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future of **measurement**

an iab australia review of evolving media and advertising measurement practices, datasets and approaches in australia.

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01. background .

Measurement has reached a critical juncture. Media consumption has fragmented across platforms, formats and devices, while the loss of cross-platform identifiers and addressable signals has made consistent, comparable measurement harder – weakening marketers’ ability to link exposure to business outcomes, compare channels fairly, and understand how channels work together. At the same time, slower economic growth in recent years and c-suite scrutiny have driven a decisive shift toward outcomes-based measurement.

IAB Australia has identified the Future of Measurement as a strategic focus area. This industry review reflects the scale of change underway in advertising planning, buying and evaluation, and the need for industry-aligned solutions that can support confidence in media decision-making.

IAB Australia has undertaken a comprehensive review of current and expected changes in measurement practices, datasets, signals, processes and approaches for the Australian market to identify gaps and define future requirements. IAB Australia has consulted with a cross-section of industry stakeholders to contribute their thoughts and experience, to inform a 2027 strategy focused on developing industry-driven measurement infrastructure that enables transparent, consistent and robust measurement.

aim .

IAB Australia’s Future of Measurement will help define the industry-led measurement infrastructure required to support transparent, consistent and robust measurement, so marketers, agencies and media owners can make confident media decisions and assess advertising effectiveness into the future.

The industry consultation sought insight over these key areas:



methodology .

The primary evidence base is qualitative and quantitative industry research conducted by IAB Australia throughout 2026, supported by Australian and global secondary sources.

- **Qualitative interviews:** Marketing, strategy, measurement, data, insights and media planner stakeholders within 34 companies provided consensus information from their organisation
- **Industry surveys:** measurement-relevant findings from IAB Australia State of the Nation surveys conducted with advertising buy-side (agencies and advertisers) in the last year across: Audio, Video, Retail and Commerce Media, Data and Privacy, Digital Out-of-Home and Affiliate and Partnership Marketing (all available on the IAB Australia website).
- **Secondary sources:** A range of Australian and global articles, research reports and whitepapers are referenced where relevant throughout this report.

02. executive summary .

IAB Australia's Future of Measurement review sought to identify the industry-led measurement infrastructure needed to support transparent, consistent and robust measurement and more confident media investment decisions. The review examined current and emerging practices, datasets and approaches to audience measurement for planning, along with ad effectiveness outcomes measurement.

The review's central finding is that the constraint is data, not a shortage of measurement methods, with respondents calling for shared, standardised data for media planning and the assessment of advertising effectiveness.

audience measurement & planning data .

Standardised, currency-grade, and industry-governed digital audience data remains important as the 'common language' for comparing digital media brands side by side, with independent, audited validation the basis of shared trust. Media owners and agencies continue to rely on this data to compare and evaluate digital media ad environments and allocate investment.

The rigour that makes currency data trusted also makes it expensive, creating increasing pressure on the economics of content measurement. The digital standard draws on a range of quality, privacy-safe inputs with a nationally representative panel remaining central. With publishers and media owners funding most of the system, respondents called for broader shared funding, rationalisation of overlapping services, and consistent scrutiny of data quality, provenance and governance to ensure currency measurement remains sustainable.

Cross-media audience measurement for media planning remains the biggest unresolved gap. Industry audience measurement currencies operate largely in silos and the industry call is for greater harmonisation of metrics, definitions and deduplication guidance, with convergence of existing systems rather than a new single measurement system. The OzTAM and Ipsos iris data integration is seen as the model for future combining of datasets.

Total video measurement remains a significant gap, particularly transparent, independently measured ad-supported audiences across SVOD and consistent approaches to shared viewing on connected TV. The industry will look to emerging measurement initiatives and market developments to help address these gaps and establish more consistent, comprehensive approaches.

Over the next two to five years planning data must become interoperable and comparable; actionable and joined to outcomes measurement, including the potential for an outcomes layer built around the existing audience measurement panel; timely and machine-readable as AI increasingly supports planning and buying; and relevant to new environments including AI-driven discovery.

advertising effectiveness & outcomes measurement .

Confidence is falling behind the complexity of advertising. Organisations are reasonably confident within channels, but far less confident in how advertising collectively contributes to business outcomes, with cross-media ROI among the biggest barriers to greater investment.

Measurement is increasingly constrained by data foundations. Signal loss, fragmented definitions and disconnected data limit the robustness and scalability of measurement. Consistent metrics, standardised structures and taxonomies, and clean, granular, timely and accessible data are essential to building measurement that is reliable and decision-ready.

The measurement toolkit is maturing, but methods need to work together. MMM is increasingly central to holistic effectiveness; attribution is still highly used but has significant limitations as a primary measure; incrementality provides stronger causal evidence but remains difficult to scale; and brand lift needs to become more diagnostic. The emerging model is triangulation and using methods in combination, according to the business question it is best equipped to answer.

Measurement is shifting towards privacy-safe data collaboration. However, despite being the most frequently nominated solution, clean rooms remain among the least realised capabilities in practice

constrained by legal and privacy complexities, competitive reluctance to share data, misaligned expectations and limited understanding of what clean rooms can realistically deliver for measurement.

New environments are creating new measurement gaps across retail media, creator and podcast content, and AI-mediated consumer journeys that conventional attribution and MMM cannot observe.

AI will accelerate measurement but also raise the bar for rigour. It can automate data preparation, modelling and reporting, but cannot compensate for poor-quality inputs. As buying becomes more agentic, the industry will also need to establish which measurement signals constitute sufficiently robust evidence for machines to use in planning, buying and optimisation.

next steps .

The following priorities and suggested initiatives raised throughout the Future of Measurement review will require further validation from the broader IAB Australia member base across marketers, agencies, media owners, platforms and measurement partners, and will be considered by its councils and working groups.

Priorities for the future of measurement:

Extend the role of digital audience measurement and planning data by further embedding it into agency and brand planning, integrating it with other media systems, and enabling stronger links to outcomes measurement and advertising activation.

Strengthen the data foundations for measurement by agreeing consistent metric definitions and a common specification for structuring campaign data, so data is standardised, clean, granular, measurement-ready and timely across channels and platforms.

Improve transparency across measurement by encouraging clearer disclosure of the methodologies, inputs and assumptions behind measurement approaches, and consistent scrutiny of the quality, provenance and governance of measurement data.

Support privacy-compliant measurement practice by providing measurement-specific privacy guidance as further Australian privacy reforms take effect.

Enable interoperable, privacy-safe data collaboration by building shared clean-room capability, including practical guidance on Australian use cases and their limits, and documented member case studies, so trusted data can be combined across environments with confidence and speed.

Build measurement confidence in emerging media and new consumer journeys by providing industry guidance and aligning with certified benchmarks and emerging global standards across retail media, creator and podcast content, and AI-mediated journeys.

Prepare measurement for an AI-powered ecosystem by establishing the guidance, best practice, data quality standards and evidence expectations required for responsible AI-enabled and agentic measurement, planning and buying.

Strengthen market capability by providing guidance, best practice, education and training that lift measurement literacy and help marketers choose and combine the right methods.

03. findings: audience measurement, planning data & tools .

This section of IAB Australia's Future of Measurement research examined the data, systems and tools used for digital media planning, market intelligence, and the comparison and evaluation of commercial environments, audiences and opportunities.

a. the importance and uses of IAB Australia endorsed digital audience measurement currency .

IAB Australia has, for over 15 years, set the standard and endorsed a preferred supplier of content audience measurement for planning digital media. The Australian market has led the world with currency-grade **digital audience measurement that provides a whole-of-market view, using independent, standardised, comparable, transparent and audited data** that advertisers, agencies and media owners rely on to plan media and to compare, understand and evaluate digital media audiences and ad environments.

IAB Australia's endorsement of Ipsos iris in January 2023 was the culmination of a strategic review of industry requirements and a tender process to set and endorse industry standards aligned to the needs of the industry. As part of the endorsement, an independent audit of Ipsos iris was conducted in 2025, which found the system well managed and fit for purpose, and contributed to renewing standards and extending the endorsement contract with Ipsos to the end of 2027.

