



**Interactive  
Advertising  
Bureau**

**ENGAGE**

**BUILD**

**INTERACT**

2007 ANNUAL REPORT



# OUR MISSION

The Interactive Advertising Bureau is dedicated to the continuing growth of the interactive advertising marketplace, of interactive's share of total marketing spend, and of our members' share of total marketing spend.



## A Letter from Randall Rothenberg

Two-thousand-and-seven will be remembered as the year that the Chief Marketing Officers of America's largest companies stood up, looked outside their office windows, and said, "It happened!" Their world was rocked—and the member companies of the Interactive Advertising Bureau rolled with them.

Marketers and agencies started clamoring for digital video offerings that would engage consumers—and we provided it for them. They wanted new, effective ways to reach the "long tail" of the Web—and we gave them scalable offerings. They wanted a supply chain that's more transparent, less complex, and less costly—and they accepted our invitation to help IAB create it. They wanted to apply social media to their marketing efforts—and we showed them how. The result: exponential quarter-over-quarter and year-over-year growth that proves interactive media have become the fulcrum on which every marketing strategy is balanced. The entire marketing-media ecosystem has come to recognize that interactive

can influence every part of the purchase funnel, because it reaches consumers in ways and places they want to be reached.

All that market activity made my first year in office as the President and CEO of the IAB challenging, stimulating and rewarding. I am extremely proud of our accomplishments over the past year and look forward to continued growth as, together, we solidify interactive's rightful position as a mainstream medium. As the industry has evolved and as all advertising and marketing become digital, the IAB has been called to play a more formal educational role to ensure that "digital immigrants" are as knowledgeable as the "digital natives." Indeed across the course of 2007 and into 2008 the IAB has been at the center of convening publishers, advertisers and agencies to understand more fully the ecosystem and leverage its full potential.

Together, we have focused on how to build interactive into the most transparent and accountable medium. We have organized cross-industry working groups to address the most pressing challenges (like audience measurement and impression discrepancies), and we have initiated an educational campaign—aimed at legislators, regulators, and the general public—around the value of the ad-supported Internet to our economy, and to our lives.

You, our members, can depend on the IAB to remain focused on building this industry and its potential. During the next year, you will see us emerge with new recommendations for business processes between agencies and publishers; forge ahead to create new consistency and transparency in audience measurement; train marketers and agencies on the use of interactive media to develop actionable consumer insights; establish principles and mechanisms to assure that consumers' privacy is respected; launch new forums for emerging platforms to educate marketers and agencies about their value; and work with our members to educate the FTC and Congress about the new interactive tools that improve consumers' lives, enhance consumer control and build the U.S. economy.

Collaboratively we will create a world-class medium that will have a solid foundation for long-term growth and even greater success.

I would personally like to thank the IAB Board, our members and the industry as a whole for their support and commitment and look forward to working together in 2008 and beyond.

A handwritten signature in black ink that reads "Randall Rothenberg". The signature is written in a cursive, flowing style.

Randall Rothenberg  
President and CEO, Interactive Advertising Bureau



## OUR THREE STRATEGIC PILLARS

Growth of the interactive advertising and marketing industry is at the core of the IAB's mission with an upgraded focus on an increase of total marketing spend. This mission builds upon IAB's historic drive to increase media budget allocations to interactive, solidify its rightful place as a mainstream medium and close the disproportionate gap between overall audience online and total dollars spent.

In order to remain laser-focused on accomplishing this mission, the IAB created a new strategic framework based on three key pillars: Engagement, Accountability and Operational Effectiveness. These pillars provide an umbrella for all IAB activities and a guide for decision making and priority setting.

The pillars address the importance of engaging vital constituents like CMOs and marketing influencers within the advertising ecosystem; reiterate the industry's commitment to transparency and accountability; and address the reduction of friction in the buying and selling process.

### ENGAGEMENT

Showcase to CMOs, agencies and other marketing influencers interactive media's unique ability to develop and deliver compelling, relevant communications to the right audiences in the right context.

