

¿WHAT IS IAB SPAIN?

IAB is an **advertising business organization**, that empowers the marketing industry to thrive in the digital economy. IAB develops industry standards, conducts research, and provides legal support. The IAB Global Network brings together **45 national IABs and three regional IABs** to share challenges, develop global solutions and advance the digital advertising industry worldwide.

IAB Spain was founded in **2001** to work with the industry to achieve greater social and economic development in our country.

IAB SPAIN is a member of:



TYPE OF MEMBERS



- ✓ **Agencies** (Media, Advertising, Communication, Content, Inbound Marketing, Influencers Representation, and specialized in general)
- ✓ **Advertisers and Brands**
- ✓ **Consulting Companies**(general, digital, eSports)
- ✓ **Online Audio Companies**
- ✓ **DOOH Companies**
- ✓ **Mobile Companies**
- ✓ **Connected TV Companies**
- ✓ **Media and Publishers**
- ✓ **Adtechs and Martechs**
- ✓ **Advertising and Affiliation Networks**
- ✓ **Others** (eCommerces, Research Institutes, Law Firms, etc.)



OUR SERVICES

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1.

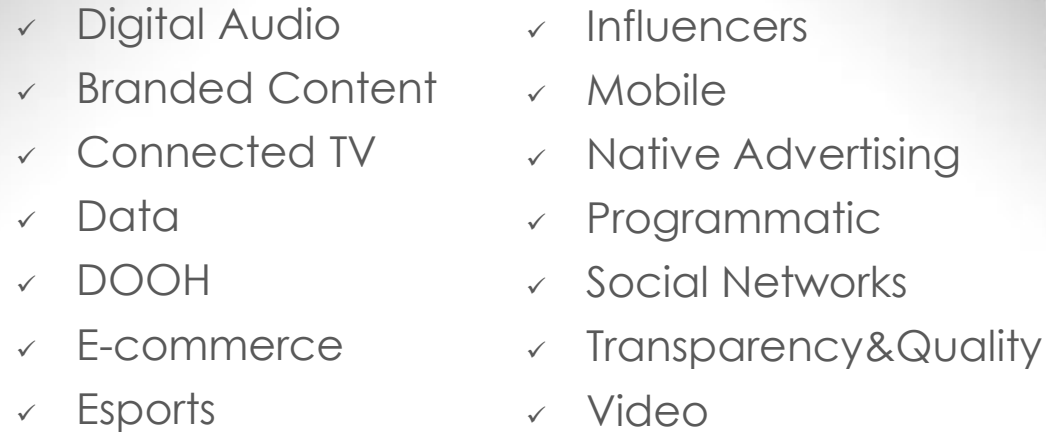


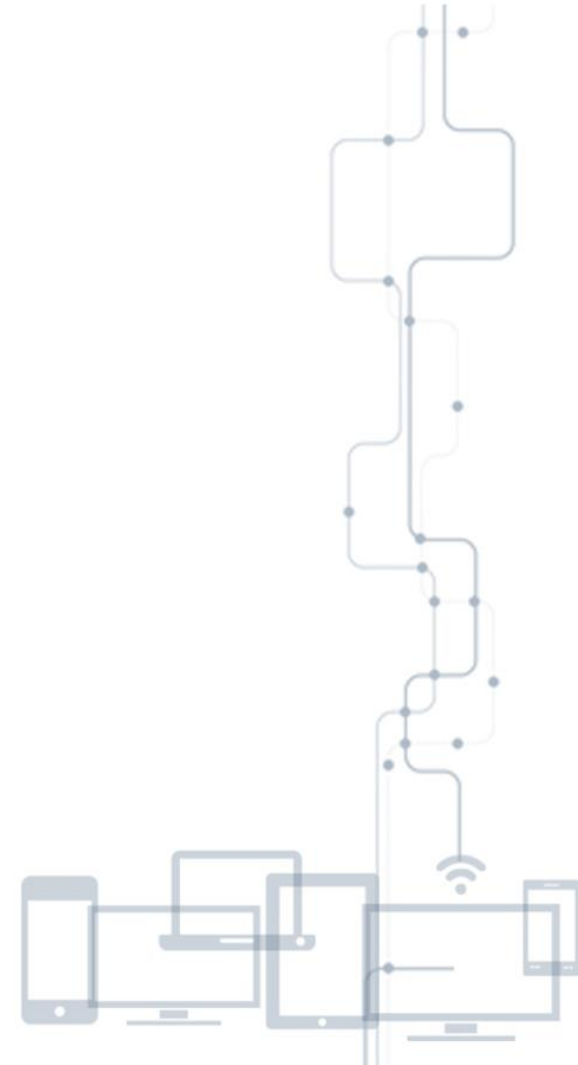
Meetings of members and professionals to work on **development, definition and regulation** of specific aspects of digital advertising in order to enhance the value of the industry through the creation of tools such as market research, white papers, guides or standards.