Further background on IAB Australia endorsed digital audience measurement can be found on the [IAB Australia website](#) and the [Ipsos iris website](#).

Across the respondents interviewed there was wide agreement that standardised, currency-grade, industry-governed audience data continues to be important. Participants described the digital audience measurement currency as the 'common language' that allows advertisers to compare digital media brands side by side and to plan and evaluate investment on consistent inputs.

For a range of **digital publishers and broadcasters** it is an important data source included in advertising sales proposals – one medium-sized publisher reported that it was significant in getting their property onto media plans alongside larger publishers. Without it, respondents reported misallocated budgets, reliance on less robust sources, erroneous market claims, usage of misleading proxy metrics (e.g. unique browsers as 'people') and eroded confidence in digital media. Independent, audited third-party validation was repeatedly cited as the basis of shared trust.

Advertising agencies use digital media currency data for initial strategy and planning and for budget allocation based on audience contribution. Both large and independent agencies who subscribe to Ipsos iris regard it as independent and important for effective media planning, providing a trusted foundation for allocating investment. Agencies subscribe to a range of media currencies and syndicated media datasets, as well as investing in their own surveys, panels and other data sources to bridge gaps in media consumption not covered by third-party sources – each agency applying their own way to combine data across these sources.

Respondents described a concrete set of uses for digital currency-grade data:

Core agency strategy and planning – audience sizing and channel selection, reach and frequency planning, channel benchmarking and investment allocation, typically supplemented with other agency data to inform digital strategy.

Ad sales proposals – media owners still regard the data as important for securing ad budgets; advertisers continue to demand both the 'unique insights' story and the hard data proof points from publishers in advertising sales proposals; media owners also use the data to inform inventory packaging and rate cards.

Market comparison and competitive intelligence – a trusted common language for media owners to compare audiences fairly, understand competitors' audiences, and make independently sourced claims in trade marketing activity.

Board reporting and investor updates – where independent audited numbers are non-negotiable.

Digital content strategy and performance KPIs – media owners use it to guide their own strategies and set and track audience-related KPIs for content teams based on Ipsos iris data.

b. developing digital audience measurement and planning data into the future .

While there is wide agreement that standardised, currency-grade digital audience data continues to be important, there are challenges to current and future usage that are typical of those faced by all types of currency-grade measurement globally. IAB Australia industry interviews highlighted a range of strategic initiatives that could be considered by the industry for developing audience measurement and planning data into the future.

developments need to be economically sustainable .

Privacy-compliant, currency-grade establishment surveys, representative consumer panels and tracking technology to measure across fragmenting devices and channels are costly. With local publishers and media owners contributing most of the investment and resourcing required to maintain (often multiple) industry audience measurement systems, the economics have become increasingly challenged.

There is an expectation that the digital currency should evolve and address gaps in measurement – which would not be economically sustainable without continued, increasing investment from across the market. Respondents called for the funding of industry measurement to be shared more broadly across the market, and for rationalisation of the overlap and duplication across measurement services to reduce the need for multiple subscriptions.

Industry currencies operate within robust standards of transparency and governance but increasingly compete with alternative measurement systems that operate under different levels of scrutiny. Respondents called for greater consistency in how industry stakeholders assess the quality, provenance and governance of measurement data. Strengthening this focus would help reinforce the value and credibility of industry currency measurement.

shared foundations and integration across siloed planning data are key to comparable and combined cross-media audience .

Australia's channel-specific currencies — spanning television, digital, audio and out-of-home — were consistently described as strong but operating in silos. The most significant gap is the **absence of a consistent, deduplicated cross-media view of audience reach**. Media owners and agencies currently draw on multiple measurement systems and proprietary research to fill gaps in understanding ad-supported reach, with differing methodologies and definitions requiring agencies to interpret and reconcile data themselves.

Overall, the industry is calling for **interoperable foundations that connect existing audience currencies and planning datasets**, rather than a new, unified cross-media measurement system. This means greater alignment of core metrics, audience definitions and population counts, alongside common taxonomies, governance and guidance for deduplication. These foundations would make audience data more comparable across channels and easier to combine and ingest into agency planning systems.

Interoperability also requires greater transparency in how data is combined and used once it enters proprietary planning tools. Publishers and media owners need confidence that contributed audiences are being appropriately represented, weighted and validated. Common standards for data combination and disclosure would therefore need to complement standardised inputs on the buy side.

Importantly, there is little industry appetite for building an entirely new cross-media currency from scratch. The preference is to **integrate and improve interoperability between established measurement systems**, leveraging existing investment while creating a more connected view of audiences.

The integration of OzTAM BVOD audience data into Ipsos iris provides a strong model for this approach. By combining trusted, industry-endorsed datasets through a collaborative and standards-based process, it creates a more comprehensive cross-platform view while retaining the integrity of each measurement system.

The industry will need to balance the cost and complexity of further integrations against the value they create through more connected cross-media measurement and planning capabilities.

evolve measurement for new and increasingly fragmented media environments .

Respondents identified that there is a significant **gap in total video audience measurement**, particularly transparent and independently measured ad-supported audiences across SVOD. Shared viewing, particularly on connected TV, remains an unresolved gap, with inconsistent methodologies across platforms and a need for a more standardised approach to co-viewing.

OzTAM, Australia's industry standard for understanding viewing behaviour, [announced](#) in July 2026 that it will conduct a tender for its Total Video Measurement service, with a decision expected in early 2027. The industry will await the outcome of this process to understand how these identified gaps in total video measurement will be addressed.

AI-driven discovery represents a new frontier for audience measurement. Further understanding is needed of the requirements for measuring AI online in the next few years. Respondents can already see a need to **measure and report the online audiences of AI apps and sites, and how audiences interact with media content through AI environments**, including content surfaced within chatbots such as ChatGPT and Gemini and AI-generated search experiences. Ideally respondents want independent, audited figures on the number of times websites and content are accessed within AI engines to generate summaries for users.

Audience behaviour is increasingly distributed across a broader range of media environments. Retail media, video and audio streaming, podcasts, creator and influencer content, newsletters and AI-driven surfaces are not consistently represented within existing currency frameworks. There is support for **exploring expanded coverage, particularly in areas such as podcasts and creator content**. The commercial viability of extending the existing measurement product or developing data collaboration opportunities would need further assessment.

Planning data needs to provide a richer view of audiences and context. Beyond reach and frequency, respondents identified opportunities to strengthen planning data with measures of **quality, context, engagement, attitudes and lifestyle characteristics**. There is also interest in integrating first-party data to complement syndicated audience data and enhance its relevance and usability for planning and activation.

planning data that is actionable and aligned with outcomes measurement .

Advertisers and marketers are under higher pressure to prove campaign effectiveness, and there has been a distinct **shift in focus toward outcomes measurement**. Some respondents hold the view that increased availability and improvement in outcomes measurement will reduce the need for media planning data into the future.

The exclusion of planning data from the buying process comes with risk. One respondent observation was that MMM increasingly locks in channel allocations before publishers can make their case – clients arrive at agencies with pre-set plans, reducing the influence of audience insight tools in planning conversations. There is also a risk that emerging, underutilised or new channels are not

adequately considered if they lack sufficient historical data to feature in MMM, potentially limiting opportunities to identify and test new sources of audience reach and effectiveness.

There is an expectation that planning datasets will need to align more closely with business outcomes, creating an opportunity to build an outcomes layer around the existing digital audience measurement panel. Drawing on collaborative models such as the UK's [Lantern project](#), media owners could contribute standardised exposure data to a common framework, with outcomes data brought in through the privacy-safe behavioural panel. This would create standardised pathways to connect audience exposure with observable behavioural and business outcomes, including brand search, website and app visitation, engagement, lead generation, conversion and purchase. Sitting between audience currency and effectiveness measurement, such an approach could provide the connective infrastructure currently missing and give advertisers a view of advertising impact.

