

## Networks & Exchanges Quality Assurance Guidelines

**OVERVIEW:** The online advertising ecosystem is extremely complex. More than 1 million web sites currently carry advertising and Web page content can change constantly and dynamically. With advertising representing the most viable economic model for most digital players, advertising networks and exchanges are key to helping web publishers monetize their content. It is estimated that up to 90 percent of all online ads are delivered via a network or exchange. The IAB Quality Assurance Guidelines are intended to increase marketer trust in this delivery model.

**SCOPE:** The Networks & Exchanges Quality Assurance Guidelines (Guidelines) were designed by the leading IAB member ad networks and exchanges, with feedback from stakeholders across the interactive advertising ecosystem including the Association of American Advertising Agencies and the Association of National Advertisers. In addition, IAB member publishers and the Motion Picture Association of America (MPAA) provided feedback on the provisions that seek to protect online advertising from potentially supporting sites that may violate content owners' rights. The Guidelines are designed specifically for networks & exchanges who are principals in transactions with marketers and agencies. However, these guidelines do not apply to ad exchanges that are technology platforms only, providing tools to enable direct media buying and selling between participants. Participation in the program is voluntary, but to date 31 of the leading ad networks & exchanges have committed their participation. The first wave of fully compliant companies was announced on April 4, 2011, with the other participants coming into full compliance over the coming months. A full list of companies and a copy of the guidelines can be found on the IAB website: [www.iab.net/ne\\_guidelines](http://www.iab.net/ne_guidelines).

**SUBSTANTIVE IP PROVISIONS:** Networks & Exchanges that voluntarily self-certify against these guidelines are providing marketers & agencies with a standardized approach that is designed to make buying easier and to give increased control over where ads are placed. Marketers & Agencies will have increased brand safety assurances that ads do not appear next to content that they decide is inappropriate. For the first time, the US ad networks and ad exchanges market will be giving advertisers consistent and standardized information, serving to build greater marketplace trust.

The Guidelines cover many aspects of network and exchange buying, specifically for IP protection, the Guidelines provide descriptions regarding content appearing on a web site that would prohibit a compliant ad network or exchange from selling ads on that site. Such prohibited content would include:

- Warez
- Spyware/Malware
- Copyright Infringement
- Otherwise Illegal Content

**COMPLIANCE REQUIREMENTS:** To receive the IAB Compliance Seal, participating companies must:

- Perform quarterly internal audits conducted by an appointed Compliance Officer
- Complete mandatory IAB training of Compliance Officers where the Guidelines are taught along with best practices for identifying and maintaining internal controls
- Provide annual self-attestation by the Compliance Officer and CEO, President or Business Unit Head of each certified network or exchange

**COMPLAINT PROCESS:** The IAB has established a robust, one-stop-shop complaint process whereby marketers or their agencies that discover their ads on websites that violate the Guidelines can easily alert the IAB. Any ad network or exchange that is the subject of three valid complaints against its practices during a 6 month period will be decertified as a compliant member of the Guidelines program.

### ABOUT THE IAB:

The Interactive Advertising Bureau (IAB) is comprised of more than 460 leading media and technology companies who are responsible for selling 86% of online advertising in the United States. On behalf of its members, the IAB is dedicated to the growth of the interactive advertising marketplace, of interactive's share of total marketing spend, and of its members' share of total marketing spend. Founded in 1996, the IAB is headquartered in New York City with a Public Policy office in Washington, D.C. For more information, please visit [www.iab.net](http://www.iab.net).

For questions regarding the Guidelines and the IAB's Public Policy agenda please contact Mike Zaneis, SVP and General Counsel, at [mike@iab.net](mailto:mike@iab.net) or (202) 253-1466.