fy26

annual report

iab. australia



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about iab australia

iab australia's purpose is to grow sustainable and diverse investment in digital advertising in australia



The Interactive Advertising Bureau (IAB) Australia Limited is a registered not-for-profit organisation. Membership fees and revenue are reinvested into industry initiatives and member benefits, including research, resources, events, reporting, mentorship and industry representation.

IAB Australia is the industry association for digital advertising and data in Australia. It is the one body where publishers, broadcasters, platforms, ad tech, data and measurement companies, retail media networks, agencies and brands sit at the same table. As one of 45 IAB offices globally, which together represent more than 4,000 member organisations, our role is to support sustainable, diverse investment in digital advertising across all platforms.

We help marketers and agencies do this by:

- Demonstrating how digital advertising delivers on business objectives.
- Setting and promoting standards and guidelines that build trust and transparency, reduce supply-chain friction, and improve the ad experience for consumers, advertisers and publishers.
- Representing the industry to government and regulators, so that laws on privacy, AI and advertising are workable for the businesses that have to apply them.

IAB Australia's Board is drawn from its member organisations: Nine, News Corp Australia, Google, Meta, Seven Media Group, Carsales, Domain, REA Group, OpenX and The Guardian. IAB Australia is a not-for-profit industry body with education, technology, measurement and policy at its heart. Since 2005, Australian digital advertising revenue has grown more than 3,000% to around $20 billion a year.

note from the chair



suzie cardwell

As Australia's digital advertising market grows and changes shape, IAB Australia's role is to give the whole ecosystem the standards, trusted data and workable regulation it needs to keep investment strong and diverse.

FY26 was another year in which IAB Australia's impact in the market grew on the year before, with more active councils and working groups, more people at events, more resources for members, and a major increase in policy and regulatory work. IAB Australia also took on new work members asked for, including practical AI guidance and an Australian pilot of IAB Tech Lab's agentic advertising protocols.

The Board's agenda this year was heavy. Directors worked through the Future of Measurement findings, updates to the industry's digital audience measurement currency, Ipsos iris, a raft of current and proposed regulatory changes, and a review of how IAB Australia resources its councils and events. I thank my fellow directors who, while fierce competitors in their day jobs, give their time to work on issues that affect the whole market.

With member and industry input, three key topics will lead the FY27 agenda: the future of measurement, covering both audience measurement and outcomes-based measurement; data and privacy; and AI in Advertising.

IAB Australia turned 21 this year. The organisation has grown with the market, but its central role has stayed the same. It convenes the industry, sets standards, provides trusted data and represents digital advertising to government. Thank you to every member for investing in a strong industry body. That shared investment pays for this work. Thank you also to the IAB Australia team and all council and working group volunteers.

suzie cardwell
chief data, product and technology officer, Nine
chair, IAB Australia

note from the ceo



gai le roy

FY26 was a busy year, and most of what we achieved came from the people who gave their time to it, including council and working group members, speakers, mentors, and the members who shared their data and views with us. Thank you to all of them, and welcome to our new members.

The market grew strongly, but the growth was uneven. Investment in local media owners again grew more slowly than the market, many established advertisers held budgets flat, and entry-level roles fell to 1% of industry vacancies. AI is changing how media is planned, bought and measured, privacy rules are tightening, and the economics of shared industry measurement are under pressure. None of these can be solved by one company on its own, and that is where IAB Australia comes in. Our work supports local publishers, helps develop the next generation of talent, makes privacy rules workable and keeps measurement trusted and sustainable.

the year in numbers

fy26 in numbers

173
member organisations, including 21 new members

24
research and resource releases, plus quarterly revenue and digital landscape reporting

15
major events and 3,600 attendees, with media agency attendance up 45% and brand attendance up 44%

8
government submissions, 5 member education sessions and 2 regulator education sessions

517
e-learning enrolments

75
mentees supported in the 2026 mentorship program

$19.8b
internet advertising market, up 14%

note from the ceo

in fy26 we

- Delivered planned Ipsos iris improvements, including the move to 18+ audience reporting, and completed the first phase of the Future of Measurement review.
- Launched the Australian Retail Media Certification Program with IAB Europe, with Coles 360 the first retail media network to start the certification audit.
- Published practical AI guidance, including the AI Impact Assessment Tool and the LLM Prompting Framework.
- Prepared the Australian agentic advertising pilot, which launched with sellers in September 2026.
- Launched the Community Access Pass, giving people between jobs free places at IAB Australia events.
- Made the case for the industry on the Children's Online Privacy Code, the new automated decision-making rules and gambling advertising reform, in our strongest year yet for aligned industry submissions.

Shared standards have always underpinned growth in digital advertising. As more media is bought by AI agents and more decisions run on data, the industry needs shared protocols, privacy rules that work and measurement people trust. IAB Australia is the one body in this market where media owners, platforms, ad tech, data companies, agencies and brands set those rules together, backed by a global network of 45 IABs representing more than 4,000 member organisations and the standards of IAB Tech Lab.

The Board has set three key topics for FY27:

- The future of measurement
- Data and privacy
- AI in Advertising

Alongside the ongoing work of our councils and working groups, each topic has a key project:

three key projects for fy27

1 future of measurement
A clear decision on the future of the digital audience measurement endorsement, and alignment of audience and outcomes measurement.

2 preparing for privacy reform
Tools and guidance that help members across the ecosystem meet their obligations, including a member privacy assessment.

3 agentic advertising pilot
An industry pilot that builds sell-side capability in agent-to-agent trading and feeds Australian requirements into global standards.

We will also increase our work in the creator economy, and look at how we can better support small and medium businesses investing in digital advertising.