Digital planning data needs to become **more actionable, with stronger targeting capability** – including segmentation-based targeting integrated into programmatic. **Using digital audience measurement data to develop audience segments for activation in programmatic buying is an increasingly common way planning data is being activated.** For example Ipsos UK offers audience segments based on Ipsos iris panellist data, using machine learning to build propensity models based on geographic and contextual signals (for example topics), integrated into programmatic platforms; this offers publishers first-party data enrichment, which is of interest to some Australian Ipsos iris subscribing publishers.

the privacy-compliant audience measurement panel is a key industry asset but we need to recognise its limitations .

Ipsos iris metrics are derived from multiple data sources, including a nationally representative establishment survey of 12,000 Australians per year; a single-source, opt-in, privacy-compliant passive tracking panel of 4,000 Australians across approximately 8,500 devices; comprehensive content tagging and server-to-server data integrations; and census data. These inputs are combined to create a synthetic, privacy-compliant dataset of approximately 500,000 respondents.

Respondents noted that Australian privacy reforms and signal loss will accelerate further demand for privacy-compliant, modelled and panel-based solutions, supported by transparent methodologies and governance. Future measurement systems will rely heavily on probabilistic identity resolution, synthetic audiences, machine learning and AI-based estimation and modelling – but **most global initiatives still retain a central role for privacy-compliant panels as a source of ground truth**, and respondents expect a revived acceptance of panel-based measurement where it is the appropriate tool. Panels remain the primary source of accurate, extensive demographic information associated with a person tied to their media consumption. Panels can measure when a person is exposed to content across device (for de-duplication) as well as measure when they may be consuming content with other persons (co-viewing) and overcome challenges with account sharing.

As with all audience research, estimates are based on a sample of people which represents a portion of the population; this is why there is an expected range for audience results each month which varies by sample size, or in the case of Ipsos iris, audience size. IAB Australia's independent auditor, Milton Data, has worked with Ipsos to provide Ipsos iris users with a guide to expected variance in audience metrics based on a 95% confidence interval which is available in Ipsos iris support documentation. Ipsos iris is operating a population-representative panel at a size the industry can currently afford. IAB Australia's independent auditor reported that increasing panel size would add significant cost for little accuracy benefit.

Over the last year, several further initiatives have been undertaken by Ipsos iris and the IAB Australia Audience Measurement Council to provide **transparency on sample-related volatility** and to explain non-sample-related movements in data. In August 2026, the digital audience measurement system

transitioned to age 18+ audience reporting (from age 14+), with the objective of reducing audience volatility related to under-sampling of ages 14–17.

In a world increasingly demanding real-time data, panel-based audience reporting is seen as slow.

Having a hybrid measurement system with various data inputs coming together and a rigorous QA process slows down the production time for data release. Ipsos plan to release weekly audience data that will be reported week following. To achieve this weekly release schedule, reductions in scope have been applied.

AI will reshape how measurement data is produced, accessed and used .

The next phase of transformation will be shaped by artificial intelligence, creating new requirements for the currency and the wider measurement ecosystem. **Measurement data will need to become more timely, consistent and machine-readable.** As AI increasingly supports or automates media planning and buying, measurement data will need to be accessible to systems that can query, compare and cross-check datasets without requiring human interpretation or manual translation between formats. Over the next five years, respondents expect greater demand for modelling-ready, machine-readable data that can support more responsive decision-making and identify changes in audience behaviour more quickly.

Timeliness will become increasingly important. There is a fine balance between the frequency and timeliness of data delivery and the scope of measurement coverage, while maintaining the quality, governance and QA processes that underpin its credibility. There is an opportunity to explore, with the audience measurement vendor, AI applications across data integration, cleaning, QA and reporting interfaces that could improve efficiency, accessibility, and speed (faster data release cadences).

Traditional reporting interfaces are increasingly being complemented by conversational and agent-driven interfaces, allowing users to query data in natural language and generate analysis or reports on demand. This represents a shift from periodic reporting towards more continuous monitoring, interpretation and explanation.

next steps .

The suggested initiatives raised throughout the Future of Measurement review will require further consideration and validation from the IAB Australia Board, IAB Australia Measurement Council and from the broader IAB Australia member base.

What the future of digital audience measurement could look like:

Independent, audited and privacy-compliant measurement remains the foundation, with panels retained as a source of ground truth.

Existing currencies become interoperable and converge through integration rather than through new, single cross-media builds.

Audience data extends into agency planning systems, activation and outcomes – including the potential for an outcomes layer built around the existing audience measurement panel.

Data becomes more timely, machine-readable and agent-ready.

Coverage expands into new environments such as AI-driven discovery, podcasts and creator content.

Every step is tempered by economics: scope must be prioritised and the cost of each extension and integration weighed against the value created – supported by broad shared funding to be sustainable.

04. findings: advertising effectiveness & outcomes measurement .

This section covers findings on the data, systems and methodologies used to connect advertising exposure and delivery to business outcomes (brand and sales).

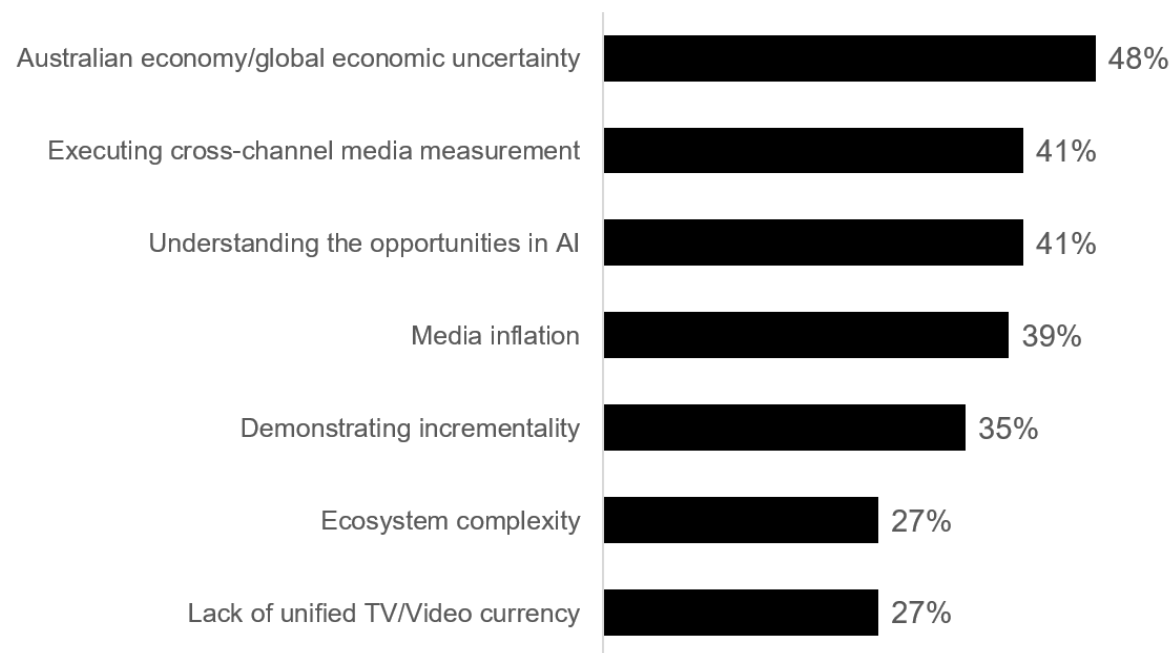
a. confidence is falling behind the complexity of advertising .

Confidence in understanding the holistic impact of advertising across channels and tactics was consistently described by respondents as moderate. While most organisations feel reasonably confident assessing individual channels or campaigns, there is considerably less confidence in understanding how advertising collectively contributes to business outcomes.

Participants put forward that the industry remains largely reliant on channel-centric measurement frameworks, despite advertiser demand increasingly shifting towards a total business view of effectiveness. Future measurement needs to move beyond evaluating channels in isolation to understand how they interact and collectively contribute to business growth.

