



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 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:**Influence:**

- Leverage impartiality and influence of the IAB.
- Set IAB UK strategy, influencing areas of focus and key projects delivered for the industry.
- Shape IAB UK policy agenda.
- Input into research project focussed on defining attention online.

Insights:

- Quarterly 'Black Box' ad spend numbers.
- Analysis of Ad Spend data.



- Exclusive speaker perspectives.

Exposure:

- Priority involvement in marketing opportunities including The IAB UK Podcast and quotes in PR pieces.
- Priority speaker submissions to IAB events.
- Participation in Board members' own initiatives, e.g. with agencies, support in Cannes / Dmexco / AWE, panels, presentations etc.
- First refusal on Digital Upfronts (inc. headline and specialist Upfronts)

Access:

- Complimentary IAB Tech Lab membership.
- Leadership Summit - £1,000 discount on tickets.
- 25% discount on all bespoke IAB UK digital training courses.
- 15% discount on Digital Up Fronts.
- Two free tickets to Engage and Brand Showcase Events.

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.

Members Directory

For a full list of all IAB UK members please visit this page:

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

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:

- Raise your profile: Boost your brand exposure, position yourself as a thought leader and represent your business in industry conversations.

- Steer policy on regulatory affairs: Inform our position as we work with Government to shape policies that influence the future of digital advertising with lasting.
- Grow your network: Join groups that match your specialisms and get together with fellow experts to grow your network.
- Go for gold: Certification of the Gold Standard is exclusive to members and increasingly influencing where and how brands spend.
- Be at the cutting edge: Stay ahead of the game by keeping up-to-date with new and emerging technologies through member groups meetings and events.
- Inclusion matters: Be part of creating a diverse industry that works for everybody and learn how others have addressed inclusion and equity.
- Access expertise: Available exclusively to members, our research and insights mean your team are armed with the latest knowledge for your clients.
- Upskill and learn: Our CPD-accredited training sets your team up for success on topics including Programmatic, Ad Ops and Social Strategy.
- Access for everyone: Every member of your team gets access to these benefits, including online tools, resources, webinars, research and free events.

IAB UK Groups

IAB UK groups offer our members regular opportunities to come together with other leading members of the industry to network, share ideas, collaborate on challenges, and tackle big industry issues

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

The current IAB UK Groups are listed here:

<https://www.iabuk.com/standard-content/iab-uk-guide-our-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.