If you are a member, I hope this report shows what your membership makes possible. If you are not, we would welcome you. Membership is how you help shape the rules on privacy, the standards for agentic trading and the future of measurement, and get the guidance to act on them.

Thank you to our Board, our partner industry associations, our data and communications partners, our council chairs and members, and the IAB Australia team.

gai le roy
ceo, IAB Australia

the board



suzie cardwell
Chief Data, Product and Technology Officer
Nine



tobias johnstone
General Manager, Content and Growth
REA Group



olly newton
Group Digital Commercial Director
Seven Media Group



dean la rosa
General Manager, Commercial Data
News Corp Australia



danika johnston
Director of Commercial Partnerships ANZ
The Guardian



caroline oates
Head of YouTube, Deals & Programmatic Sales
Google



carolyn bollaci
Head of Media
Meta



nicholas bailly
General Manager, Advertising
Carsales



kate bothman
Director, Media
Domain



mitchell greenway
Managing Director, APAC & VP, Global Business Development
OpenX



The IAB Australia Board

the team



gai le roy
ceo



natalie stanbury
director of research



sarah kruger
director of policy and regulatory affairs



jennifer thomas
director of marketing and memberships



tiffany hill
events and office manager



jonas jaanimagi
technology lead



Cutting the cake at IAB Australia's 21st birthday lunch, Sydney, October 2026

australian digital ad market

$19.8b

online advertising expenditure, twelve months to 30 June 2026

14.0% growth on fy25

Online advertising expenditure was $19.8 billion in the twelve months ended 30 June 2026, growth of 14.0% on FY25. This was faster than the market's six-year average of 13.7% and its strongest financial-year growth since FY22. Digital advertising now makes up more than 75% of the total paid advertising market.

Much of the new investment is coming from outside the established advertiser base: small and medium businesses, retailers and overseas advertisers targeting Australian audiences, much of it always-on.

Of digital investment in FY26, 43% was attributed to Search, 30% to Video, 11% to Display (including audio, native and infeed) and 16% to Classifieds. Search reached a financial-year record of $8.6 billion, up 13.2%. Video grew 18.8% to $5.9 billion and is approaching one-third of the market. Social video was the standout format, up 29.5% to $2.4 billion and now 41% of all video spend.

Publisher video continued its shift to premium environments, with connected TV now 60% of publisher video expenditure, up from 51% in FY25.

Classifieds recorded double-digit growth for the first time since FY22, up 12.6% to $3.1 billion.

Streaming audio and podcasting revenue, reported with CRA, grew 6.6% to $353 million. Podcasting grew 10.1% and now makes up 40% of audio spend.

Retail remained the leading advertiser category at 17.8% of display spend, followed by automotive (14.2%), entertainment and media, finance, and FMCG (6.1%). The top five categories accounted for 56% of content publishers' reported display spend.

digital advertising spend by category, fy26

category	share of FY26 spend	spend	growth on FY25
Search	**43%**	$8.6bn	▲ 13.2%
Video	**30%**	$5.9bn	▲ 18.8%
Classifieds	**16%**	$3.1bn	▲ 12.6%
Display (non-video)	**11%**	$2.2bn	▲ 6.9%

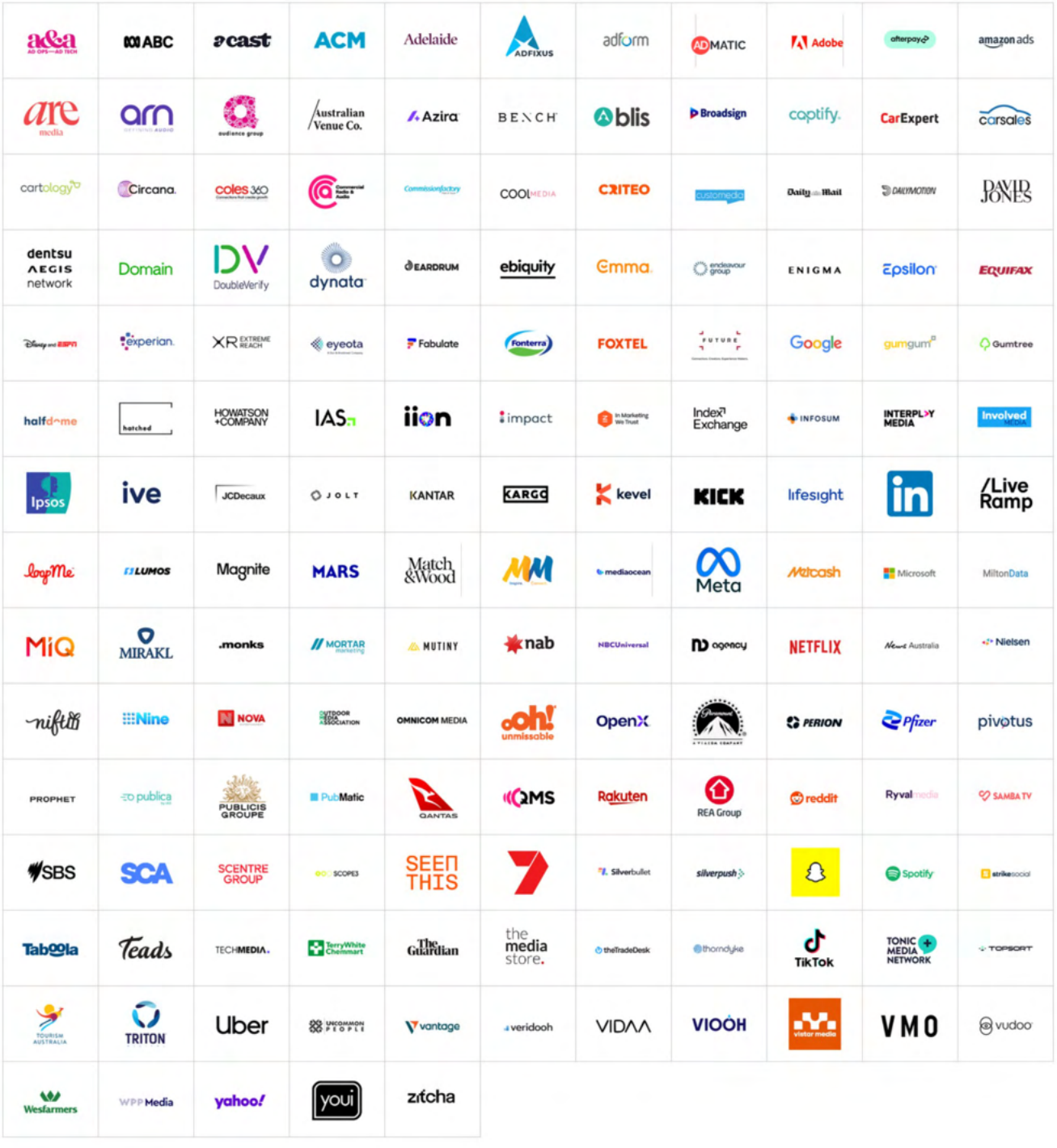
Source: IAB Australia Internet Advertising Revenue Report produced by PwC (FY26 release, 31 August 2026)