### ACCOUNTABILITY

Establish guidelines and highlight practices that reinforce interactive advertising's unique ability to render its audience the most targetable and measurable among media.

### OPERATIONAL EFFECTIVENESS

Improve members' ability to serve customers—and build the value of their businesses—by reducing the structural friction within and between media companies and advertising buyers.

## 2007: THE YEAR IN REVIEW

Last year we worked closely with IAB members to define and execute a number of strategic initiatives that continued to establish interactive as a world-class medium. Our efforts were focused on 6 core objectives:

### Core Objective One

#### Fend Off Adverse Legislation and Regulation

The IAB Public Policy office in Washington, D.C., and the Public Policy Council hit the ground running in dealing with Congress and legislators on a number of issues that could have adversely affected the industry. This remains an important focus.



- Opened an IAB office in Washington, D.C., to coordinate regulatory matters, legislative affairs, and public policy initiatives

Helped influence Congress to pass spyware legislation that increased consumer protection while preserving public access to free online content and services. Averted legislation that would hinder Internet commerce and the free exchange of information online (*IAB Public Policy Council*)

- Addressed FTC Town Hall meeting on behavioral targeting and privacy, staking out our strong position that interactive advertising funds free content and services for consumers (*IAB Public Policy Council*)

### Core Objective Two

#### Coalesce Around Market-Making Measurement Guidelines and Creative Standards

As the leading trade association for the interactive advertising industry, the IAB continued to create guidelines and standards that lay a solid foundation for future long-term growth.

- Issued an open letter to leading measurement companies, comScore and Nielsen//NetRatings, asking them to undergo audits of their methodologies, which resulted in both organizations committing to and commencing full MRC audits (*IAB Research Advisory Board*)
- Released impression measurement guidelines for Rich Internet Applications which determine at what point an ad impression is counted in rich internet application environments such as AJAX and J/SON (*IAB Measurement Council and RIA Measurement Working Group*)
- Released impression measurement guidelines for the counting of Rich Media Ads (*IAB Measurement Council and Rich Media Measurement Working Group*)
- Accelerated work with the Audience Measurement Working Group to develop guidelines that define “uniques” and “time spent” (*IAB Research Advisory Board and Audience Measurement Working Group*)
- Furthered the development of Click Measurement Guidelines (*IAB Measurement Council and Click Measurement Working Group*)



*Core Objective Three*

**Create Common Ground with Customers to Reduce Costly Friction in the Supply Chain**

Together with the Ad Operations Council, the IAB set the stage for collaborative participation and cooperation between publishers and agencies to increase operational efficiencies in the buying and selling process.

- Hosted a summit, together with the American Association of Advertising Agencies (AAAA), with senior leaders of media companies and advertising agencies to resolve impression measurement discrepancies as well as develop a broader supply chain agenda, which includes the launch of the IAB-AAAA Impressions Task Force (*IAB Ad Operations Advisory Board*)
- Partnered with the Media Rating Council to develop research to determine the cause of discrepancies in the counting of ad impressions (*IAB Ad Operations Council and Impression Discrepancies Working Group*)
- Released the On-Time Delivery Toolkit for interactive media consisting of:
  - o Creative Delivery Best Practices document—designed for use by marketers, agencies, and publishers to improve internal processes (*IAB Ad Operations Council and Campaign Set Up Best Practices Working Group*)
  - o Creative Specs Database, the industry’s first centralized online database of ad unit specs (*IAB Ad Operations Council and Campaign Set Up Best Practices Working Group*)
- Released Billing Methods Best Practices aimed at significantly decreasing the operational inefficiencies surrounding billing and discrepancy resolution processes (*IAB Ad Operations Council and Billing Methods Working Group*)

*Core Objective Four*

**Share Best Practices That Foster Industry-Wide Growth**

The IAB developed a number of best practices documents for existing and emerging platforms in an effort to share knowledge across the advertising ecosystem.