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Cross Committees

- 
- A light gray, slightly textured rectangular area that looks like a piece of paper or a document, containing two columns of text. Each item in the list is preceded by a checkmark.
- ✓ Digital Audio
 - ✓ Branded Content
 - ✓ Connected TV
 - ✓ Data
 - ✓ DOOH
 - ✓ E-commerce
 - ✓ Esports
 - ✓ Influencers
 - ✓ Mobile
 - ✓ Native Advertising
 - ✓ Programmatic
 - ✓ Social Networks
 - ✓ Transparency&Quality
 - ✓ Video

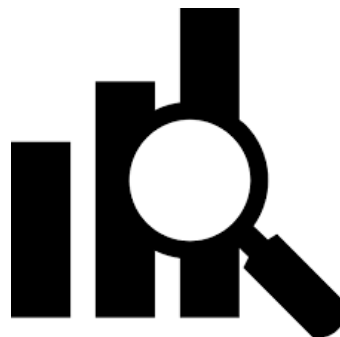


2.



+100,000 €

**INVESTMENT IN
RESEARCH**



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We make a large number of annual studies and documents related to the digital sector that are a reference in our industry.

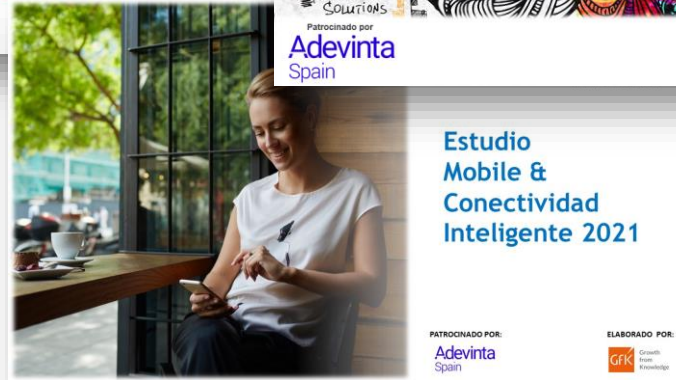
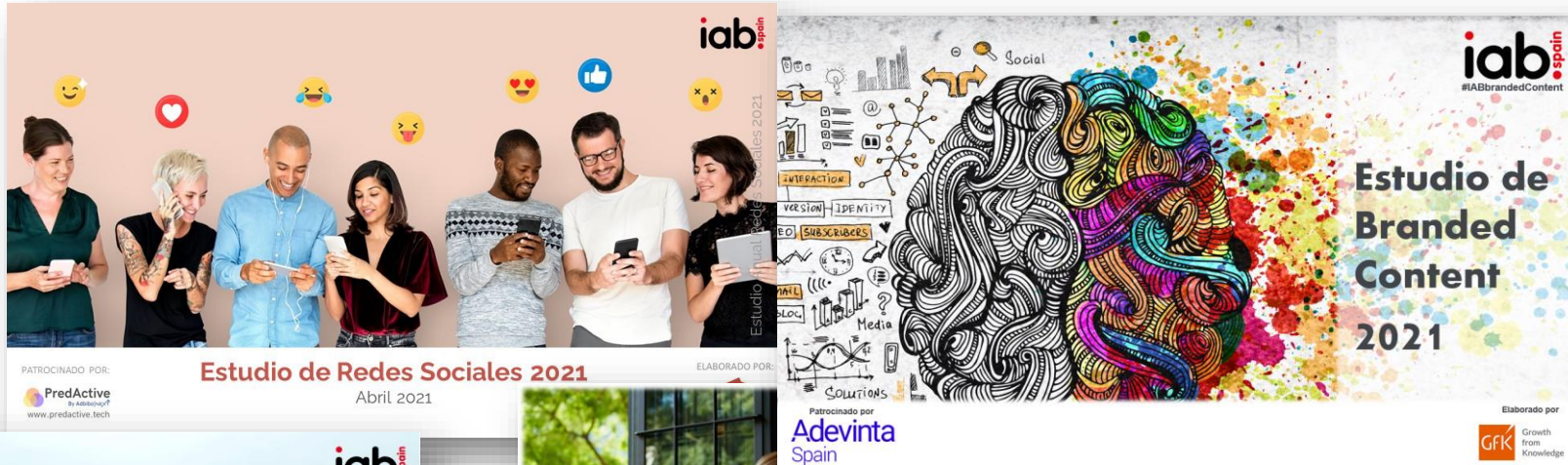
- From Committees
- Industry generics / Cobranded