members

173
member organisations at the end of FY26

21
new members in FY26

4
new members early in FY27



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new members

IAB Australia welcomed 21 new members in FY26 and finished the year with 173 member organisations. The new members came from retail media, streaming and TV, ad effectiveness, AI, creator and brand businesses, reflecting how the market itself is broadening.

New members told us what they value most about IAB Australia: being part of the industry community, staying across what's happening in the market, and getting early access to research, policy and technical updates.

new members fy26

Adelaide | billups | ebiquity | Emma. | =exact

Fabulate | kevel | KICK | MARS | Match &Wood

MIRAKL | agency | NETFLIX | nifty | Perth Zoo SAVING WILDLIFE

pivotus | salesforce | silverpush | TOPSORT | vantage

VIDAA

new members early fy27

accenture | Adxe | Tapt MEDIA | Tracksuit

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events

events play an important role in educating our members and the market, sharing information and providing networking and community connection

15
major events in FY26

3,600
attendees, not counting smaller briefings

+45%
media agency attendance

+44%
brand attendance

IAB Australia ran 15 major events in FY26 with 3,600 attendees, not counting smaller briefing sessions. Buy-side attendance grew strongly, with media agency attendance up 45% and brand attendance up 44%, as advertisers spend more time on measurement, data use, AI and new channels.

Events covered video, audio, retail media and commerce, DOOH, measurement, data and privacy, affiliate marketing, ad tech and operations, and AI and search. FY26 events included the Video Summit (May), and in June the Affiliate & Partnership Marketing Summit (Melbourne), Ad Tech & Ops (Melbourne, the 16th event of its kind) and Data & Privacy (Sydney).

We remain committed to a diverse range of speakers and organisations, and to supporting people with their first speaking engagement. IAB Australia member organisations receive two free tickets to most events.

In FY26 we also launched the **Community Access Pass**, offering free places at every event to people between jobs or recently made redundant, so they can stay connected to the industry while they look for their next role.

early fy27

The inaugural Discovery: AI & Search Summit (29 July) delivered IAB Australia's largest-ever event registration. MeasureUp marked its 10th anniversary in September, Adelaide joined Brisbane and Perth on the October Market Update roadshow, and IAB Australia celebrated its 21st birthday with an industry lunch on 23 October. In September, IAB Australia and AiMCO marked IAB Global Creator Week by releasing the Creator Connect research, which found creators shape which brands six in ten Australians discover.

the year in pictures



Commerce event, July 2025



Mentorship Mixer, August 2025



Powering DOOH, Melbourne, August 2025



Powering DOOH, Sydney, August 2025



Affiliate & Partnership Marketing Summit, Melbourne, September 2025



MeasureUp, September 2025



Event highlights, August to October 2025



Brisbane Market Update, October 2025



Audio Summit, Melbourne, March 2026



Audio Summit, Sydney, 2026



Video Summit, May 2026



Ad Tech & Ops Summit, Melbourne, June 2026



Affiliate & Partnership Marketing Summit, Melbourne, June 2026



Data & Privacy Summit, Sydney, June 2026



Discovery: AI & Search Summit, July 2026

education, talent and mentoring

1%
of open roles are entry level

2.4%
industry vacancy rate, lowest since 2021

517
e-learning enrolments in FY26

75
mentees in the 2026 program

talent review

The IAB Australia 2026 Digital Advertising and Ad Tech Industry Talent Review found organisations reorganising around efficiency and AI adoption and raising the bar on experience. Entry-level roles have almost disappeared from the vacancy pool, falling to just 1% of open roles, while 49% of open roles require more than six years' experience.

The industry vacancy rate fell to 2.4%, the lowest since tracking began in 2021 (down from 4% in 2025). Headcount movement was mixed: 42% of organisations grew, 37% contracted and 21% held steady. Growth came mainly from locally headquartered tech companies, emerging ad tech firms and global businesses still building their Australian presence. The Review is based on data from 54 ad tech and media owner organisations collected in May 2026.