- Released “The Marketer & Agency Guide to Lead Quality” which reviews the definition and aspects of Internet lead quality, as well as lead quality’s impact on advertisers’ marketing strategies (*IAB Lead Generation Committee*)
- Released “Lead Generation Data Transfer Best Practices,” designed to educate both advertisers and publishers on security and operational best practices (*IAB Lead Generation Committee*)
- Released the “Email Campaign Performance Metrics Definitions” intended to improve the management of email campaigns and improve the quality and consistency of measurement (*IAB Email Committee*)
- Released the “Game Advertising Platform Status Report,” the first in a series of papers about the state of emerging and existing platforms (*IAB Games Committee*)



2007 MIXX AWARDS



- Launched a new Professional Development series including “Interactive 101” and “Big Ideas from Transaction to Transformation” (IAB Sales Executive Council)
- Sold out the third annual MIXX Awards, showcasing interactive excellence in both creativity and effectiveness (IAB MIXX Advisory Board)
- Initiated monthly “Leadership Luncheon” series. Forums that bring industry innovators together with members, marketers, and agencies to explore business-leading opportunities.
- Formed the first Sales Council focused on sharing best practices on sales techniques and the recruitment and retention of sales professionals (IAB Sales Executive Council)
- Formed the first User Generated Content Committee (IAB User Generated Content Committee)
- Launched IAB.networking events held monthly in different cities for member companies’ employees
- Hosted a Global Summit in Brussels to share best practices from around the world
- Held the first “Audience Measurement Leadership Forum,” sold-out event highlighting emerging practices in advanced measurement and analytics (IAB Research Advisory Board)

Core Objective Five

**Generate Industry-Wide Research and Thought Leadership That is Divorced from Corporate Self-Interest**

Through both IAB produced events, leading speaker roles at other industry-wide conferences, and an invigorated whitepaper strategy, the IAB carried the interactive flag to further the industry’s mission of growth.

- Broke attendance and publicity records for the IAB MIXX Conference and Expo, an event dedicated to fostering marketing and



THE NEW IAB WEBSITE

- interactive excellence, the Official Interactive Conference of Advertising Week 2007, which this year focused on “Innovation in Interactive” and spotlighted the value that derives from the “MIXX” of Content + Strategy + Channel (IAB MIXX Advisory Board)
- Held IAB’s Leadership Forums on Performance Marketing, Digital Video and User-Generated Content, each of which achieved record attendance from marketers, agencies and media companies, and featured influential leaders—and sold-out audiences—in Chicago and New York (Respective Advisory Boards for each event)
- Released the IAB Internet Advertising Revenue Report in collaboration with PricewaterhouseCoopers, demonstrating record-setting interactive revenues at each quarter of the year and generating intense press coverage of the industry’s successes
- Launched a full redesign of iab.net to position the IAB as the central resource for education and thought leadership in the interactive industry
- Increased dramatically mentions of the IAB and interactive industry in the trade and



general press, in publications including *The New York Times*, *Wall Street Journal*, *Business Week*, *Advertising Age*, *Adweek Magazines*, *Click Z*, *Forbes.com*

- Launched the “IAB’s Interactive Boot Camp for Senior Marketers” focused on educating CMOs and senior buyers on the opportunities and advantages of interactive media. Includes focused, member-driven educational modules on existing and emerging platforms
- Held 33 Innovator Roundtable Dinners in 9 cities with senior marketers, agencies and media companies
- Launched the IAB.networking series of social-networking events for members

*Core Objective Six*

**Create Countervailing Force to Balance Power of Other Media, Marketing and Agency Trade Groups**

Collaboratively developed industry-wide programs together with the ANA and the AAAA and fostered stronger relationships with other trade organizations.