The IAB Australia State of the Nation industry surveys of buy-side decision makers consistently show that proving ROI in the context of the media mix remains one of the biggest challenges preventing greater investment in channels. [IAB Australia Video Advertising State of the Nation 2026 Report](#) found that, following economic uncertainty, a range of measurement-related areas were cited as challenges for marketing and advertising investment.

greatest concerns or challenges regarding marketing and advertising investment in 2026 (amongst digital video ad buyers):



Source: [IAB Australia Video Advertising State of the Nation 2026](#)

b. data foundations are constraining measurement .

signal loss remains an ongoing measurement challenge .

Signal loss is not a new challenge for advertising measurement, but it remains an important constraint on the industry’s ability to understand audiences and outcomes consistently across channels. Changes in privacy regulation, platform policies, identifier availability and the fragmentation of media environments have reduced the availability and consistency of observable signals. While measurement

approaches continue to adapt through privacy-compliant data, modelling and other methodologies, gaps in observable data remain and need to be accounted for when assessing campaign performance and cross-media effectiveness.

measurement is constrained by the accessibility of quality, granular, consistent and structured data .

A recurring and emphatic view across IAB Australia's interviews and surveys was that the industry's measurement challenges are fundamentally a data and integration problem, rather than a lack of measurement methodologies. Advanced approaches such as MMM are capable of considerably greater sophistication than the data currently allows. The key constraints are the quality, granularity, consistency and accessibility of data, alongside the governance and operational effort required to integrate and reconcile it.

Data fragmentation was the most consistent manifestation of this challenge. Different channels and platforms use varying definitions of impressions, reach, frequency and conversions, while campaign data is often collected in different formats, at different frequencies and with varying levels of granularity. Inconsistent tagging and reporting structures further compound the issue, meaning organisations and measurement providers can spend significant time cleaning, harmonising and reconciling datasets before measurement can begin. Respondents also highlighted discrepancies between publisher-provided data and clients' own records of spend, pointing to a need for stronger reconciliation standards.

A shared data standard is the industry's clearest ask. Respondents want a common taxonomy for campaign data across marketing mix modelling, attribution, and experimentation, for example IAB US's Campaign Data Standards 1.0, released in August 2026, as existing global work Australia could adapt rather than recreate.

In August 2026 IAB US released their [Campaign Data Standards 1.0](#) to establish a shared framework for describing advertising experiences and the inventory in which they appear across platforms, channels, and campaign systems. These provide a common language for organising campaign data across planning, activation, reporting, and measurement. They are designed to reduce the custom mapping, manual reconciliation, and inconsistent classification that can make it difficult to compare campaign performance across platforms, partners, and channels. If adapted and adopted in the Australia market these standards provide the foundations to enable more reliable attribution, incrementality, and MMM through improved data inputs.

measurement needs to account for media quality as well as exposure .

Respondents identified a disconnect between media quality measurement and outcome measurement. Many advanced measurement approaches effectively treat impressions equally, meaning a poor-quality impression can receive the same weight as a fully viewable, brand-suitable impression. Respondents argued that future effectiveness measurement needs to better incorporate the quality and context in which advertising is delivered. **Respondents saw an opportunity to better integrate brand, attention and quality-context metrics** to provide a more balanced view of advertising effectiveness. Attention measurement was viewed as particularly promising because it can provide an outcomes-linked signal across environments and help explain why identical impression counts can produce very different results.

The IAB US and MRC [Attention Measurement Guidelines](#) provide a framework for consistent definitions as attention develops into a planning and buying signal.

c. the measurement toolkit is maturing – but methods need to work together .

cross-media reach and frequency remains a gap .

Deduplicated cross-platform campaign reach and frequency is frequently cited as a measurement priority for Australian advertisers. Respondents want independent, third-party validation of campaign audience delivery across media channels.

Project Origin UK illustrates both the ambition and economics of building a full cross-media campaign measurement system. Origin – the UK programme built on the World Federation of Advertisers' open-source Halo framework – took from 2019 to 2025 and more than £60 million of investment to launch to the full UK market. The Media Leader (July–August 2026) reports that despite coverage of around 60% of the UK ad market, the data has received mixed reviews. The data is intended to feed into campaign planning, reporting, and evaluation frameworks like Marketing Mix Models (MMMs), though direct public case studies proving live MMM integration are still emerging.

UK commentary questions whether the economics of building entirely new panels can stack up in most markets, arguing that cross-media measurement is more likely to succeed internationally when built around existing industry currencies and joint industry committees rather than replacing them – a lesson directly relevant to a smaller market like Australia.

More affordable approaches are also emerging. AudienceProject, for example, positions itself as a more affordable alternative and provides deduplicated reach and frequency measurement across linear TV, CTV, social and digital channels in multiple overseas markets. In Australia, the Video Futures Collective (VFC) and AudienceProject have recently [announced](#) a collaboration to help advertisers and agencies better understand campaign performance, compare results and optimise media investments across participating video platforms.

MMM is becoming increasingly important for holistic effectiveness .

MMM was widely viewed as one of the most credible approaches available for measuring holistic marketing effectiveness, particularly as attribution is now less reliable. Its accessibility is increasing through open-source tools and AI-assisted modelling, while confidence in the methodology is growing.

MMM is also increasingly becoming decision infrastructure, rather than simply a retrospective analytical exercise. It is being used to generate forecasts, budget allocations, response curves and scenario plans that feed directly into planning, financial decision-making and optimisation workflows.

IAB Australia's [Market Mix Modelling Landscape Report 2025](#) provides marketers with information for greater understanding and transparency when navigating the diverse vendor landscape. 15 Market Mix Modelling vendors provided information on their methodologies, validation practices, data requirements, refresh cadences, and decision-support capabilities.

Respondents believe the biggest barrier is the data and integration constraint described in the previous section. Stronger data foundations and automated data ingestion would make MMM more scalable, timely and reliable, reducing the manual effort required to prepare data while enabling more granular and frequent modelling across media and business outcomes.

Respondents also want MMM to better connect short- and long-term effects, recognising that brand building may take years to fully manifest while demand-generation activity is often judged over seven- or 30-day windows.

Greater transparency is also needed to build confidence in MMM. Respondents noted that different modelling providers can produce materially different results from similar inputs, creating uncertainty about

reliability. Clients can experience a significant “shock” when a new model suggests that previous investment decisions were wrong. **A proposed response is greater methodological transparency through standardised model factsheets** documenting data sources, transformations, priors, adstock assumptions, validation methods, uncertainty ranges and known limitations without requiring disclosure of proprietary code.

attribution is heavily used but is increasingly unsuitable as the primary measure of effectiveness .

Participants were almost unanimous in their criticism of traditional attribution models. Last-click attribution was widely described as obsolete, yet remains heavily used, particularly amongst advertisers with lower measurement maturity. Its persistence is partly driven by operational factors: other measurement is often delivered too slowly to influence optimisation, while commercial incentives remain tied to short-term metrics such as CPA.

Last-click and rules-based attribution were criticised for systematically overvaluing lower-funnel channels such as search and retargeting while undervaluing brand-building and upper-funnel investment. Respondents similarly characterised attribution as among the weakest methodologies because it records conversions rather than incremental impact and can result in multiple platforms claiming credit for the same conversion. Multi-touch attribution has also declined materially as signal loss and walled gardens make user-level journeys increasingly difficult to observe.

AI is likely to further weaken click-based measurement as consumers increasingly receive recommendations and information without necessarily clicking through to an advertiser or website.

Australian privacy legislation developments are adding further uncertainty around the usage of tracking pixels used for attribution. The [OAIC's June 2026 determinations](#), specific to sensitive information, demonstrate that third-party tracking pixels used for conversion measurement can create privacy compliance risks where the resulting data enables individuals to be singled out or distinguished. IAB Australia is encouraging marketers to audit what pixels are on their properties, check what data they're collecting and where it's going, and make sure privacy disclosures reflect that accurately.

incrementality provides stronger causal evidence but remains difficult to scale .