In addition to valuable documentation for understanding the industry



Research from the Committees

- ✓ Adblocking Study
- ✓ Online Audio Study
- ✓ Branded Content Study
- ✓ DOOH Study
- ✓ eCommerce Study
- ✓ Media Study
- ✓ Mobile Study
- ✓ Social Networking Study
- ✓ Connected TV study
- ✓ Online Video Study
- ✓ Social Media Brand Observatory



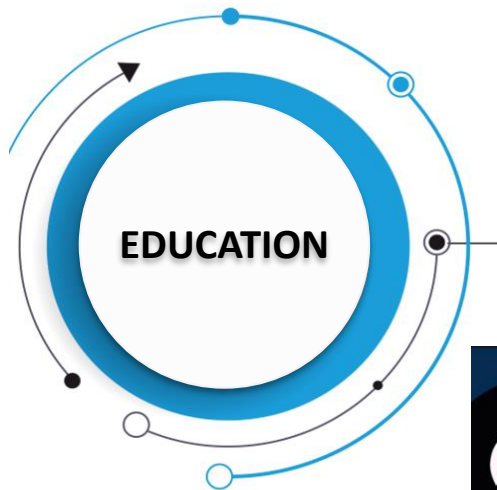
Industry generics/ Cobranded Studies



- ✓ Adex Benchmark Report
- ✓ Digital Marketing Labor Market Study
- ✓ Millennials vs. Generation X consumer habits study
- ✓ Sectorial studies:
 - ✓ Digital Marketing Observatory of the Retail sector
 - ✓ Digital Marketing Observatory of the Finance sector
 - ✓ Digital Marketing Observatory of the Automotive sector
- ✓ Top Digital Trends



3.



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

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1.- Advanced Courses

2.- Intensive Courses

3.- AdHoc Education
/InCompany

4.- Online Courses



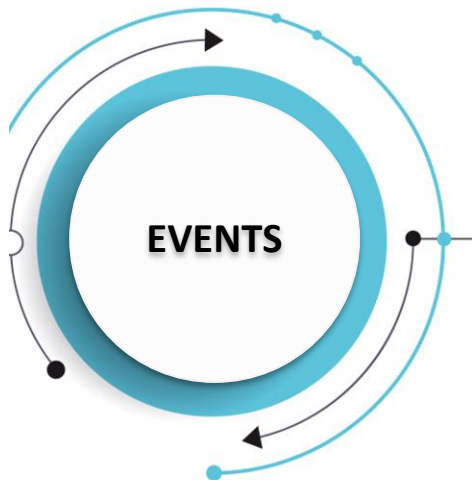
FORMACIÓN IN COMPANY

NUESTRO SERVICIO SE
ADAPTA A LA FORMACIÓN ONLINE PARA
SEGUIR FORMANDO A GRANDES
PROFESIONALES

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* Ask our discounts for IAB Spain members: formación@iabspain.es

4.

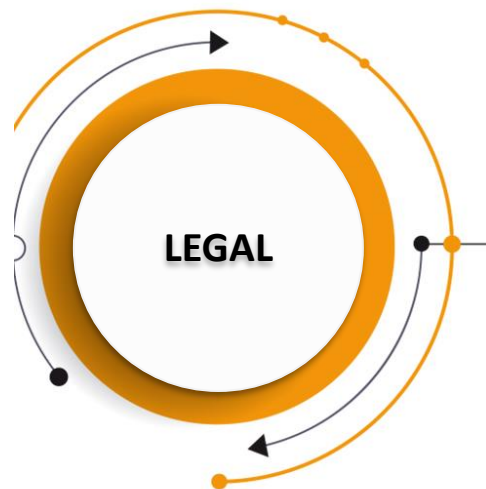


We organize and collaborate in different events related to the **industry** with the aim of showing the sector the latest **news**, **trends** and **practices**.

- Thematic breakfasts
- Webinars
- Seminars /Conferences
- Inspirational



5.



IAB Spain **associates have free legal advice** on any issue related to Digital Advertising legislation

Our Legal area **works actively with the Spanish and European Administration to promote legislation** that respects the consumer and at the same time guarantees the correct development of the digital advertising industry.

- ✓ **Digital regulations:** (GDPR, DSA/DMA, Audiovisual, ePrivacy...)
- ✓ Cookies & IDs: TCF and TCPF
- ✓ **Interpretation of advertising disciplines:** influencers, branded content, etc...
- ✓ **Projects:** PimCity, GaiaX