- Released “Marketing-Media Ecosystem 2010,” groundbreaking research on the evolution of the cross-industry value chain, as a collaboration among the IAB, the AAAA, the Association of National Advertisers (ANA), and Booz Allen Hamilton (*IAB Board of Directors*)
- Took the lead in elevating impressions counting and discrepancies to the top of the joint IAB-AAAA’s agenda (*IAB Ad Operations Advisory Board*)
- Continued to work closely with the AAAA on the E-Business for Media initiative (*IAB Ad Operations Council*)
- Hosted two Ad Operations Agency days with counterparts from the agencies and media companies to discuss ways to improve the buying

and selling process (*IAB Ad Operations Council and E-Business Working Group*)

- Created a Research Advisory Council to lead cross-industry initiatives in research and audience metrics (*IAB Research Advisory Board*)

**HOW TO GET INVOLVED**

**IAB Committees, Councils and Working Groups**

Erica DeLorenzo—Senior Director, Industry Practices (erica@iab.net)  
 Jeremy Fain—Senior Director, Industry Services (jeremy@iab.net)  
 Ryan Walker—Manager, Industry Services (ryan@iab.net)

**Public Policy Council**

Mike Zaneis—VP, Public Policy (mike@iab.net)

**Research**

Joe Lazslo—Director, Research (joe@iab.net)

**Events**

Tim Walsh—VP, Events (tim@iab.net)  
 Virginia Rollet—Director, Events (virgina@iab.net)  
 Lisa Milgram—Director, Events (lisa@iab.net)

**Marketing, Public Relations and Thought Leadership**

Marla Nitke—Director, Marketing Communications (marla@iab.net)  
 Chris Glushko—Marketing Manager (chris@iab.net)

**Professional Development**

Michael Theodore—VP, Membership Services (michael@iab.net)  
 Corie Blumstein—Manager, Member Services (corie@iab.net)  
 Luke Lockett—Associate Manager, Member Engagement (luke@iab.net)



## IAB'S INTERNET ADVERTISING REVENUES REPORT

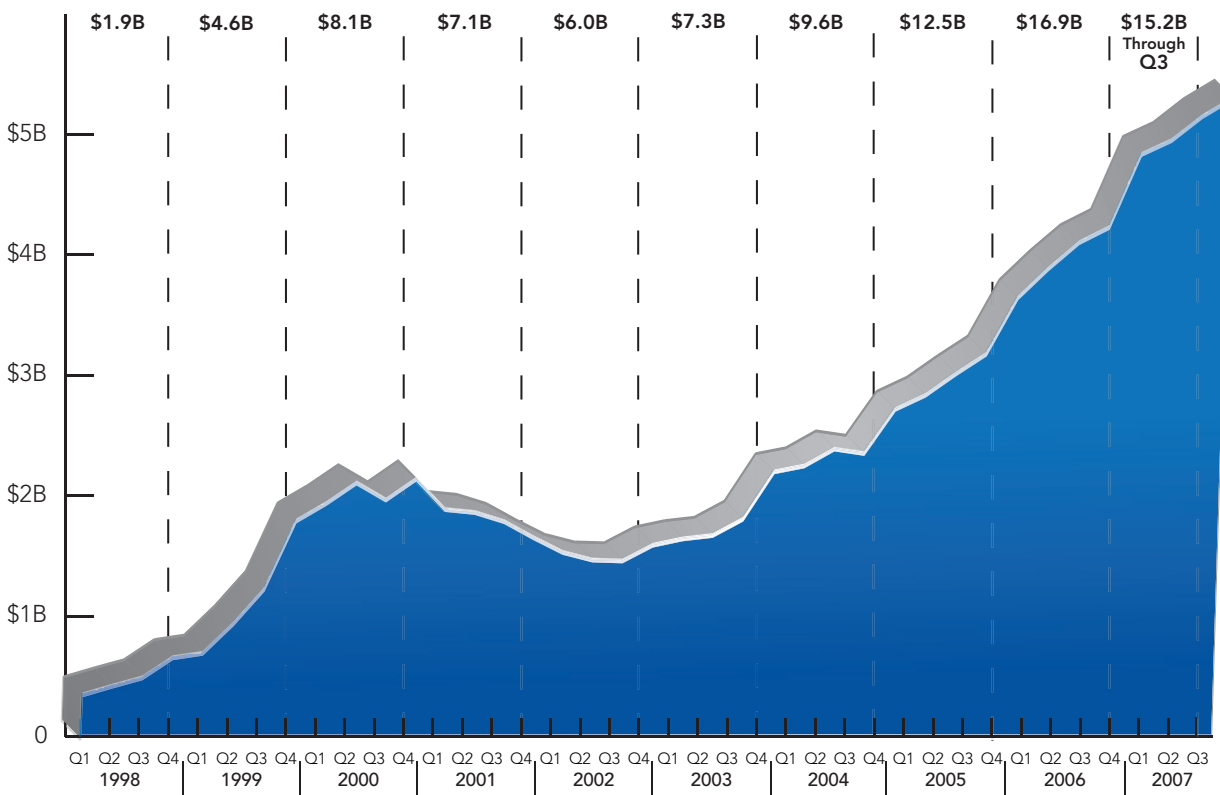
The 2007 IAB Internet Advertising Revenues Report, produced by PricewaterhouseCoopers, shows that Internet advertising revenues continued to soar in 2007 and are expected to reach around \$21 billion for the full year, a 24% increase over \$16.9 billion in 2006.

