

IAB Australia provides comprehensive research, data, expert insights and industry standards for journalists covering the digital advertising and media landscape. Everything below is available at iabaustralia.com.au

WHAT'S AVAILABLE

research & resources

- **Nickable Charts**
Ready-to-publish charts with the latest Australian digital advertising data at your fingertips
- **Advertising Expenditure Data**
Quarterly digital ad spend benchmarks across all channels
- **Ipsos iris Insights Reports**
Audience measurement data and consumer behaviour insights

ai hub & tech standards

- **AI Hub Resources**
Curated intelligence on AI's evolving role in digital advertising and media
- **Policy & Regulation Updates**
IAB's positions on legislation and regulatory developments affecting digital media
- **IAB Tech Labs Briefings**
Regular technical standards updates from the global IAB Tech Labs team

latest technical materials

- **Video & CTV Resources**
Standards and guidance for connected TV and digital video advertising
- **Programmatic Transparency Standards**
Latest update on supply chain transparency and accountability frameworks
- **Global Media Sustainability Framework**
Sustainability guidelines for digital publishers worldwide

events & podcast

- **Full Events Listing**
Past and upcoming industry events — perfect for story ideas, expert contacts and networking
- **Fortnightly Podcast Series**
Browse episode descriptions — you may find the perfect source or angle for a story you're working on or should be exploring

councils & working groups — expert sources for comment and guidance

IAB Australia's councils and working groups bring together senior practitioners from member companies. Each council sets its own agenda and meets monthly — making them an authoritative source for expert comment on the issues shaping digital advertising in Australia.

- **Executive Technology Council**
- **Ad Effectiveness Council**
- **Audience Measurement Council**
- **Audio Council**
- **Data Council**
- **Standards & Guidelines Council**
- **Video Advertising Council**
- **DOOH Council**
- **Retail Media Council**
- **Affiliate & Partnership Marketing Working Group**
- **Search Working Group**
- **AI Working Group**

IAB Australia is an independent industry association with nearly 9,000 members globally spanning media owners, publishers, technology companies, agencies, and advertisers. As one of 45 IAB offices globally, our role is to support sustainable and diverse investment in digital advertising across all platforms in Australia — developing standards integral to the operation of digital advertising and demonstrating to marketers and agencies the many ways it can deliver on business objectives.

ready to dive deeper?

visit our website for full access to all resources

www.iabaustralia.com.au