Incrementality testing and experimentation were consistently viewed as among the most robust approaches available because they can establish causal relationships. They provide valuable evidence in privacy-constrained environments and can also be used to calibrate other methodologies such as MMM.

However, experimentation remains costly, operationally complex and difficult to scale. Holdout experiments require organisational agreement to withhold media investment, while many advertisers lack sufficient conversion volume to achieve statistical power. Australia's population size can make this constraint particularly acute.

IAB and IAB Europe have released [Guidelines for Incremental Measurement in Commerce Media](#). These guidelines provide a clear framework for aligning measurement methods with business goals, helping marketers choose the right level of causal rigour for campaign optimisation, ROI validation and platform calibration.

brand-lift measurement remains essential but needs to become more diagnostic .

Brand-lift studies remain central to effectiveness measurement. IAB Australia State of the Nation surveys have consistently found that digital brand lift studies are one of the most used tools across digital audio, video and digital out of home. However, respondents have questioned whether commonly used single-question measures (often related to ad recall) provide enough insight. Rather than simply

identifying whether something worked, advertisers want richer diagnostic approaches that explain why it worked or did not work.

the emerging consensus is triangulation, not replacement .

There was strong support for integrating complementary measurement methods within a common effectiveness framework. The priority is not another standalone methodology, but the infrastructure, standards and decision framework needed to reconcile different forms of evidence.

A key source of frustration is that MMM, attribution, platform reporting, brand tracking and incrementality can produce conflicting conclusions, leaving marketers uncertain about how to interpret and act on the results. A more cohesive framework would match each methodology to the business question it is best equipped to answer, rather than treating them as competing alternatives.

The [IAB US State of Data 2026 Report](#) reinforces the challenge: while adoption of advanced approaches is broad among buy-side organisations, only 39% use MMM, attribution and incrementality together, indicating that integration remains limited.

The emerging model combines:

- MMM for strategic budget allocation and total marketing impact
- Attribution for operational optimisation where appropriate
- Incrementality for causal validation and calibration
- Brand and quality metrics for longer-term outcomes and media value

This aligns with the direction of [IAB US's Modernizing MMM guidance](#), which advocates cross-validation and the use of multiple supporting signals before making material budget decisions.

d. measurement is moving towards privacy safe data collaboration .

The future vision emerging from the interviews is one of greater integration and interoperability. The critical capability is a governed, interoperable infrastructure that enables data and methodologies to connect—supporting the triangulation of evidence and joinability across channels, online and offline activity, and exposure and outcomes.

As third-party identifiers continue to decline, first-party data and privacy-safe collaboration are expected to become foundational to future measurement. Clean rooms and other privacy-enhancing technologies are widely seen as viable pathways to connect media exposure with CRM, sales and other outcome datasets. **Despite being the most frequently nominated solution for privacy-safe collaboration, clean rooms remain among the least realised capabilities in practice.**

A data clean room is a controlled environment in which two or more parties can analyse combined data without either party gaining access to the other's underlying records. It is an environment and a set of privacy-preserving techniques, not a measurement method. It can:

- allow an advertiser and a publisher, platform or retailer to analyse their combined data without exchanging raw records
- produce aggregated overlap, reach and frequency, and exposure-to-outcome analysis
- enforce query, aggregation and output controls so that individuals cannot be isolated in the results
- support audience matching, suppression and calibration for defined and agreed use cases

Respondents report adoption remains constrained by legal and privacy complexities, competitive reluctance to share data, misaligned expectations and limited understanding of what clean rooms can realistically deliver. Even where clean rooms are deployed, interoperability remains difficult. Platforms often operate separate clean rooms, taxonomies and measurement frameworks, requiring significant technical effort to analyse data environment by environment before results can be combined. Clean-room

work requires people who can write and interpret queries, and that capability is scarce and expensive at Australian market scale. One agency described the current state as effectively “hacking it together”. Small, matched populations and modest match rates mean clean-room analyses in this market frequently lack statistical power.

Looking ahead, respondents believe the value of clean rooms will depend less on the technology itself and more on the industry's ability to create interoperable foundations, requiring greater collaboration between publishers, platforms, advertisers and industry bodies. **IAB Tech Lab has also found that “as the use of data clean rooms matures, it is necessary for the industry to come to consensus on how data clean rooms operate, develop a collection of canonical use cases and standards for interoperability among the participants engaging in a data clean room”.**

Not every measurement problem needs a clean room. Aggregated server-side conversion feeds, IAB Tech Lab developed PAIR (the Publisher Advertiser Identity Reconciliation protocol supporting privacy-preserving matching and activation of advertiser and publisher first-party data) and IAB Tech Lab developed ADMaP (the Attribution Data Matching Protocol, for privacy-preserving attribution measurement), and marketing mix modelling as an inherently privacy-tolerant method, are all part of the answer.

It should also be noted that while data clean rooms enable specific use cases within the broader infrastructure, they don't resolve previously highlighted challenges around data access, inconsistent definitions, and cross-platform comparability.

[IAB Tech Lab's Data Clean Room Guidance](#) and first interoperability standard for private audience activation establishes common principles, functions and privacy-enhancing technologies for data clean rooms and outlines some limitations and guardrails when engaging with data clean rooms.

At the time of publication of this Report (31 August 2026), the Australian Government released a Consultation Paper and Exposure Draft legislation to modernise and strengthen Australia's privacy laws for the digital age. The Australian Government is considering a further package of reforms as the next stage of uplifting Australia's privacy laws, following the Privacy and Other Legislation Amendment Act 2024 (Cth). The package includes the Privacy Amendment (Personal Data Protection) Bill 2026 (Bill), which contains draft provisions for a range of proposed reforms to the Privacy Act 1988 (Cth). The Bill remains subject to further consideration by government. Consultation closes 18 September 2026. IAB Australia will provide further guidance to its members in due course.

IAB Australia keeps members informed on [regulatory developments affecting digital advertising and measurement](#), providing timely updates and industry guidance.

e. measurement needs to keep pace with evolving media and consumer journeys .

Many forms of advertising and marketing activity that are widely believed to influence outcomes remain difficult to quantify. These include sponsorships and partnerships, creator and influencer-led content, podcasts and audio advertising, newsletters and editorial environments and AI-generated recommendations and citations. As advertising investment expands across an ever-growing number of

channels and formats, respondents expect measurement standards to extend beyond the channels currently best served by established systems.

Retail and commerce media investment is continuing to grow in Australia, but the market is also entering a new phase of maturity, with buyers demanding sharper standards as they increase investment and retailers strengthening their measurement offers and expanding formats and channels. The [IAB Australia Retail and Commerce Media State of the Nation Report 2026](#) found that as the category matures, buyers are becoming more precise about where they want the bar raised. Measurement remains the defining barrier, with inconsistent metrics and definitions across networks cited as the top measurement challenge by 73% of active buyers, while 59% encountered challenges measuring ROAS or ROI. The report also found strong support for certification as a trust signal, with 80% of surveyed brands and agencies saying a retailer's IAB certification status would increase their willingness to work with them as a retail media partner.

IAB Australia and IAB Europe have launched an [Australian Retail Media Certification Program](#) which allows retailers to undertake an independent audit of their retail media measurement practices. Retailers that meet the required industry-agreed criteria will be awarded a certification badge, which can be used to signal their compliance and leadership in measurement maturity.

Creator-led content and podcasts represent similar gaps: adoption is already significant, but independent and comparable measurement of their contribution to business outcomes has not kept pace with their growing role in the media mix. IAB Australia State of the Nation research found that 63% of digital video ad buyers have used video creators and talent, while 61% of audio ad buyers have used podcast creators.

The IAB US [As-Is Measurement Landscape in the Creator Economy](#) examines where creator measurement stands today, what's broken at scale, and the measurement and verification upgrades required to unlock institutional spend.

AI mediated discovery is changing the customer journey that measurement systems were designed to observe. An AI agent may influence a consumer without the consumer ever encountering or clicking an advertisement, while advertising may influence someone who subsequently creates content or expresses a preference that becomes part of the information an AI system uses to advise another consumer.