All three quarters in 2007 set individual record highs—Q1 at \$4.9 billion, Q2 at \$5.1 billion, and Q3 at \$5.2 billion. Revenues for the first nine months of 2007 totaled \$15.2 billion, up nearly 26% over the \$12.1 billion recorded during the first nine months of 2006.

Full year 2007 revenues will be released in May 2008. To see how the revenues break out, please visit [www.iab.net/PWC](http://www.iab.net/PWC)

### Quarterly Internet Ad Revenues

in Billions



# IAB'S COUNCILS, COMMITTEES & WORKING GROUPS

## Councils

*IAB Councils are each based on a specific role within General Members' organizations, i.e., Ad Operations, Research, etc. Council members share best practices and periodically develop tools to improve efficiency and thought leadership within their respective companies, and to grow interactive advertising.*

Ad Ops Council  
CFO Council  
Legal Affairs Council  
Measurement Council  
Public Policy Council  
Research Advisory Board  
Research Council  
Sales Executive Council

## Committees

*IAB Committees are each based on a specific platform within the interactive advertising medium, i.e., Digital Video, Lead Generation, etc. Committees work together to prove value in the marketing mix or simplify the processes associated with buying, planning and creating interactive advertising within their platform segments.*

Digital Video Committee  
Email Committee  
Games Committee  
Hispanic Committee  
Lead Generation Committee  
Mobile Advertising Committee  
Search Committee

## Working Groups

*Working Groups are sponsored by Committees or Councils in order to directly address issues facing the industry. They are tasked with creating the initiative's deliverables and presenting them for review to the sponsoring Committee or Council. Working Groups are seeded with members from the sponsoring body and have the ability to invite guests from non-member companies to participate on a regular basis.*

Ad Sizes Working Group  
Audience Measurement Working Group  
Billing Methods Working Group  
Campaign Set Up Best Practices Working Group  
Click Measurement Working Group  
Digital Video Overview Working Group  
Discrepancies Working Groups  
E-Business Working Group  
Lead Generation Publisher Best Practices Working Group  
Mobile Platform Status Working Group  
Revenue Cycle: RFP to DSO Best Practices Working Group  
Rich Media Measurement Working Group  
Sales Talent Recruitment Working Group  
Search Evangelism Working Group  
UGC Platform Status Working Group

## 2008: A LOOK FORWARD

In the coming year, we will build on the momentum we created in 2007. Our mission remains unchanged and we plan to focus on five key areas while adapting our campaigns to the emerging demands of the marketplace. In 2008 we will:

1. Focus on cost-side and revenue-side activities.
2. Continue to build membership and member engagement as well as further enhance agency and marketer relationships.
3. Keep our focus on Washington, D.C.
4. Expand our events and education business.
5. Solidify our position as the go-to organization for information and guidance on interactive marketing, media, and advertising.

