

Don't be a
#Clickhead

Launched our
Measurement Toolkit with
some sound advice for
the industry

4

mentions of IAB UK
in Parliamentary
debates

7000+

attendees at
IAB UK Events

£13.44bn

spent on digital advertising
according to latest full-year
Adspend report – up 15% YoY

34

companies
completed our
Transparency FAQs

100+

new members

40

sessions at
Nonference

2019

The biggest year
yet for the IAB

4

mental health
first-aiders trained

50

leading DTC brands
identified by our
Born Online report

iab^{uk}

6

Digital Upfronts held
including new
Podcast Upfronts

8,436

podcast listens

12,000+

meals provided to those living in food poverty
with our packed lunch day campaign

95

companies Gold
Standard certified

16

Industry groups
involved in meetings
and industry initiatives

3

events in
Parliament

5 Rules of
Attention

demonstrated the
importance of context and
quality over quantity with
this new piece of research