

**IAB Europe launches first pan-European Programmatic Trading White Paper**

**The start of a range of activities aiming to demystify Programmatic Trading and support its growth across Europe**

**Brussels,** **28 July 2014** – IAB Europe is supporting the development of Programmatic Trading by educating the market and developing strategies for promoting and growing its use as an essential marketing tool in Europe, including sizing the market in Q3 2014.

According to IAB Europe’s AdEx Benchmark 2013 Report1 and recent research from IAB Europe, WARC and AppNexus2 Programmatic is both having an impact on the buying and selling of digital advertising and is an important driver of growth. However, its development is being hindered by a lack of technical and commercial understanding in the advertising community. IAB Europe is approaching the task of explaining how Programmatic Trading works and its place within the rich and varied European digital ecosystem in a variety of ways, including, for example, through the establishment of a **Programmatic Trading Task Force3.** This Task Force will identify standard definitions for the different elements of Programmatic prioritising both comparability across Europe and compatibility with initiatives from IAB US; it will conduct research amongst the relevant stakeholders and undertake other educational initiatives.

Despite the fast growth of Programmatic Trading, there is still a lack of reliable and comprehensive market size information. IAB Europe is therefore undertaking a European **Programmatic Trading market sizing** which will be released in Q3 2014, in co-operation with its AdEx Benchmark Task Force and IHS Technology.

The launch of IAB Europe’s first pan-European **Programmatic Trading White Paper4** today is the start of this initiative to educate the digital advertising market. The White Paper has been produced with the input of ADTECH, AppNexus, AudienceScience, Cxense, The Exchange Lab, Improve Digital, Yahoo!, Xaxis and White & Case and provides company-neutral, simple explanations about what Programmatic Trading is and illustrates the opportunity that it provides across the diverse European markets.

As well as an analysis of the markets in which Programmatic is more developed, the Netherlands, UK, France and Germany, the White Paper also looks at the current state of Programmatic Trading for mobile, video, rich media and social, revealing signs that these are catching up with desktop display. The White Paper indicates a rise in the use of Programmatic Trading in mobile which is being driven by consumer’s shift to mobile, their expectations to connect in real time and the migration of social media to mobile channels. The rising availability of online video advertising via ad exchanges is driving the application of Programmatic Trading in this format.

“*The IAB Europe Programmatic Trading White Paper addresses current challenges faced by the industry, including the control over big data, transparency and the role of Programmatic Trading in the digital advertising mix*.” says **Graham Wylie, Senior Director, EMEA & APAC Marketing at AppNexus** and **member of the Programmatic Trading Task Force**. “*There are still hurdles to overcome as Programmatic technology matures and buyers and sellers acquire the skills to maximise its potential. But make no mistake; Programmatic is emerging as the driving force for a new vision of digital advertising in Europe and all indicators are that its unprecedented growth is set to continue*.”

“*IAB Europe is committed to supporting Programmatic Trading through producing research, standards and best practice guidelines which are intended to make it easier for companies to trade and are appreciated by advertisers and other stakeholders*” says **Alison Fennah, Senior Business Advisor at IAB Europe.** “*With the aim of supporting brand advertising in the Programmatic discipline IAB Europe’s Brand Advertising Committee has already defined a suite of six recommended brand advertising formats – ‘Brand Builders’5 - which offers a new branding environment to advertisers. By fuelling the increase of high value, high quality inventory for large scale brand advertisers, IAB Europe envisages an increase in Programmatic Trading of premium digital advertising*.”

**ENDS**

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**About IAB Europe**

IAB Europe is the voice of digital business and the leading European-level industry association for the interactive advertising ecosystem. Its mission is to promote the development of this young and innovative sector by shaping the regulatory environment, investing in research and education, and developing and facilitating the uptake of business standards. Together with its members – companies and national trade associations – IAB Europe represents over 5,500 organisations.

* @IABEurope  IAB Europe [www.iabeurope.eu](http://www.iabeurope.eu)

1 The annual **AdEx Benchmark** Research is one of the most significant outputs from IAB Europe. The report is a comprehensive perspective of online advertising spend across Europe which is growing ever important in light of the development of digital business, policy formulation, the increasingly pan-regional nature of digital advertising investments and the contextualisation of European markets within a wider global framework. The data has been compiled by IAB Europe based on information provided by the national IAB offices around Europe, with processing and analysis undertaken by IHS Technology. This report is the first port of call for anyone wanting to find out about the latest online advertising trends, such as real-time or programmatic, across Europe - <http://bit.ly/TX6JLO>

2 **Why and how programmatic is emerging as key to real-time marketing success** (June 2014) - a recent report conducted by IAB Europe, WARC and AppNexus across more than 600 publishers, advertisers and agencies at the frontline of the advertising industry in Europe - <http://bit.ly/1jUVLfy>

3 **About the IAB Europe Programmatic Trading Task Force**

The IAB Europe Programmatic Trading Task Force has been developed with the key objectives of developing strategies for promoting and growing Programmatic Trading including sizing the market in liaison with the AdEx Benchmark Task Force and IHS Technology in Q3 2014

4 The **IAB Europe Programmatic Trading White Paper** provides company-neutral, simple explanations about what Programmatic Trading is and will illustrate the opportunity that it provides across the diverse European markets. It also addresses current challenges faced by the industry, including the control over big data, transparency and the role of Programmatic Trading in the digital mix. The paper will provide country-specific examples to illustrate new trends. The paper proves the value of data-driven display advertising to the market and seeks increase trust and confidence in its use, it can be downloaded here – <http://bit.ly/1k3otBC>

5 The **Brand Builders** are part of IAB Europe’s Brand Advertising Framework, a set of initiatives for the converging digital and traditional media environment designed to be compatible with global programmes. The initiative aims to drive brand investment into digital media. The suite of six recommended brand advertising formats is a blank canvas rather than a prescriptive package, the only format prescription within the suite being the pixel dimension. IAB Europe is now looking at producing a recommendation for In-Page mobile brand advertising formats and will also look at In-Stream formats. Find out more about the Brand Builders here - <http://bit.ly/1miUG7s>