### Engagement 2008

Educating both digital natives and digital immigrants about current and emerging areas of interactive remains a cornerstone of the IAB's mission. This year we will significantly expand our efforts by adding new programs and building on existing ones.

#### *Teach Me How, Teach Me Now*

- IAB Website Upgrade—the central meeting place for the industry to find news, resources, research and thought leadership from the ever-evolving interactive medium.
- IAB Interactive Boot Camp for Senior Marketers—a customized educational tool for CMOs and senior marketers featuring expert modules on platforms from members.
- Expanding Professional Development—broader subject matter and target audience to include research, agency-related business practices and existing and emerging advertising platforms.
- Committees Communication Plan—real leverage of the outputs and insights from IAB committees to create platform status reports, webinars, events and other educational forums.

### *Ecosystem 2.0*

- Annual Meeting 2008—create a thought leadership forum attracting a prestigious lineup of principal voices from among our members, marketers, agencies and third-party vendors; 2008 is themed “Ecosystem 2.0” - Driving Growth in Digital Marketing.
- “Out of the Box” Lunch Series—informal, high-impact training sessions targeted to buyers as well as members in the IAB Boardroom.
- 2008 IAB Events—expanded events calendar focused across the ecosystem (see back cover for a listing)
- New Event: The IAB Marketplace—enables networks and exchanges to showcase their value propositions in an innovative “speed-dating” format.

### Accountability 2008

Through the years the interactive industry has been committed to the highest levels of transparency and accountability in all areas of measurement and communications. The IAB will continue to encourage transparency from third-party vendors as well as publishers to ensure sustained confidence and trust in the medium.

We will also focus on educating legislators and regulators on our commitment to privacy while promoting the economic and social value of the advertising-supported Internet.

#### *Audience Transparency*

- Spotlight Syndicated Audience Measurement Audits—keep the industry up-to-date on the MRC Audits of third-party measurement companies.
- Promote Consistent and Reliable Metrics—establish industry definitions and guidelines for the counting of audience and encourage the auditing process across all methods.
- Educate and Integrate—continue to educate



the industry around new and existing research and metrics

*Value of the Ad-Supported Internet*

- Public Policy Engagement in Washington, D.C.—address potentially adverse congressional and FTC actions.
- Broad PR Educational Campaign—educate the public and influence policy makers of the value of the ad-supported Internet.

**Operational Effectiveness 2008**

As the industry continues to grow, it is essential to ensure a solid foundation for scalability and long-term expansion. Nuts and bolts issues like resolving discrepancies within impression measurement, reducing friction in the buying and selling process and simplifying all processes across the supply chain must be collaboratively addressed with our agency partners.

*Simplify the Interactive Supply Chain*

- Goal: Common Currency—mitigate the financial risk for publishers and create long-term trust and credibility within the marketplace.
- IAB Discrepancy Reduction Initiatives—develop data architecture standards, an early warning system and best practices for process improvement to reduce the discrepancies between publisher and third-party measurement numbers.
- IAB-AAAA Cross-Industry Supply Chain Task Force—includes an equal representation of agencies and publishers to increase the operational efficiencies across the supply chain.

*Building on the momentum of 2007, our campaigns in 2008 are adapted to the emerging demands of the marketplace.*

## IAB PRODUCTS & SERVICES

### Keeping the Industry Informed

We created the daily IAB SmartBrief as well as the monthly IAB Informer newsletter to keep members and the wider industry community updated on important trends in the industry as well as progress at the IAB.

#### *IAB SmartBrief*

**SmartBrief**<sup>sb</sup>

Designed specifically for advertising, marketing and media executives, IAB SmartBrief is a free daily e-mail newsletter. It provides the latest need-to-know news and industry information that maximizes your time, giving you an edge over your competition.