The Review's calls to action include building graduate and internship pipelines and more Australian-based training in measurement, AI and digital advertising. IAB Australia is using the findings to shape its training, mentoring and research programs.

key themes from the 2026 talent review

- Entry-level pathways narrowing sharply as AI absorbs junior and process-driven work
- AI fluency now a baseline; employers struggling most to find strategic thinking, commercial acumen and client leadership
- Average salary increase moderated to 3.5%
- Offshoring rising (a quarter of companies increased it) and contractor use up at 15% of companies
- Australian teams carrying wider regional remits: 47% of roles also cover New Zealand and 31% cover APAC
- Gender close to parity overall (46% female), but low female representation in technology and engineering



Mentorship Mixer, August 2025

e-learning courses

There were 517 enrolments in IAB Australia e-learning programs during FY26, taking the total modules undertaken since launch to more than 4,300. A new four-module video course developed with the Video Council begins rolling out in late 2026.

mentorship program

IAB Australia's mentorship program matches people with less than ten years' industry experience with a senior industry leader. In 2026 the program moved from six months to a full year, giving mentees more time to build skills, confidence and networks. The 2026 program supports 75 mentees, and more than 550 people have now been through the program. With entry-level roles now scarce, it is an important way for people early in their careers to build skills and networks.

pr and communications

Representing the digital ad industry and our members in market remains an important role of IAB Australia.

IAB Australia continues to lead all industry associations for trade media coverage, with more than 700 articles, and remains a strong voice in educating the market and representing the industry and our members.

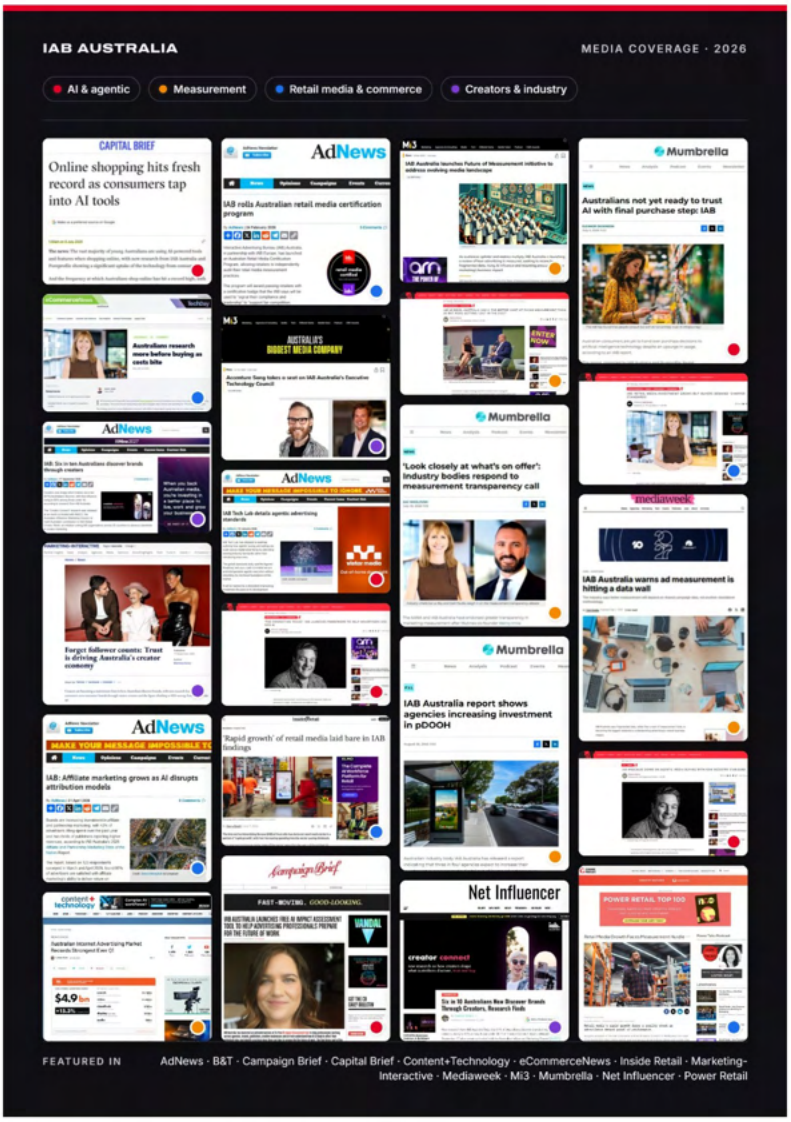
In FY26 IAB Australia maintained the number one share of voice among trade associations, at 33%. That steady flow of information keeps the value of digital advertising, the ways to improve the ecosystem and the implications for the wider economy in front of the market.

9,200
weekly newsletter readers, up 12% on FY25

9,100
LinkedIn followers, up 15%

IAB Australia communicates directly with 9,200 professionals through its weekly newsletter, covering industry updates, IAB Australia initiatives and events.

Work also began on the IAB Australia website to stabilise the site, reduce bloat and set it up for search and generative engine discovery. A new CRM was implemented to improve how we manage member relationships.



A selection of IAB Australia coverage in 2026

fy26 releases

Research reports, guides and papers released between July 2025 and June 2026.