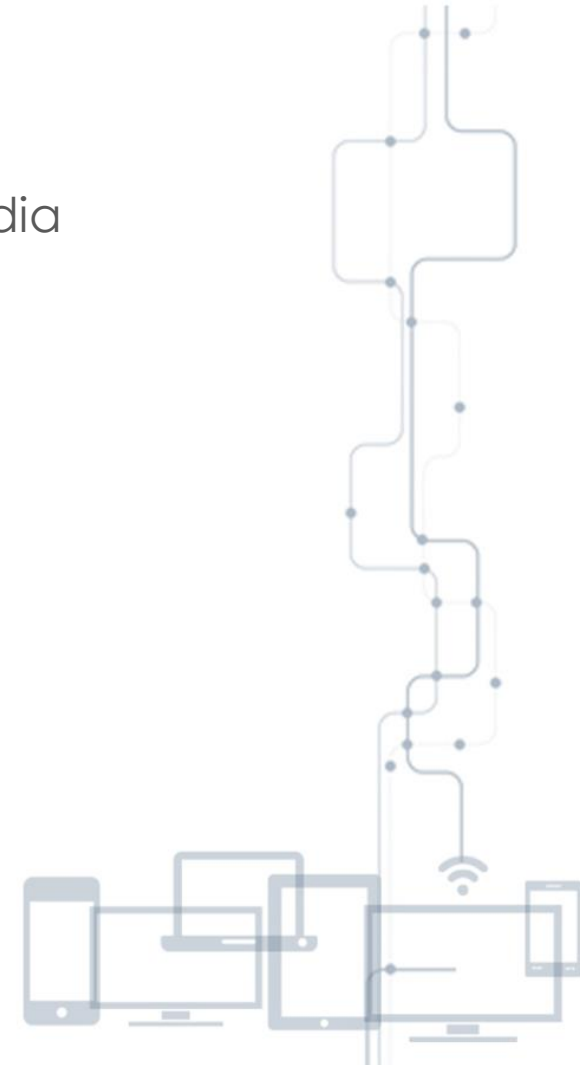
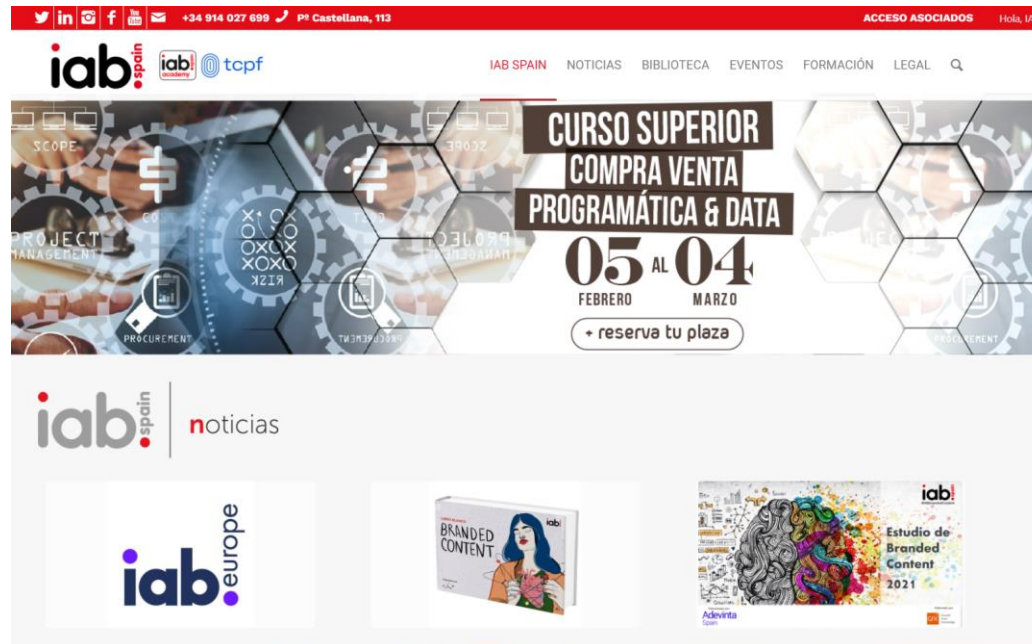
7.



In IAB Spain we have different sources of diffusion:

- Web
- e-mailing
- Newsletter
- Social Media

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MEMBERSHIP FEES

IAB Spain is a non-profit association.

The dues are established in the statutes by the Board of Directors, formed by professionals from associated companies.

FEES	Annual billing	Annual Fee 1st year	From 2nd year onwards
A	> 3.606.000 €	8,772 €	8,172 €
B	Between 1.803.001 € and 3.606.000 €	6,036 €	5,436 €
C	< 1.803.000 €	4,000 €	3,400 €
Startups*	2 years from foundation	2,100 €	1,500 €

- Quarter or annual payments
- 5% discount by direct debit annually

*The Startup due must comply with the following requirements: a maximum of two years of existence from the date of foundation (must be accredited with a photocopy of the company's constitution document), have a registered office in Spain, and not belong to an international business group.

Contact

With **over 100 projects a year**, we are the most active association in the industry.

To keep your digital business growing, contact us at:

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