



Overview

IAB Polska (March 14th, 2013)



- On the Polish market since 2000.
- Since 2007 as an „Association of Internet Industry Employers” – Związek Pracodawców Branży Internetowej.
- ~200 members.

IAB Europe

- | | | |
|-------------------|-----------------|-----------------|
| 1. Austria | 11. Greece | 21. Romania |
| 2. Belgium | 12. Hungary | 22. Russia |
| 3. Bulgaria | 13. Ireland | 23. Serbia |
| 4. Chile | 14. Italy | 24. Slovakia |
| 5. Croatia | 15. Luxembourg | 25. Slovenia |
| 6. Czech Republic | 16. Macedonia | 26. Spain |
| 7. Denmark | 17. Netherlands | 27. Sweden |
| 8. Finland | 18. Norway | 28. Switzerland |
| 9. France | 19. Poland | 29. Turkey |
| 10. Germany | 20. Portugal | 30. UK |



Activities and mission – driving online environment

- Task Forces
- Research
- Knowledge bank
- Education
- Law
- Public affairs
- PR
- Information stream
- Events



Task Forces

- Standards
- Best practices
- Research, case studies
- Reports
- Promotion
- Education



1. Adserving
2. AudioVideo
3. Behavioral
4. Brand advertising
5. E-commerce
6. E-mail marketing
7. Gaming
8. Interactive
9. Mobile marketing
10. Multimedia Publishers
11. Research
12. RTB
13. SEO/SEM
14. Social Media
15. Technologies/Software
16. Usability

Research

- Media
 - AdEx – online adspend
 - Online communication, tools
 - Cross-media
- Purchase process, consumers
- Verticals
- Public affairs



Knowledge

- Research (IAB, external)
- Presentations (conferences)
- Guidelines
- Good practices
- Codex
- Video CMS
- Experts
- IAB Europe



Education from the ground up

- 17 universities
- Education programs
- Connecting students with employees
- Courses and probations
- Marketers
- Showcases
- Events



iab SHOWCASE

INTERNET
POLAND
CONFERENCE
& EXPO

FORUM
2013 IAB 2013



Awards



miXX

Public affairs

- Focus on economic activity
- Regulations
- Fair competition
- Consumers' rights
- Privacy
- Data protection
- Copyright

Representation



Cooperation



iab polska