July 2025



July 2025



July 2025



July 2025



August 2025



August 2025



August 2025



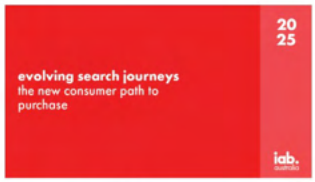
August 2025



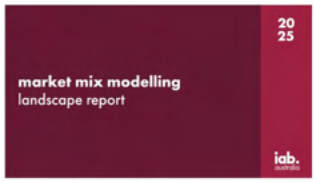
August 2025



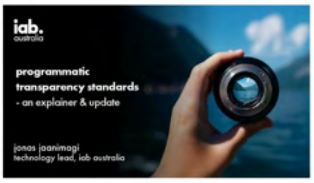
September 2025



September 2025



September 2025



October 2025



November 2025



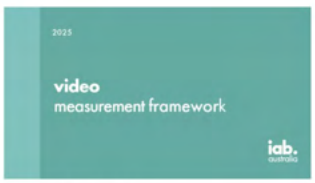
November 2025



December 2025



December 2025



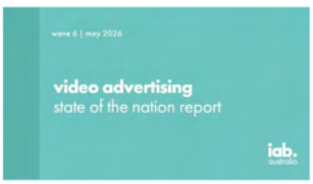
December 2025



March 2026



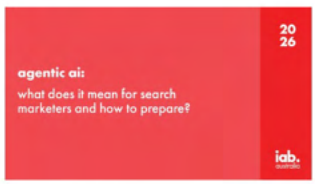
April 2026



May 2026



June 2026



June 2026



June 2026

Plus quarterly Internet Advertising Revenue Reports, quarterly Digital Landscape Reports and nickable slide packs throughout the year.

measurement and effectiveness

future of measurement review

In FY26, IAB Australia undertook a Future of Measurement review to assess the changing measurement needs of the Australian advertising industry and identify priorities for future industry-led measurement infrastructure. The review examined current and emerging measurement practices, datasets, signals and processes, with the aim of identifying gaps and establishing a roadmap for the years ahead.

The first wave of findings was released at IAB Australia's MeasureUp conference in September 2026, identifying key priorities and potential industry initiatives. These findings are now being further validated through IAB Australia's Councils to inform the organisation's measurement strategy for the coming year and beyond.

digital audience measurement ratings

The Future of Measurement review reaffirmed the importance of economically sustainable, independent and industry-endorsed digital audience measurement data. Comparable, transparent and audited audience data remains an important foundation for media planning, evaluating digital media environments and informing investment decisions.

Since January 2023, IAB Australia-endorsed Ipsos iris has continued to provide Australia's independent digital audience measurement currency. In FY26, further developments to the service, guided by IAB Australia's Audience Measurement Council in collaboration with Ipsos, included the transition of monthly audience reporting from age 14+ to age 18+, to focus measurement resources on the primary audience for media planning and advertising, and the introduction of weekly digital audience reporting to provide more timely audience insights.

ipsos iris continues to provide australia's independent digital audience measurement currency

In the coming year, IAB Australia will assess priorities identified through the Future of Measurement review to support the ongoing value, relevance and economic sustainability of digital audience measurement, ahead of the conclusion of its current Ipsos iris endorsement in December 2027.

ad effectiveness

IAB Australia's Ad Effectiveness Council continues to advance industry understanding of robust and transparent approaches to measuring advertising effectiveness. Building on the Market Mix Modelling Landscape Report, published in September 2025, the Council has progressed a practical industry resource on incrementality experiments. *Measuring True Advertising Impact: A Guide to Incrementality Experiments*, scheduled for release in December 2026, will help marketers better understand how experiments establish the incremental impact of advertising across digital channels, when to use them and how they can complement other measurement approaches.

In the coming year, IAB Australia's advertising measurement priorities will build on the Future of Measurement review, with a focus on strengthening the data foundations, improving industry capability and transparency, and addressing emerging measurement challenges. Key areas of work will include shared campaign data standards, measurement of emerging media environments such as creators and retail media, privacy-compliant data collaboration, and guidance on the measurement and application of AI.



MeasureUp, September 2025

policy and digital advertising

IAB Australia invests significant time and resources in policy activities that are critical to the industry. Work includes engaging with government and regulators, responding to key reviews and inquiries and helping the market prepare for new obligations.

privacy

Privacy was a key reform area in FY26. The OAIC drafted the Children's Online Privacy Code as well as guidelines around the new transparency rules for automated decision-making. At the time of this report, Tranche 2 of the privacy reforms is highly unlikely to pass in 2026, with delivery more likely in the first half of 2027.

Privacy Act tranche 2. IAB Australia continued liaising with Government and Regulators throughout FY26, requesting a balanced approach to privacy reform, promoting economic growth and reducing impositions on consumers, while also protecting individual rights.

Note: post FY26, on 31 August 2026, the Government released the exposure draft *Privacy Amendment (Personal Data Protection) Bill 2026*. The draft proposes significant changes, including a broader definition of personal information, a new concept of "trading" personal information, strengthened consent requirements and a broader concept of direct marketing. IAB Australia's submission focused on the direct marketing, targeting and ad-supported services provisions. Members will receive regular updates as the Bill moves towards introduction in Parliament.

8 government submissions

5 member education sessions

2 regulator education sessions

Children's Online Privacy Code (COPC). The OAIC released its exposure draft Code in March 2026 for public consultation. The Code applies to online services likely to be accessed by children and must be registered by 10 December 2026. IAB Australia made a submission and took part in OAIC roundtables around the COPC, highlighting the practical difficulties of elements of the code. These included the tiered consent requirements applicable to children depending on their age; a lack of clarity around the meaning and assessment of 'likely to be accessed by children'; difficulties in ascertaining age while also minimising data collection; and a lack of clarity regarding the meaning of 'best interests of the child'. IAB Australia also requested a reasonable period between registration and commencement of the COPC, to enable organisations to make the required changes.