In both cases, the commercial impact may be real but difficult to capture through conventional attribution or MMM. Measurement will therefore increasingly need to account for both human and machine-mediated journeys, with the role of AI likely to vary substantially by category and consideration level.

IAB US's [Measuring Visibility in the AI Era](#) establishes the industry's standardised set of measurement guidelines for tracking brand and publisher visibility in AI-powered discovery platforms to help organisations evaluate measurement approaches with confidence. The Framework includes a common metrics hierarchy for AI visibility across brands and publishers, measurement standards to help assess data quality and fitness for use, a shared vocabulary and disclosure requirements for providers that bring greater transparency and consistency to the market and ways to navigate stability and reproducibility to ensure that the visibility metrics are applied with confidence for navigating recommendations and next steps.

f. AI will accelerate measurement without fixing it .

AI will automate more of the measurement workflow .

AI is accelerating expectations for speed, scale, and decision-readiness. The [IAB US State of Data 2026 Report: The AI-Powered Measurement Transformation](#) explored how AI is being applied across attribution, incrementality testing and marketing mix modelling (MMM), where the US buy side believes AI can deliver impact in the next 1-2 years, and what foundational gaps must be addressed to modernise measurement responsibly and at scale.

The Report estimates AI could help unlock US\$32B in the US market in 1-2 years (US\$26 billion in media investment plus US\$6 billion in productivity value). The Report also expects AI will narrow critical gaps by automating more strategic work, increasing measurement frequency by 2-3×, and enabling more sophisticated approaches in the US market.

Australian respondents expect AI to improve data harmonisation, model development, reporting automation, forecasting, insight generation and optimisation recommendations. AI is expected to automate much of the repetitive work currently involved in data preparation, modelling and reporting, potentially reducing delivery times from weeks to days and enabling more continuous measurement.

AI will increase, rather than reduce, the need for data and measurement rigour .

Enthusiasm for AI is running ahead of confidence in its reliability. Respondents expressed key concerns including accuracy and transparency, legal and governance compliance, data security risks, lack of industry standards, lack of AI knowledge and limited visibility into how AI systems operate.

Respondents also stressed that AI cannot compensate for poor-quality data. Stronger data hygiene, ongoing QA and privacy-safe data sharing would improve the quality and consistency of MMM inputs, reduce modelling errors and make it easier to integrate media, sales and first-party data from multiple sources.

There is concern about the growing number of low-cost AI-driven measurement tools that lack methodological rigour and transparency, particularly when agencies and clients are under pressure to demonstrate AI-driven efficiency. Such tools are arriving faster than buyers can validate them, and risk setting the de facto standard before better tools are assessed.

Other key AI risks mentioned include the co-mingling of different clients' data to train models, prohibited re-use of client data, unclear data ownership, liability for poor decisions, input provenance, leakage, model drift, unstable feature transformations, opaque assumptions, reproducibility and false precision.

Respondents identified the most valued industry standards would be accuracy/reliability standards, data privacy/protection protocols, transparency standards and standardised definitions/taxonomies. The strongest recurring theme was a call for unified, standardised industry frameworks — agreed standards, taxonomies, consent rules and "guardrails".

Human validation and accountability will therefore remain critical. At minimum, an AI-assisted measurement process should carry a named accountable owner; documented intended use and known limitations; recorded provenance for input data; validation or holdout testing where the method allows it; reproducibility of results from recorded inputs and settings; version and change logs for models and pipelines; defined exception handling; and an escalation path to a human decision-maker before any material budget action is taken on the output.

MRC Guidance on Existing Standards for AI Use in Media Measurement: The Media Rating Council is in the process of a re-evaluation of its existing standards and guidelines related to the acceleration of AI and machine-learning models and their impact on media measurement. The MRC released interim guidance in July 2026 focused on nine core principles related to AI in media measurement.

agentic buying creates a new question about what counts as evidence .

As advertising becomes increasingly agentic, the industry will need to establish what evidence buying agents should use when evaluating media value. Many buy-side organisations are building or planning dedicated agents and agent-to-agent capability, while awareness of emerging agentic advertising protocols and training for human oversight of agentic systems remain low.

If agents default to deterministic conversion feeds or platform-specific APIs, they risk reproducing the limitations of existing attribution systems: short measurement windows, weak treatment of offline outcomes and limited cross-channel visibility.

Future protocols will therefore need to distinguish between different classes of evidence.

Deterministic conversions, experimental results and MMM-derived response curves carry different levels and types of evidentiary weight. That distinction needs to be preserved when measurement signals are translated into machine-readable formats so that probabilistic estimates are not mistaken for deterministic instructions. AI-driven buying runs the risk of routing spend to the channels with the cleanest measurement signals. An agent treating a platform-reported conversion and a modelled response curve as equally actionable will over-allocate to whichever channel has the most complete conversion feed.

For machine use, a measurement output should not be transmitted as a single score. It should carry standard metadata describing its source, method, coverage, recency, uncertainty, privacy constraints and permitted decision uses. This allows an agent to distinguish a deterministic event from a modelled estimate or an experimental result, and prevents a directional signal being treated as an optimisation instruction.

A minimum record could include: metric definition; source system; collection window; population and coverage; methodology; evidence class, being deterministic, probabilistic or experimental; uncertainty or confidence interval; freshness; privacy and consent constraints; known limitations; and permitted decision uses.

g. greater measurement literacy is needed across the industry .

There is a clear need for greater industry education and practical training on advertising effectiveness methodologies. Respondents highlighted marketing clients are often confused around the roles, strengths and limitations of different approaches—including MMM, attribution, incrementality, experiments, brand lift and tracking—and uncertain about which method is most appropriate for different objectives.

Industry resources could help address this through simple methodology guides, decision frameworks and use-case examples that explain what each approach can and cannot answer, when it should be used, how methodologies can work together, and the minimum data and capability requirements. Guidance on basic best practice, interpretation of results, common pitfalls and appropriate questions to ask vendors would also help build confidence and reduce the risk of methodologies being applied inappropriately or results being over-interpreted.

h. the measurement challenge – and the response – is global .

Given the significant presence of global media owners, platforms, agencies, advertisers and measurement vendors in the Australian market, aligning with established international standards can improve interoperability between local and global operations, reduce duplication and avoid creating Australia-specific requirements that are difficult to implement within global systems. IAB Australia has access to a substantial body of global IAB resources, including guidelines, best practices, standards and certification programs, including those developed by IAB Tech Lab, providing an established foundation that can be leveraged locally rather than recreated. Where global standards do not fully address Australian market needs, local adaptations should be developed where there is a clear benefit and industry consensus.

IAB US Project Eidos is establishing shared principles, standards and frameworks for measurement development, evaluation and comparison across outcomes measurement, MMM, attribution, incrementality and emerging channels, with privacy-by-design and AI-enabled systems at its core. Engaging with and building on initiatives such as Project Eidos, alongside relevant IAB Tech Lab standards and global IAB resources, would enable Australia to contribute to international development while ensuring local measurement requirements remain fit for the Australian market.

The Media Rating Council (MRC) is a non-profit organisation that audits and accredits media audience measurement services. The MRC have set a range of standards to establish a common lexicon, defining key terms and measurement concepts, while also providing a foundation for consistent measurement practices and best practice.

Media Rating Council (MRC) Outcomes and Data Quality Standards 2022 are designed to provide guidance and requirements for data collection, cleaning and integration as well as include a focus on the use of data sets and the process of determining the user actions that lead to desired outcomes between ad exposure, interaction/engagement and conversion.

A summary of key existing global measurement standards and guidance is outlined in the appendix of this document.

i. implications for iab australia & the industry .

The findings on ad effectiveness and outcomes measurement point to an underlying need: to put in place the data foundations, standards and shared infrastructure that allow measurement to be comparable, interoperable and decision-ready across the market — needs that are also reflected in global standards.

next steps: The following suggested initiatives raised by the Future of Measurement review will be further considered and validated by IAB Australia, its councils, working groups and broader member base, to develop a strategy for IAB Australia measurement in 2027.

