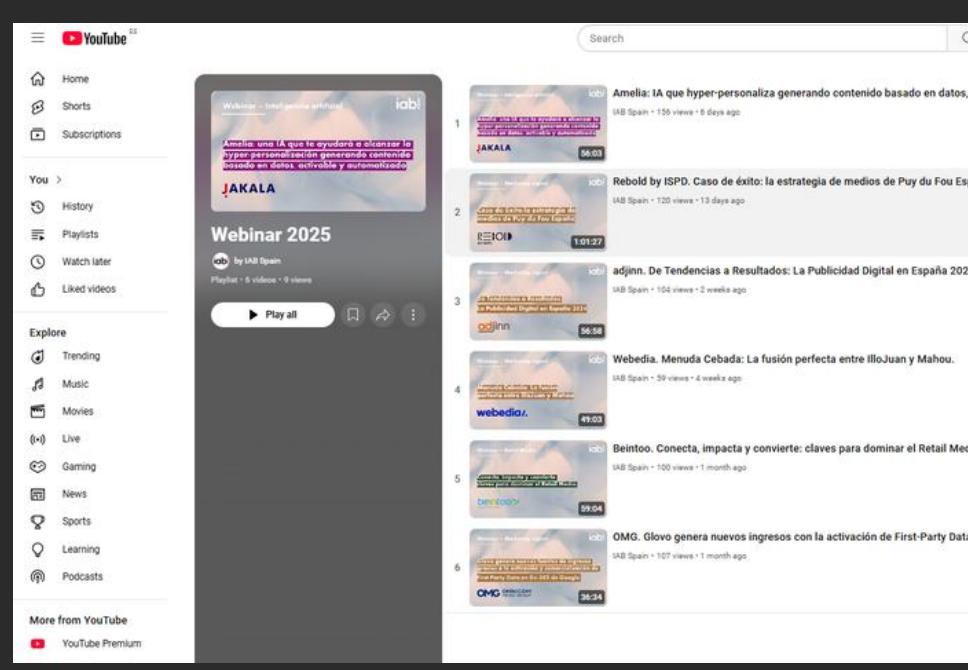
CONFERENCES



STREAMING



AUDIOVISUAL PRODUCTION



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

inspirational.es

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**



DIFFERENT CHANNELS

In IAB Spain we have different sources of diffusion:

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



Newsletter
26 febrero 2025

iabspain

Actualidad

Damos la bienvenida como asociado a Onclusive

Onclusive

Onclusive es una de las principales empresas de tecnología y servicios de inteligencia de medios para comunicación, relaciones públicas y marketing. Ofrece seguimiento, análisis, gestión de medios y social listening con innovación avanzada y experiencia humana. Su plataforma unificada ayuda a tomar decisiones rápidas y basadas en datos, optimizando estrategias y demostrando su impacto.

[Más información](#)

Aforo completo en la Jornada de Inversión en Barcelona



Este es un estudio que analiza la situación actual del sector de la publicidad en medios digitales en España. Se incluyen datos sobre el consumo de medios digitales, las tendencias de consumo y las estrategias de marketing utilizadas por las empresas.

iabspain INSPIRATIONAL

iabspain noticias

Te mantenemos informado de todas las novedades que necesitas conocer sobre el mundo de la publicidad, el marketing y la comunicación digital.

PRÓLOGO
Introducción
Personas en el centro del algoritmo

00

Fascículos divulgativos sobre el impacto de la IA

Desde la Comisión de IA de IAB Spain, se ha trabajado en una serie de documentos divulgativos cuyo objetivo es proporcionar una perspectiva profesional, analítica y realista, que aporte luz sobre el impacto de la IA en la sociedad, especialmente en el ámbito digital. En ellos se abordan desde conceptos básicos hasta aspectos legales y tendencias.

Ya puedes acceder al Fascículo 0 'Introducción. Personas en el centro del algoritmo' [aqui](#)

Esta es una iniciativa en la que han participado las siguientes empresas

ÚLTIMAS NOTICIAS

- LA COMISIÓN DE IA LANZA 8 FASCÍCULOS DIVULGATIVOS SOBRE INTELIGENCIA ARTIFICIAL
- IAB SPAIN CELEBRA LA PRIMERA JORNADA DE INFLUENCER MARKETING
- IAB EUROPE PUBLICA EL INFORME 'STATE OF READINESS - SUSTAINABILITY IN DIGITAL ADVERTISING 2025'

