

## IAB Europe Programmatic Advertising Survey

**WHAT:** IAB Europe is calling for relevant stakeholders from the European interactive industry to complete a [Programmatic Advertising Survey](#).

**WHY:** The aim of this survey is to illustrate the current adoption of and attitudes towards programmatic advertising of both the buy and sell side of the digital advertising industry. The results will help to inform IAB Europe's forthcoming Road to Programmatic White paper which will provide guidance on developing a programmatic advertising strategy for advertisers, agencies and publishers.

**WHEN:** The survey will close on 31<sup>st</sup> May 2015. Complete before 10<sup>th</sup> May to be in with a chance of winning an [Interact 2015](#) ticket.

**WHO:** Brand Advertisers, Agencies and Publishers.

Markets: Austria, Belarus, Belgium, Bulgaria, Croatia, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Macedonia, Netherlands, Norway, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, UK, Ukraine and the Pan-European and Global sectors.

IAB Europe would like to ensure that they obtain the opinion of all relevant stakeholders.

**HOW:** Click here: <https://www.surveymonkey.com/r/IABEUProgrammatic> to complete the survey

### OTHER INFO:

- The survey will only take 10 minutes to complete and IAB Europe encourage respondents to write in any additional comments they may have
- All your answers will remain strictly confidential and will only be presented as part of an overall statistical analysis in which the identities of all individual respondents remains anonymous in accordance with the ESOMAR code of practice
- Participants will be among the first to see the results and your input will help shape future IAB Europe work streams
- Download the [IAB Europe Programmatic Trading White Paper](#) and watch the recent [Introduction to Programmatic Trading Webinar](#).

### For further information, please contact:

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