Industry need .	possible initiatives .	existing work to leverage .
1. stronger data foundations		
Consistent definitions for core metrics	Agree Australian definitions for core metrics, adapting established global definitions where applicable to ensure metrics such as impressions, reach, frequency, conversions and co-viewing are consistently defined, calculated and interpreted across platforms and measurement systems.	Redefining Media Types (RMT) Standard (IAB US) Audience Reach Measurement Guidelines (IAB US) Standardized Measurement Guide for CTV (IAB US)
Standard specification for structuring and organising campaign data	Develop a common taxonomy and specification for media data used in key measurement methodologies to ensure granular, complete, consistent, timely, structured data across channels and platforms. Investigate and provide guidance on automated pipelines to improve speed.	Campaign Data Standards 1.0 (IAB US)
Measurement that accounts for media quality	Set principles for incorporating viewability, invalid traffic, brand suitability and attention signals into effectiveness analysis.	IAB, MRC and CIMM Attention Measurement framework
2. transparency		
Increased clarity and transparency on key methodologies	Develop measurement methodology transparency fact sheets or a standardised template for documenting the purpose, methodology, inputs, assumptions, statistical robustness, limitations and appropriate use, enabling buyers to assess and compare methodologies and results with greater confidence and without requiring vendor disclosure of proprietary methods or data.	Modernizing MMM: Best Practices for Marketers (IAB US) Guidelines for Incremental Measurement in Commerce Media (IAB & IAB Europe)
3. privacy-compliant measurement practice		
Clear, measurement-specific privacy guidance	Publish measurement-specific privacy guidance: lawful basis, a pixel and tag audit checklist, re-identification risk assessment for clean rooms and synthetic data, retention and purpose limitation.	OAIC determinations and Australian Privacy Principles guidance Privacy Act reform

Industry need .	possible initiatives .	existing work to leverage .
4. interoperable, privacy-safe data collaboration		
Clean-room measurement capabilities and interoperability	A clean-room measurement primer covering Australian use cases, a decision tree matching business questions to the appropriate route, capability limits, minimum data and governance prerequisites. A data-collaboration readiness checklist identifying the contractual and governance questions parties should resolve before starting, developed with privacy and competition-law input. Documented member case studies.	IAB Tech Lab Data Clean Rooms: Guidance and Recommended Practices Version 1.0 PAIR (Publisher Advertiser Identity Reconciliation) protocol version 1.1 ADMaP (Attribution Data Matching Protocol) v1.0
5. measurement confidence in emerging media and new consumer journeys		
Confidence in Retail Media Measurement	Roll out of the Australian Retail Media Certification Program to establish an independently verified benchmark for retail media measurement, improving consistency, comparability, transparency and confidence in performance reporting across retailers and markets.	Australian Retail Media Certification Program (IAB Australia), built on IAB Europe Commerce Media Measurement Standards v2.1
Confidence in content creator effectiveness measurement	Align Australia with emerging global standards for creator definitions, audience measurement, reporting, attribution and verification, enabling creator activity to be more reliably compared with and incorporated into broader media measurement.	The As-Is Measurement Landscape in the Creator Economy (IAB US)
AI visibility and discovery measurement	Monitor and align with emerging global standards for measuring brand and content visibility within AI environments, including common metrics, methodology and minimum requirements for decision-grade versus directional data.	Measuring Visibility in the AI Era (IAB US) — the “4 P’s” metrics and decision-grade vs directional standards
6. AI and agentic advertising		
Responsible and transparent use of AI in measurement	Guidance for responsible and transparent use of AI in measurement — applying existing measurement standards to AI-enabled methodologies, with clear expectations for data quality, validation, human oversight, transparency, limitations and appropriate use.	MRC Guidance on AI Use in Media Measurement Measuring Visibility in the AI Era (IAB US)

Industry need .	possible initiatives .	existing work to leverage .
Measurement signals for an agentic media ecosystem	Develop common standards for the ingestion and use of appropriately robust, machine-readable measurement outputs, ensuring they are interoperable, transparent and sufficiently reliable for AI agents to use confidently in planning, buying and optimisation.	AAMP (Agentic Advertising Management Protocols), IAB Tech Lab ECAPI (Event & Conversion API) and Open Measurement SDK, IAB Tech Lab
7. market capability and decision-making		
Provide a measurement maturity model	Develop a measurement maturity model so organisations can assess where they are and plan a path to more advanced, causal measurement.	IAB Australia State of the Nation series and existing education program
Guidance on integrated measurement	Establish best practice measurement integration & triangulation framework — guidance for selecting, integrating and cross-validating MMM, experiments and attribution; reconciling differences between approaches, assessing the strength and uncertainty of the combined evidence, and determining what actions it can support.	Modernizing MMM: Best Practices for Marketers (IAB US) — triangulation guidance Guidelines for Incremental Measurement in Commerce Media (IAB & IAB Europe) — how to pick a method
Measurement knowledge and literacy	Build measurement capability and literacy which could include providing practical education, playbooks and decision frameworks to equip marketers with an understanding of measurement methodologies, choosing the right approach for different objectives, and critically assessing the quality and limitations of results.	IAB Australia Learning and Development Short Courses
Confidence in buying measurement services	Produce a buyer-side evaluation and request-for-proposal checklist covering scope, data rights, validation, uncertainty, refresh cadence, re-use of client data and explainability.	The proposed methodology fact sheets IAB Australia Market Mix Modelling Landscape Report
Causal measurement at Australian scale	Develop Australian incrementality guidance covering minimum detectable effect, test duration, geo and matched-market design, and low-cost designs for mid-market advertisers.	IAB and IAB Europe Guidelines for Incremental Measurement in Commerce Media

05. appendix: key existing global measurement standards & guidance .

The table below summarises recent global measurement standards and guidance most relevant to IAB Australia's Future of Measurement review, with a brief outline of each and a link to the source. Several are in active development or open for public comment at the time of writing; readers should refer to the linked source for the current version.

standard / guidance	brief outline	where to find it
IAB Australia		
Market Mix Modelling Landscape Report	Profiles fifteen active MMM vendors in the Australian market — their methodologies, validation practices, data requirements, refresh cadences and decision-support capabilities — with a structured eight-stage checklist to guide marketers through MMM implementation. Produced by IAB Australia's Ad Effectiveness Council.	iabaustralia.com.au — MMM Landscape Report 2025
Commerce and Retail Media Glossary	A reference for the terms, formats and metrics shaping the industry, it draws on IAB Australia's 2023 glossary, the IAB Europe Retail Media Glossary, and the IAB Europe/US In-Store Retail Media Standards (December 2024).	iabaustralia.com.au — Commerce and Retail Media Glossary 2026
Video Measurement Framework	Outlines key measurement options, including audience reach, brand safety, viewability, and ad attention, equipping media agencies and marketers with the information needed to optimise their strategies and achieve measurable results in their video campaigns.	iabaustralia.com.au — Video Measurement Framework
IAB Australia & IAB Europe		
Australian Retail Media Certification Program	Certification pathways for both retailers and ad tech companies — a local adaptation of the IAB Europe Retail Media Certification Programme, built on IAB Europe's Commerce Media Measurement Standards (v2.1, May 2026) for on-site and off-site retail media.	iabaustralia.com.au — program announcement IAB Europe — Commerce Media Measurement Standards v2.1 (PDF)
IAB US — standards & guidelines		
Redefining Media Types (RMT) Standard	A modern framework for classifying video environments based on both the consumer viewing experience and operational signals, enabling unified media classification for end-to-end planning, cross-screen activation, connected measurement and future interoperability.	iab.com/guidelines/redefining-media-types
Campaign Data Standards 1.0	A consistent, interoperable framework for structuring campaign data — standardised classifications for placements, formats and media types, plus consistent required data fields — designed to reduce reconciliation effort across platforms and partners without replacing proprietary systems.	iab.com/guidelines/campaign-data-standards-1-0
Measuring Visibility in the AI Era	Standardised guidelines for tracking brand and publisher visibility across AI-powered discovery platforms, introducing the "4 P's" metrics hierarchy, decision-grade versus directional standards, and shared vocabulary and disclosure requirements for measurement providers.	iab.com/guidelines/measuring-visibility-in-the-ai-era

