

iab.^{UK} 2023 Wrapped

Some highlights from the IAB, our members
and the digital advertising industry in 2023

1,177

Digital Adspend hit

members committed
to building a better future
for digital advertising

£26.1bn

£129bn

jobs supported by the
digital advertising industry

contributed to the
UK economy by the
digital advertising industry

2million

83

members took to the stage at
Engage, Debrief &
Leadership Summit

members Gold
Standard certified

43

27

members spoke at
The Last Thursday Club

Upfronts, including Gaming,
Podcast, Retail Media &
Connected TV

17

1,719

members on the
IAB UK Podcast

people attended an
IAB UK event

44

23,732

submissions to
the Member Vault

downloads of the
IAB UK Podcast

120

76

members Spilled the Tea
with the IAB

members featured in 13
Open Mic articles on the Drum

13

9

members completed our new
Sustainability FAQs

new initiatives added to
'Showcase for Change'

25

570

meetings with
MPs & Peers

trees planted by
the IAB UK team

54

3

events in Parliament

MP Regional Roundtables

2

7

ways not to be a #Clickhead
shared on National Anti-Click-
Through Rate Day

new training
courses launched

6

1

8ft bear hired as our new
Chief Digital Cheerleader and
the face of the Joy of Digital