Automated decision-making (ADM) guidelines. From 10 December 2026, entities must include information in their privacy policy where they have arranged for a computer program to make or inform decisions that significantly affect individuals' rights or interests. IAB Australia made submissions and met with the OAIC to provide feedback as the updates to the APP 1 Guidelines were finalised.

policy and digital advertising

advertising regulation

Gambling. Government continued to develop reforms around gambling advertising through FY26. In May 2026 it published an exposure draft of the *Interactive Gambling Amendment (Gambling Reform) Bill 2026*. IAB Australia engaged with Government and the ACMA to ensure that the amendments were workable from a practical perspective and allowed for privacy safe management of data.

Note: post FY26, the *Interactive Gambling Amendment (Gambling Reform) Bill 2026* passed Parliament on 19 August 2026, with a commencement date for most elements of 1 January 2027. IAB Australia provided members with briefing notes and practical summaries of the changes.

education

IAB Australia expanded its education program to help members understand and implement regulatory change.

101 webinar series. A series of online sessions gave members a grounding in regulatory essentials. Topics included Advertising Compliance; Therapeutic Goods; and Privacy. The series reached around 150 attendees, with recordings available to members on demand.

Expert series. In-person events in Sydney brought together legal experts and industry practitioners for deeper discussions. Topics included compliance in creator and influencer advertising; privacy case studies; and technical solutions to regulatory requirements. The series attracted around 110 attendees and enabled members to test how regulatory obligations apply to their own businesses.



Data & Privacy Summit, Sydney, June 2026

technology developments and standards

Working locally and through IAB Tech Lab, IAB Australia continued to develop, implement and educate the industry on technical standards throughout FY26. A few of the key initiatives are outlined below.

programmatic transparency standards and the deals api

Our FY25 curation guidance explained how sellers package inventory. In FY26 the Executive Technology Council built on that work and turned to transparency across both the supply and demand sides, prompted in part by a request from agency members.

In October 2025 IAB Australia published the Programmatic Transparency Standards Explainer & Update. It brings the IAB Tech Lab sell-side specifications together in one place: ads.txt and app-ads.txt, sellers.json, the SupplyChain object, ads.cert and buyers.json/DemandChain. It also summarises the draft MRC Digital Advertising Auction Transparency Standards released in September 2025, which cover auction rules, winner determination, reporting and auditing, and closes with practical recommendations for buyers and sellers.

In January 2026 we summarised IAB Tech Lab's Deals API for members. The API gives buyers and sellers one standard schema for deal terms, so both sides read a deal's structure the same way. It also names the businesses involved in packaging a deal: the seller, any packager and, where one is involved, the curator. For buyers of curated deals, this provides a standard way to see who put the package together.

llm prompting framework

IAB Australia's AI Working Group was formed in May 2025 and spent FY26 turning a fast-moving topic into guidance members can apply day to day. It began in September 2025 with prompts guidance and links to free training, then released the LLM Prompting Framework in May 2026.

The framework is vendor-agnostic and was built by working group members including Adobe, Google, Microsoft, News Corp Australia, Paramount, WPP Media and Seven Media Group. It comes in five editions.

five editions	
General	foundational techniques for every role
Buy Side	media planning, mix modelling and audience work
Sell Side	sponsorship proposals, RFP responses and yield
Creative	concepting and copywriting
AdTech	interoperability, privacy-safe data architecture and technical documentation

The aim is better quality output from generative AI tools, with fewer of the risks that come with them: privacy issues, brand safety problems, errors and fabricated data.



Agentic advertising session on the Australian seller pilot, Sydney, November 2026

technology developments and standards

video measurement and programmatic ctv standards

In December 2025 the IAB Australia Video Council released the Measurement Framework for Video Advertising. It maps the video measurement landscape against three marketer objectives (improving delivery, building brands and driving sales) and helps marketers assess metrics, techniques and vendors across attention, verification, brand lift, attribution and sales effectiveness.

The same week, IAB Tech Lab released its CTV Ad Portfolio, defining six formats. Alongside it came a major update to the Guide to Programmatic CTV, adding OpenRTB support for Pause and Menu ads. Both were open for public comment until 31 January 2026.

the six ctv ad formats

Pause	**Menu**	**Squeezeback**
Overlay	**In-Scene**	**Screensaver**

Buyers have been clear about what they want next. In our Video Advertising State of the Nation survey of 78 agency decision makers in April 2026, half (50%) placed the ability to control ad frequency in their top three expectations when buying CTV programmatically, the most-selected answer.

50%

of agency decision makers put frequency control in their top three CTV expectations

data deletion request framework explainer

In November 2025 IAB Australia published an explainer on IAB Tech Lab's Data Deletion Request Framework, as the next tranche of privacy reform moved through consultation. Australia doesn't yet have a general right to demand that personal data be deleted. Under APP 11, organisations must take reasonable steps to destroy or de-identify data they no longer need, but they decide when that applies, not the consumer.

The framework gives companies a standard way to pass a deletion request along the ad supply chain. It handles the communication rather than the deletion itself: requests are signed, and each participating company publishes where to send them. The explainer sets it alongside Tech Lab's Global Privacy Protocol, Accountability Platform and Privacy Taxonomy as practical building blocks for privacy compliance, so members can be ready if a consumer deletion right arrives.

iab tech lab standards

IAB Tech Lab's global standards for digital advertising, by category

transaction		workflow			agentic	semantic
OpenRTB	OpenRTB Native + Product Feed	Deals API	Live Event Ad Playbook	OpenDirect	AAMP Buyer & Seller Agent SDKs	AdCOM

taxonomy			privacy		creative	
Ad Product Taxonomy	Audience Taxonomy	Content Taxonomy	Global Privacy Protocol	Privacy Taxonomy	SIMID	VAST

trust			measurement	
Ad Creative ID Framework	ads.txt & app-ads.txt	sellers.json + SupplyChain	Event & Conversion API	Open Measurement SDK / OMID

fy27 tech outlook: agentic advertising and ai crawlers

In January 2026 IAB Tech Lab published its Agentic Roadmap for Digital Advertising. It builds agentic buying and selling on existing transaction, measurement, privacy and taxonomy standards rather than replacing them. Its 2026 work includes open-source reference implementations of buyer and seller agents, a neutral Model Context Protocol reference server and standardised agent profiles.