standard / guidance	brief outline	where to find it
AI-Powered Video Outcomes: Agentic AI	First edition of a quarterly series explaining how agentic AI is reshaping the video ecosystem across autonomous media execution, decision-making agents, measurement and attribution, creative and production orchestration, and privacy and governance.	iab.com/guidelines/ai-powered-video-outcomes-march-2026
AI Transparency & Disclosure Framework V2	Provides a materiality-driven approach into practical protocols for when and how AI involvement should be disclosed across consumer-facing advertising and marketing content.	https://www.iab.com/guidelines/ai-transparency-disclosure-standards-v2/
The As-Is Measurement Landscape in the Creator Economy	Examines where creator measurement stands today, what breaks at scale, why creators remain undervalued in cross-media planning and attribution, and the measurement, pricing and verification upgrades required to unlock institutional creator spend.	iab.com/guidelines/creator-economy-as-is-measurement-landscape
Modernizing MMM: Best Practices for Marketers	Best-practice guidance for modern marketing mix modelling — standardised, multi-year, well-governed inputs; omnichannel and underrepresented-channel coverage; balanced refresh and retraining cadence; integration with attribution and experimentation; and clear, decision-ready C-level outputs.	iab.com/guidelines/modernizing-mmm-best-practices-for-marketers
Standardized Measurement Guide for CTV	An integrated guide and practical buy-/sell-side checklist for consistent CTV measurement, explaining how CTV signals flow, where breakdowns occur, and how frameworks such as VAST, OM SDK, SIMID, ads.txt and sellers.json work together.	iab.com/guidelines/standardized-measurement-guide-for-ctv
Attention Measurement: The Industry Framework <i>IAB, MRC & CIMM</i>	A cross-industry framework bringing consistency and accountability to attention measurement, connecting exposure, engagement and outcomes. Comprises the IAB & MRC Attention Measurement Guidelines (defining principles, data requirements and methods across four approaches, and the basis for MRC accreditation audits) and the CIMM & IAB Attention Measurement Playbook for Marketers (practical implementation guidance drawn from 40+ industry interviews).	iab.com/guidelines/attention
Audience Reach Measurement Guidelines	Guidelines for transparent, accountable measurement of unique audience reach across browser-based internet activity, distinguishing machine-based from people-based measures and covering technical specifications, filtration, reporting parameters, auditing and panel-based syndicated measurement.	iab.com/guidelines/audience-reach-measurement-guidelines
Guidelines for Incremental Measurement in Commerce Media <i>IAB & IAB Europe</i>	A framework for measuring the causal business impact of commerce media, setting out four incrementality methodologies (experiments, model-based counterfactuals, econometric models and hybrid proxies) and when to use each — grounded in three principles (credible counterfactuals, control of bias, and separation of signal from noise) and aligning method choice to campaign optimisation, ROI validation and platform calibration.	iab.com/guidelines/guidelines-for-incremental-measurement-in-commerce-media

standard / guidance	brief outline	where to find it
World Federation of Advertisers (WFA)		
Halo — Industry Framework for Cross-Media Measurement <i>“North Star” principles,</i>	An advertiser-centric, principles-based (“North Star”) framework and open-source, privacy-preserving technology set (including the Virtual ID) for deduplicated cross-media reach and frequency. Voluntary, locally governed and adaptable — not a mandated metric or trading currency — and the foundation for market deployments such as Origin (UK) and Aquila (US).	halo.wfanet.org
IAB Tech Lab — measurement standards https://iabtechlab.com/standards/measurement/		
ECAPI (Event & Conversion API)	Standardises the communication of marketing-related events from advertisers’ systems to advertising platforms and partners.	iabtechlab.com/standards/ecapi
Open Measurement (OM) SDK	Facilitates third-party viewability and verification measurement for ads served to web video, mobile app and CTV environments.	iabtechlab.com/standards/open-measurement-sdk
Podcast Measurement Technical Guidelines	Sets a consistent set of podcast advertising metrics so buyers and sellers can plan campaign strategy with confidence.	iabtechlab.com/standards/podcast-measurement-guidelines
Spiders and Bots List	Identifies automated, non-human traffic (search crawlers, monitoring tools and similar) so it can be excluded from analytics and billable counts.	iabtechlab.com/software/spiders-and-bots-list
Data Clean Rooms: Guidance and Recommended Practices	Common data clean room principles, marketing and advertising use cases, capabilities and limitations, and recommended operating practices — developed by the Rearc Addressability Working Group to help organisations understand, evaluate and implement DCRs. Version 1.0.	iabtechlab.com/datacleanrooms
PAIR (Publisher Advertiser Identity Reconciliation)	A cryptographic standard for first-party data matching between advertisers and publishers, using commutative encryption to match multiple-encrypted join keys without decrypting to cleartext — enabling interoperability between data clean rooms run by different parties. Protocol version 1.1.	iabtechlab.com/datacleanrooms
ADMaP (Attribution Data Matching Protocol)	Enables advertisers and publishers to securely share and measure conversion data for attribution without revealing user-specific details, using privacy-enhancing technologies such as Private Set Intersection and Trusted Execution Environments. Version 1.0.	iabtechlab.com/datacleanrooms
AAMP (Agentic Advertising Management Protocols)	Umbrella initiative for agentic advertising standards across three pillars: the Agentic Real-Time Framework for execution, the agentic protocols and schemas, and the Agent Registry as the trust layer.	iabtechlab.com/standards/aamp-agentic-advertising-management-protocols/
Content Monetization Protocol (CoMP)	Framework enabling content owners to communicate offerings to AI systems and establish commercial terms before crawling or content use. Relevant to AI-discovery measurement and publisher economics.	iabtechlab.com/standards/comp-content-monetization-protocols-initiative/

standard / guidance	brief outline	where to find it
Content Taxonomy and Audience Taxonomy	Existing common language for describing content and audience segments; a partial foundation for the shared taxonomy the report seeks.	iabtechlab.com/standards/content-taxonomy/ iabtechlab.com/standards/audience-taxonomy/
Data Transparency Standard and Data Label	Segment-level disclosure of source, construction, modelling and refresh. A direct precedent for the proposed methodology fact sheets.	iabtechlab.com/standards/data-transparency-standard/
Media Rating Council (MRC) https://mediaratingcouncil.org/standards-and-guidelines		
MRC Outcomes and Data Quality Standards	Standardises the measurement of outcomes resulting from advertising exposure — spanning attribution and multi-touch attribution, marketing mix modelling and experiments — together with the quality, validity, recency, granularity and accuracy of the underlying datasets. Provides common definitions and requirements and serves as the basis for MRC accreditation of outcomes measurement.	mediaratingcouncil.org — Outcomes & Data Quality Standards (Final, PDF)
MRC Guidance on Existing Standards for AI Use in Media Measurement	Supplementary guidance evaluating existing MRC standards and guidelines in light of the rapidly evolving use of AI and machine-learning models in processes and products that intersect with media measurement.	mediaratingcouncil.org/standards-and-guidelines
Ad Net Zero		
Triple Win for Marketers	Ad Net Zero's new whitepaper, Triple Win for Marketers, shows you can cut advertising's carbon footprint without cutting budget or results. With case studies from Australian Ethical and SBS.	adnetzero.com — Triple Win for Marketers
Global Media Sustainability Framework (GMSF) v1.3	A voluntary standard to calculate and reduce greenhouse-gas emissions from media campaigns, providing consistent carbon-accounting methodologies across digital, TV, out-of-home, print, audio and cinema to support responsible planning and buying.	iabaustralia.com.au — GMSF v1.3 & IAB Europe carbon.json