#### *IAB Informer*

The IAB Informer, the monthly IAB newsletter, features the latest information from the IAB as well as research and other highlights from the world of Internet advertising and marketing.

### Solutions for Your Business Growth

The IAB has also developed a number of industry products to help member companies increase your business efficiencies and drive revenue including the first-ever Creative Specifications Database, the most comprehensive Spiders and Bots list, the highly informative Media Credit System and the results oriented Job Board.

#### *Creative Specs Database*

The Creative Specs Database serves both agencies and publishers by reducing the complex search for ad specs and alleviating late and inaccurate creative.

Visit [www.iab.net/creativespecs](http://www.iab.net/creativespecs) to see how the IAB Creative Specs database can help decrease friction points for your business.

#### *IAB/ABCe International Spiders & Robots List*

What is causing your ad impression discrepancies? How much of your traffic is really from your customers vs. non-human agents? Are

you filtering with the same list as the third-party ad servers and other publishers? Who's really visiting your web site?

The IAB/ABCe International Spiders & Bots List can help you answer all these questions. The major publishers and third-party ad servers are using it, and if discrepancies are an issue for you, you should be using it too. Without it, you will never know what is real and what is not.

Visit [www.iab.net/spiders](http://www.iab.net/spiders) for more.

#### *Media Credit System*

Know your risk before you sell! At the core of the Media Credit System (MCS) is a web-enabled software solution that assists credit and collections professionals in the assessment of risk associated with selling to agencies and direct advertiser accounts.

Visit [www.iab.net/mcs](http://www.iab.net/mcs) to find out more.

#### *The IAB Job Board*

Trying to recruit the interactive industry's top professionals? The IAB Job Board can help. In addition to listing your openings on IAB.net, the IAB is partnered with SmartBrief to maximize your exposure and deliver your job postings to over 25,000 potential candidates each day. Visit [www.iab.net/jobs](http://www.iab.net/jobs) to see how we can help fill your recruiting needs!



## WHO'S WHO AT THE IAB?

2007 was Randall Rothenberg's first year as President and CEO. During the course of the year, the IAB also made key senior management appointments: Patrick Dolan, SVP and Chief Administrative Officer; David Doty, SVP, Thought Leadership and Marketing; and Sherrill Mane, SVP, Industry Services.

### **President and CEO**

Randall Rothenberg – President & CEO  
(212) 380-4717

Julie Hamilton – Manager,  
Administrative Services  
(212) 380-4707

### **Industry Services**

Sherrill Mane – SVP, Industry Services  
(212) 380-4702

Erica DeLorenzo – Senior Director,  
Industry Practices  
(212) 380-4728

Jeremy Fain – Senior Director,  
Industry Services  
(212) 380-4724

Joe Laszlo – Director, Research  
(212) 609-3722

Ryan Walker – Manager, Industry Services  
(212) 380-4731

### **Member Services & Sales**

Michael Theodore – VP, Member Services  
(212) 380-4725

Corie Blumstein – Manager, Member Services  
(212) 949-2432

Luke Lockett – Associate Manager,  
Member Engagement  
(212) 380-4715

### **Public Policy**

Mike Zaneis – VP, Public Policy  
(202) 253-1466

### **Marketing & Public Relations**

David Doty – SVP, Thought Leadership,  
Marketing & Events  
(212) 380-4723

Marla Nitke – Director, Marketing &  
Communications  
(212) 380 4714

Chris Glushko – Marketing Manager  
(212) 380-4722

Greg Van Ullen – Manager, Interactive &  
Creative Services  
(212) 380-4726

Shira Orbach – Marketing & PR Coordinator  
(212) 380-4736

### **Events & Education**

Tim Walsh – VP, Events  
(212) 380-4737

Virginia Rollet – Director, Events  
(212) 380-4732

Lisa Milgram – Director, Events  
(212) 380-4733

Marisa Mace – Events Coordinator  
(212) 380-4711

### **Administration & Finance**

Patrick Dolan – SVP & CAO  
(212) 380-4727

Mark Goldman – Senior Director, Finance &  
Administration  
(212)-380-4701

Shawna Cooper – Office Manager  
(212) 380-4734

Interactive Advertising Bureau  
116 East 27th Street, 7th Floor  
New York, New York 10016  
(212) 380-4700  
[www.iab.net](http://www.iab.net)



