



IAB UK Constitution

Name:

Internet Advertising Bureau, abbreviated to “IAB UK.”

Registered Office:

67-68 Long Acre, Covent Garden, London WC2E 9JD

Purpose of IAB UK

IAB UK is the trade association for UK digital advertising.

Membership is drawn from Publishers, Media Owners, Agencies, Tech & Data Providers, Advertisers and other businesses that provide services to the UK digital advertising industry.

IAB UK exists to meet the Objects referred to in its Memorandum and Articles of association, and accordingly to build a sustainable future for digital advertising.

For the avoidance of doubt and the purpose of this document:

‘IAB UK Directors’ refers to the directors of the company.

‘IAB UK Board’ refers to the most senior group of members. This group was formed by the merger of the Policy Steering Group and the Mobile Steering Group in 2016 and is capped at 25 members.

IAB UK Membership Categories:

General membership

Companies who are corporate entities or standalone divisions of a corporate entity whose revenue is significantly based on the sale, delivery, or optimization of digital advertising or marketing programs. i.e. they generate revenue directly from selling digital advertising, qualify as General Members.

Associate membership

Companies who do not qualify as a General member provided that said company supports the media and marketing industries (i.e. those companies who don't generate revenues directly from selling digital advertising) qualify as Associate members.

Advertiser Membership

Advertiser members are companies who advertise a product, service or event via digital advertising services. Advertiser Membership is complimentary to advertisers either by invitation or application. Advertiser members must prove that they do not generate any income by selling digital advertising and spend over £100,000 on advertising per year.

Should an Advertiser member's income model change to include generating advertising revenue, their complimentary membership shall be subject to review and, where appropriate, immediately moved to general membership status where paid fees will become applicable. The period for which fees will be payable will be 12 months without exception.

Subsidiary membership

Subsidiary members are any additional businesses owned by General or Associate member companies that wish to roll their membership up under the General or Associate membership.

The General or Associate member company owning this relationship must include all applicable turnover or ad revenue from the designated subsidiary(ies) when reporting their collective turnover or net digital revenues for fee calculations.

Board Membership

IAB UK Board membership is by invitation of the IAB UK Directors only and is capped at 25 companies. In the event all 25 Board places are taken, a company who wishes to join the Board will be placed on a waiting list. As soon as a place becomes available they will be able to join the Board.

The Board meets approximately every six weeks. Its purpose is to steer the strategy of IAB UK and provide guidance on industry issues.

The Board attempts to make decisions by consensus. If consensus is not achieved, then a decision will be made by majority vote and in the event of a tie, the casting vote is made by the IAB UK CEO.

Board benefits include, but are not limited to, the following:

- Seat on the IAB UK Board which has input into and influence upon the decision-making processes of IAB UK. Approving decisions and policies proposed by the IAB UK Directors/CEO.
- Helping formulate the IAB UK's strategy and objectives.

- Being presented quarterly IAB UK Board Blackbox reports.
- Regular reviews with member services and key IAB UK contacts.
- Priority Regulatory Affairs support.
- Invitations to exclusive IAB UK Board events.
- 15% discount on sponsorship.
- Two complimentary places at all IAB UK conferences.
- 50% off premium IAB UK Steering Group fees.
- £1,000 off the total price of up to two IAB UK Leadership Summit tickets.

Board members must pay the appropriate Board tier fee. These fees, which are payable annually, are set by the Directors, and approved by the IAB UK Board. IAB UK have the right to refer to PwC Adspend data or other online sources in order to ascertain an appropriate Board fee. Current IAB UK Membership Fees are available upon request.

Steering Group Membership

IAB UK Steering Groups are capped at 25 companies and have been set up by IAB UK members to put more resource behind growing, and sustaining, certain areas of digital advertising.

IAB UK Steering Group Benefits include, but are not limited to, the following:

- Seat on IAB UK Steering Group, which meets every 6-8 weeks
- Set the objectives and agenda of IAB UK projects and initiatives
- Quarterly steering group viewpoints
- Discipline-specific outputs
- Opportunity to feed into cross-discipline projects
- 2x discipline-specific workshops
- Discipline-specific IAB UK seminars
- Opportunity to feature in the IAB UK podcast
- Dedicated budget for steering group initiative (e.g. research)
- Agency representation at the meetings
- 15% off 'Nonference' sponsorship/steering group seminars
- 1 x free ticket to the Nonference

For more details on current IAB UK Steering Groups please visit this page:

<https://www.iabuk.com/steeringgroups>

Steering Group members must pay the appropriate IAB UK Steering Group fee. These fees, which are payable annually, are set by the Directors, and approved by the IAB UK Board.

Current IAB UK Membership Fees are available upon request.

Members Directory

For a full list of all IAB UK members please visit this page: <https://www.iabuk.com/member-directory>

Businesses whose objectives do not fit with those of IAB UK will not be considered for membership.

Membership benefits:

Membership benefits include, but are not limited to:

- Access to the IAB UK Gold Standard initiative.
- Opportunity to shape the industry by participating in IAB UK Steering Groups and IAB UK Advisory Groups, which produce best practice, standards, guidelines etc.
- Free attendance at over 40 events each year, including speaking opportunities.
- Access to advice on policy and regulatory affairs.
- Discounts on all training courses and bespoke training.
- Opportunity to sponsor and speak at events.
- Access to exclusive industry research.
- Access to all content on IAB UK website and company profile within the Member Directory.
- Opportunity to be involved in writing content of IAB UK publications.
- Access to all handbooks produced.
- Opportunity to provide relevant content for IAB UK website.
- Discounted venue hire at Macklin Street office.

Advisory Groups

IAB UK Advisory Groups are open to all members and bring the industry experts together to collaborate on projects and initiatives to help sustain, and grow, different digital channels. They meet once a quarter.

Advisory Groups may be created or disbanded at any time by the Directors.

The current IAB UK Advisory Groups are listed here: <https://www.iabuk.com/standard-content/industry-groups>



IAB UK Events

Advertiser and Agency members are eligible to attend IAB UK events for free, subject to the approval of IAB UK Events team.

All other members will be eligible to attend IAB UK Events at a discounted rate.

Non-members can attend IAB UK Events but will pay full price for tickets.

Events attendance is limited to capacity. Tickets will be available until capacity is reached at which time a waiting list may be set up.

IAB UK reserve the right to refuse admission to anyone attempting to attend a paid for event who has not paid in full for the delegate pass prior to attending.

Speakers are chosen on their suitability and relevance to the topic in hand.

Events sponsors are selected at the discretion of IAB UK Events, based on suitability. All sponsorship, training and events invoices must be settled in full prior to the event or training course taking place.

In the event that a member company is both a paid for member and an advertiser, IAB UK will require attendees to provide job titles before attendance at an IAB UK Event can be confirmed.

For more details on current IAB UK Events please visit this page:
<https://www.iabuk.com/events-training>

IAB UK Membership Fees

The Directors review and determine the fee levels for each category of IAB UK membership on an on-going basis.

Current IAB UK Membership Fees are available upon request.