PRÓXIMOS EVENTOS

MARZO 2025

- TRANSFORMANDO LA EXPERIENCIA DE CLIENTE CON PERSONALIZACIÓN, IA Y REAL-TIME

NEWSLETTER

WEB



SOCIAL MEDIA: LinkedIn, Twitter, Instagram, Facebook



iabspain.es
+ 1.054.000 total views
+ 237.000 uniq global users

[Analytics jan. 2025 – dec. 2025]

iabspain

PARTNERS PROFILE

[+34 914 027 699](#) [Pº Castellana, 113](#)

[ASÓCIATE](#) | [ACCESO ASOCIADOS](#)

iab●spain INSPIRATIONAL

[IAB SPAIN](#) [NOTICIAS](#) [INICIATIVAS](#) [BIBLIOTECA](#) [EVENTOS](#) [FORMACIÓN](#) [LEGAL](#) [SEARCH](#)

iab●spain **eventos**

iab●spain **asocia2**

ABRIL **JUNIO**

MAYO 2025

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

EVENTOS PARA 28 MAYO

02 Abr 2025 PRESENTACIÓN ONLINE ESTUDIO ANUAL DE REDES SOCIALES 2025

04 Abr 2025 CONECTANDO PLATAFORMAS Y CONTENIDOS.

11 Abr 2025 MARKETING OUTLOOK UNA MIRADA HACIA EL FUTURO PARA ENTENDER EL PRESENTE.

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

WEB

[+34 914 027 699](#) [Pº Castellana, 113](#)

[ASÓCIATE](#) | [ACCESO ASOCIADOS](#)

iab●spain INSPIRATIONAL

asocia2

Encontrados 70 documentos

Página 1 de 6

Página siguiente

[Pubmatic] Advertiser's SPO Guide
[versión completa](#)

5 de diciembre de 2024

[Freewheel] Streaming TV Uncovered
[versión completa](#)

28 de noviembre de 2024

[Outbrain] Guía Retail Holiday Season 2024
[versión completa](#)

BIBLIOTECA IAB SPAIN **BIBLIOTECA ASOCIADOS** **ENTOS PUBLICADOS CIADOS DE IAB SPAIN**

BUSCADOR
Búsqueda de texto

[BUSCAR](#)

[+34 914 027 699](#) [Pº Castellana, 113](#)

[IAB SPAIN](#) [NOTICIAS](#) [INICIATIVAS](#) [BIBLIOTECA](#) [EVENTOS](#) [FORMACIÓN](#) [LEGAL](#) [SEARCH](#)

Nombre de la empresa **Sector** **Tags**

accenture ACCENTURE

amazon ads AMAZON ADS

ATRESMEDIA PUBLICIDAD ATRESMEDIA PUBLICIDAD

BBVA Creando Oportunidades

BE A LION

DAZN

Disney THE WALT DISNEY COMPANY SPAIN & PORTUGAL

El Corte Inglés

Glovo GLOVO

Meta META

NETFLIX NETFLIX

Rakuten Advertising RAKUTEN ADVERTISING

PUBliesPAÑA

TikTok TIKTOK

Uber UBER

BOARD

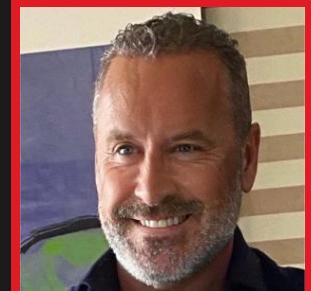
BUYERS



Borja Camerón
ALSEA



Rafael Martínez
TREASURER
IKI MEDIA



Rafael Torres
IPROSPECT



Ana María Alonso
MASORANGE

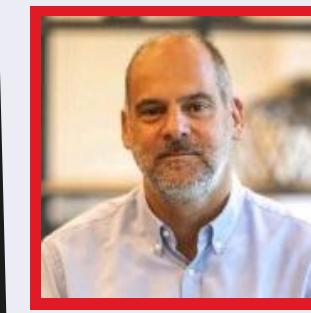


César Alonso
TELEFÓNICA

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?

CONTACT US

Reyes Justribó Country Manager
reyes.justribó@iabspain.es

Belén Acebes COO
belen.acebes@iabspain.es

Belén Vila Head of Marketing & Research
vilab@iabspain.es

Paula López Marketing & Research Executive
paula.lopez@iabspain.es

Verónica Serrano Marketing & Research Executive
veronica.serrano@iabspain.es

Paseo de la Castellana 113, Madrid (28046)

Phone: 91 402 76 99

www.iabspain.es

[Linkedin](#) | [Twitter](#) | [Instagram](#) | [Facebook](#)