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# Policy Focus

Hi there,

Welcome to the October edition of Policy Focus! This month, we launched our Gold Standard for digital advertising, our CEO gave evidence to the Lords Communications Committee and the ePrivacy Regulation reached a critical stage in negotiations.

As ever, if you want to know more check out our [Digital Advertising Policy Guide](#), see our [policy issues hub](#) or contact the team on [policy@iabuk.net](mailto:policy@iabuk.net).

**Christie Dennehy-Neil, Senior Public Policy Manager**



## IAB launches Gold Standard for digital advertising

At the IAB's Engage conference last week our CEO, Jon Mew, announced his vision for 'a sustainable future for digital advertising' and launched the IAB Gold Standard as a first step towards improving standards in the industry. The Gold Standard aims to reduce ad fraud, improve the digital advertising experience and increase brand safety by implementing three specific initiatives. 23 IAB UK Board members committed to the Standard through an [open letter to the industry](#) and it's now open to others to join. Read more about it and how you can get involved on our [website](#).

## Lords Communications Committee hears evidence from IAB

The House of Lords Communications Committee invited the IAB's CEO, Jon Mew, to give oral evidence on 24 October as part of its [inquiry](#) into UK the advertising market. Jon appeared alongside witnesses from Enders Analysis and King's College business school to talk about the importance for



digital advertising businesses of having the right immigration rules post-Brexit, how consumer behaviours are driving spend in digital and how traditional media are adapting to digital disruption. You can watch the session [here](#) and the IAB's written response is [here](#).



## European Parliament Committee adopts controversial report on ePrivacy Regulation

On 19 October, a small majority of MEPs of the European Parliament's Civil Liberties Committee (LIBE) agreed highly contentious changes to update the well-known 'cookie law', including provisions that could effectively force publishers to make their content available for free without receiving individuals' data in return. LIBE's suggestion will now be put to a vote by the whole European Parliament. If agreed, this will be followed by further negotiations with representatives from EU Member States before a final deal is struck. To find out more about the ePrivacy Regulation, have a look at our FAQs and to see our response to LIBE's report please click [here](#).