# IAB BOARD OF DIRECTORS 2008

## Executive Committee

**Wenda Harris Millard**  
Martha Stewart Living Omnimedia  
*Chairman*

**Tim Armstrong**  
Google

**Neil Ashe**  
CNET Networks

**Mike Hard**  
Microsoft Digital Advertising Solutions

**Randall Rothenberg**  
IAB  
*President*

**Martin Nisenholtz**  
New York Times Company

**Dave Morgan**  
Tacoda

**David Moore**  
24/7 Real Media  
*Secretary*

**Jim Spanfeller**  
Forbes.com

**Steve Wadsworth**  
Walt Disney Internet Group

## Board of Directors

**Tim Armstrong**  
Google

**Neil Ashe**  
CNET Networks

**Michael Barrett**  
Fox Interactive Media/MySpace

**John Battelle**  
Federated Media

**Bob Carrigan**  
IDG Communications

**Sarah Chubb**  
CondéNet

**Mark Collins**  
AT&T

**Ned Desmond**  
Time Inc

**Jonathan Ewert**  
LookSmart

**Joe Fiveash**  
The Weather Channel Interactive

**Mitch Golub**  
cars.com

**Mike Hard**  
Microsoft Digital Advertising Solutions

**Peter Horan**  
IAC

**David Karnstedt**  
YAHOO!

**Patrick Keane**  
CBS

**Randy Kilgore**  
Tremor Media

**Leon Levitt**  
Cox Newspapers

**Caroline Little**  
Washingtonpost.Newsweek Interactive

**Dave Madden**  
Wild Tangent

**Riley McDonough**  
WebMD Health

**Wenda Harris Millard**  
Martha Stewart Living Omnimedia

**David Moore**  
24/7 Real Media

**Dave Morgan**  
Tacoda

**Peter Naylor**  
NBC Universal

**Martin Nisenholtz**  
New York Times Company

**David Payne**  
CNN.com

**Lance Podell**  
Seevast

**Randall Rothenberg**  
IAB

**Javier Saralegui**  
Univision Online

**Warren Schlichting**  
Comcast Spotlight

**Tina Sharkey**  
BabyCenter

**Tad Smith**  
Reed Business

**Jim Spanfeller**  
Forbes.com

**Steve Wadsworth**  
Walt Disney Internet Group

**Jeff Webber**  
USAToday.com

**Matt Wise**  
Q Interactive

**Dave Yovanno**  
ValueClick, Inc

## Ex-Officio

**Bruce Gordon**  
Walt Disney Internet Group  
*Treasurer*

**Rich LeFurgy**  
Archer Advisors  
*Founding Chairman*



# The IAB's Exciting Lineup of 2008 Events

**IAB Leadership Forum: Performance Marketing**  
March 19 – Chicago, IL

**IAB Marketplace: Networks & Xchanges**  
March 31 – New York, NY

**IAB Leadership Forum: Digital Video**  
May 5 – New York, NY

**IAB Leadership Forum: User-Generated Content & Social Media**  
June 2 – New York, NY

**MIXX Conference & Expo**  
September 22-23 – New York, NY

**MIXX Awards**  
September 23 – New York, NY

**IAB Ad Operations Summit**  
October – New York, NY

**IAB Leadership Forum: Agency Summit**  
November 10 – New York, NY

**IAB Audience Measurement Leadership Forum**  
November – New York, NY

**IAB Leadership Forum: Mobile**  
Date TBA – New York, NY



IAB events sell out so be sure to register early. Check [www.IAB.net/events](http://www.IAB.net/events) for the latest news, information and to join our mailing list.

