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**LEADING INDUSTRY BODIES JOIN FORCES TO DEVELOP DIGITAL TRANSPARENCY
AND BRAND SAFETY STANDARDS**

AANA, IAB AUSTRALIA AND MFA announce working group targeting a common set of industry wide standards for Q2 2018

Australia's leading advertising industry bodies announced today that they have established a working group to design and publish a common set of best-practice operating standards to improve transparency in the digital advertising supply chain, to reduce fraud and improve brand safety.

The Australian Association of National Advertisers (AANA), the Interactive Advertising Bureau Australia (IAB) and the Media Federation of Australia (MFA) will draw extensively from best practice solutions being developed in overseas markets and seek input from all interested parties to ensure the standards are universally applicable, practical and relevant.

"Many major advertisers, particularly the global players, have moved to introduce standards to ensure they have better visibility over where their digital advertising appears. However, it is important that all advertisers, both big and small, are better equipped to reduce or eliminate advertising that is wasteful or, worse still, may cause brand reputational damage," the AANA's CEO, John Broome said.

Vijay Solanki, IAB Australia CEO commented "IAB has already produced many standards and guidelines including for viewability, brand safety and ad fraud, but this opportunity to join with AANA and MFA will enable us to bring these forward to absolute world best practice for all in the digital supply chain."

"We will draw on the relevant expertise of our members and participants will include representatives from the major advertisers, media agencies, platform providers and publishers. We all share the goal of producing meaningful and actionable standards that will significantly improve brand safety and transparency in the digital advertising space," said Sophie Madden, MFA CEO.

The three Associations will convene the first Working Group meeting this quarter and provide details of its timeline and activities in early 2018.

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ABOUT AANA

For over 85 years the AANA has represented Australia's largest and well-known brands across FMCG, automotive, banking, finance and insurance, travel, health and beauty, media and communications. The AANA works to protect the interests of these businesses, which contribute to an estimated advertising spend of more than \$14 billion a year. On behalf of our members, the AANA's mandate is to maintain and evolve the advertising codes that underpin the system of self-regulation in Australia; safeguarding the rights of its members to commercial free speech and meeting community expectations by ensuring marketing communication is conducted responsibly.

ABOUT IAB AUSTRALIA

The Interactive Advertising Bureau (IAB) Limited is the peak trade association for online advertising in Australia and was incorporated in July 2010. As one of over 43 IAB offices globally, and with a rapidly growing membership, IAB Australia's principal objective is to support and enable the media and marketing industry to ensure that they thrive in the digital economy.

By addressing the core pillars of growth of the online advertising industry - simplified and standard online audience measurement, research, and online operational standards and guidelines, and regulatory affairs, IAB Australia leverages the skills, experience and commitment of its members to advocate the benefits of online advertising by acting as an authoritative and objective source for all online advertising issues whilst promoting industry-wide best practice.

For further information about IAB Australia please visit: www.iabaustralia.com.au

ABOUT MFA

The Media Federation of Australia (MFA) is the peak body representing media communication agencies, with a membership base representing over 90% of all media billings placed by media agencies in Australia. The MFA exists to champion a dynamic and thriving media industry. We represent the common interests of the media industry in three key areas:

1. People – To attract and retain the best talent pool of people to work in our industry
2. Process – To develop efficient and effective ways of working, tracking and measuring our industry
3. Performance – To demonstrate the role our industry plays in growing clients' businesses, and the compensation this deserves

For further information about the MFA please visit www.mediafederation.org.au

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