Australian sellers are now helping test it. IAB Australia began testing Tech Lab's reference agents in late July 2026, announced the Australian seller pilot on 22 September and ran kickoff sessions with seller teams in October. Sandbox transaction scenarios are planned from January 2027, followed by a findings report, an Australian Seller Playbook and a member showcase.

ai crawlers

Publishers also need a plan for the AI crawlers reading their content. In July 2026 IAB Australia released its Bots and Crawler Guidance and Decision Matrix at the Discovery: AI and Search Summit. It draws on IAB Tech Lab's bot and crawler management guidance and its Content Monetization Protocol, finalised in April 2026. Crawlers are sorted into five categories by what they do with content, and publishers and brands then choose one of four responses for each.

the road to agentic trading

Jan 2026
IAB Tech Lab publishes its Agentic Roadmap for Digital Advertising

Apr 2026
Tech Lab's Content Monetization Protocol finalised

Jul 2026
IAB Australia begins testing Tech Lab's reference agents, and releases its Bots and Crawler Guidance at the Discovery: AI and Search Summit

22 Sep 2026
Australian seller pilot announced

Oct 2026
Kickoff sessions with seller teams

From Jan 2027
Sandbox transaction scenarios, then a findings report, an Australian Seller Playbook and a member showcase

four responses to each crawler category

allow	allow with conditions	require licensing	block

global collaboration

IAB Australia increased its work with the global IAB network on cross-market initiatives, including retail media standards and a global paper on data clean rooms in retail media.

ad net zero

Ad Net Zero is the advertising industry's climate action program, launched in Australia two years ago by IAB Australia and nearly 30 agencies, vendors and advertisers. It gives the industry the tools and resources to build sustainability into business strategy, for greater business resilience and growth.

95%
of global media spend covered by GMSF data guidance

5%+
of upstream Scope 3 emissions come from marketing, on average

~30
agencies, vendors and advertisers launched Ad Net Zero in Australia

global media sustainability framework

In FY26 a key priority was developing the Global Media Sustainability Framework (GMSF), a voluntary standard for calculating and reducing the greenhouse gas emissions from media campaigns. It gives advertisers, publishers and their partners the formulae and data guidance to consider environmental impacts transparently in their media decisions.

This meets a growing need. Large Australian businesses will be required to report their supply chain emissions from next year, including emissions from marketing, which make up more than 5% of upstream Scope 3 emissions on average, according to Ad Net Zero research released in August.

The latest version of the GMSF, published in July, provides data guidance for 95% of global media spend, including OOH, TV and print, with extensive updates to digital. Audio and cinema guidance is due in December.

The framework was co-created with input from across the industry, including extensive consultation with Australian Ad Net Zero supporters, and will keep being refined as the media landscape changes. A key upcoming project will use the framework to measure the impact of AI use on media's carbon footprint and develop guidance for adopting AI responsibly with environmental impacts in mind.

next up

Using the GMSF to measure the impact of AI use on media's carbon footprint, and developing guidance for adopting AI responsibly with environmental impacts in mind.

councils

IAB Australia runs 12 councils and working groups, with around 330 member representatives taking part. In FY26 meeting cadence moved to six-weekly and an onboarding paper and rules of engagement were introduced to encourage active participation. A full review of councils is under way to prioritise IAB Australia resources.

iab. australia executive technology

purpose

Provide insight, leadership and guidance with a particular focus on the digital value chain, working with other councils and giving a strategic view of IAB Australia focus areas.

fy26 initiatives

- IAB Tech Lab publisher product session with Tony Katsur
- Strategic lead on the Australian agentic advertising pilot
- Programmatic charity initiative with UnLtd
- Transparency guidance building on the curation work (in development)

iab. australia standards & guidelines

purpose

Identify local and international standards and guidelines, assess the needs of the local advertising industry, and produce and promote standards and guidelines for the Australian online advertising industry.

fy26 initiatives

- Ad Tech & Ops event, the 16th in ten years
- IAB Tech Lab AI Content Monetisation Protocols working group
- Operational lead on the agentic pilot
- Publisher guidelines and Deals API review (in development)

iab. australia audience measurement

purpose

Drive and monitor standards for measuring digital audiences and content ratings in Australia.

fy26 initiatives

- Quarterly Digital Landscape Reports
- Move from 14+ to 18+ audience reporting
- Weekly audience data (in development)

iab. australia advertising effectiveness

purpose

Educate the industry on assessing digital advertising activity and show how to make digital investment more effective.

fy26 initiatives

- Market Mix Modelling Landscape Report
- The Essential Marketing Effectiveness Reading List
- Guidance for Incrementality Experiments (in development)



Video Summit, May 2026

councils

iab australia data advertising

purpose

Define standards for digital data of all types and support the industry with best practice in how it is managed, analysed and used.

fy26 initiatives

- Data & Privacy event
- Site audit guidance for tags and pixels (in development)
- Data Handbook refresh (in development)
- Ad effectiveness data sources, with the Ad Effectiveness Council

iab australia video advertising

purpose

Help the Australian market make the most of video advertising through education, inspiration and technical standards, and build trust and transparency to support growth in video.

fy26 initiatives

- Measurement Framework for Video Advertising
- Video Summit
- Video Advertising State of the Nation 2026
- Four-module video e-learning course (in development)

iab australia audio advertising

purpose

Show the industry the value of audio advertising, and develop research, guidelines and standards for it.

fy26 initiatives

- Audio Advertising State of the Nation 2026
- Audio Summits in Sydney and Melbourne
- Recommended practices for alcohol advertising in streaming audio and podcasts under the ABAC Code
- Digital audio and podcast revenue in the IARR, with CRA
- Audio measurement landscape review (in development)

iab australia retail media

purpose

Help set standards, educate and drive collaboration across the retail media industry.

fy26 initiatives

- Retail Media Certification Program
- Audience Segmentation in Retail Media guidance
- Retail Media Knowledge Series
- Retail media supplier forums
- Retail Media State of the Nation and Commerce consumer research

iab australia dooh advertising

purpose

Support the growth of programmatic DOOH in the Australian market.

fy26 initiatives

- Updated Programmatic DOOH Buyers Guide
- Powering DOOH events in Sydney and Melbourne, with the OMA
- Programmatic DOOH agency research
- pDOOH data for MMM and outcomes measurement (in development)

working groups

affiliate & partnership marketing

purpose

Provide the market with information about the affiliate and partnerships industry.

fy26 initiatives

- Best Practice Guide for Downloadable Software in Affiliate Marketing
- First Melbourne Affiliate Summit
- Affiliate Quality & Compliance best practice
- Affiliate & Partnership Marketing State of the Nation
- Sydney and Melbourne summits

ai working group

purpose

Build awareness of key topics, trends and best practice in the use of AI in digital advertising, focused on agreed advertising use cases.

fy26 initiatives

- Five workstreams with volunteer leads
- Prompts guidance and free training links
- AI Impact Assessment Guide for media agency roles
- LLM Prompting Framework
- Media in the Age of AI training (in development)

future of search

purpose

Provide education and information on changing search products and the search market.

fy26 initiatives

- Search Trends Series, including Social Search: The Discovery Revolution and Evolving Search Journeys
- Agentic AI for Search Marketers knowledge series paper
- Discovery consumer research and the Discovery: AI & Search Summit



Affiliate & Partnership Marketing Summit, Melbourne, September 2025

fy27 and beyond



as ai changes how advertising is planned, bought and measured, a strong, connected and practical industry association remains essential

Everything IAB Australia does flows from its purpose: supporting sustainable and diverse investment in digital advertising in Australia. In FY27 that work is organised under four pillars:

1

drive collaboration and growth

Convene the market, showcase the breadth of digital advertising for brands of every size, and advocate for a sustainable local media and ad tech ecosystem.

2

build trust, standards and responsible practice

Clear standards, measurement frameworks and privacy guidance that improve transparency and efficiency across the supply chain.

3

ai in advertising

Help members understand and adapt to AI in buying, selling, discovery and measurement.

4

build industry capability and resilience

Education, events and mentorship that develop people and teams, including new entry points into the industry.

IAB Australia will continue to publish standards and guidelines, best-practice handbooks, research and training, and to manage the Sole and Preferred Supplier Deed for digital audience measurement.

None of this works without the industry's involvement. If your company is part of the digital advertising and data ecosystem and is not yet a member, we encourage you to join.

Members can join a council or working group, mentor the next generation, give us the evidence when we make the case to government, and put your data into the research.

Most of all, keep connecting with and supporting the people in our industry. We are a tight community, and we need to be there for each other in the good times and the tricky ones.

areas of expansion

- SME advertising options and education
- The creator economy

organisational milestones

A review of all councils and events to focus IAB Australia resources where members get the most value, and celebrating IAB Australia's 21st year and its impact on the Australian market.

fy27 key projects

1 future of measurement

A clear plan and decision on the audience measurement deed (currently Ipsos iris) beyond 2027, and stronger alignment between audience and outcomes measurement.

2 preparing for privacy reform

Resources and products that help members across the ecosystem meet their obligations, including a member privacy assessment, as tranche two of the Privacy Act reforms approaches.

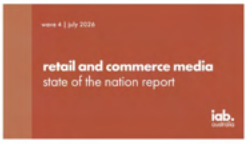
3 agentic advertising pilot

An industry pilot that builds sell-side capability in agent-to-agent trading, produces an Australian Seller Playbook and feeds local requirements into global standards.

fy27 releases to date



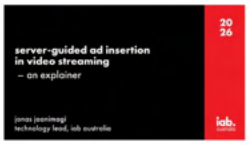
July 2026



July 2026



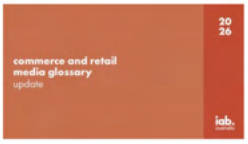
July 2026



August 2026



August 2026



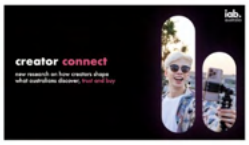
August 2026



September 2026



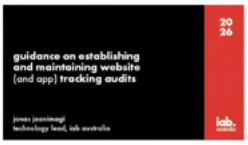
September 2026



September 2026



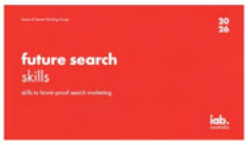
September 2026



September 2026



October 2026



November 2026



November 2026







IAB Australia's 21st birthday lunch, Sydney, 23 October 2026

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