

Advertise consciously

Initiative for fair advertising.

Agenda



- √ About IAB
- ✓ Market background
- ✓ Digital advertising in the EU economy
- ✓ IAB Poland Initiative
- ✓ How it works
- ✓ Results & learnings
- √ What next
- ✓ Challenges

About IAB



- ✓ Over 15 years on the market
- ✓ Nearly 50 offices globally

- ✓ More than 200 members
- ✓ Education & promotion
- √ Research, reports & publications
- ✓ Setting standards & good practices

Market background



- √7,5 million Poles use IPR infringing sites *
- √ 29-49% paid for the content *
- √ Polish economy loss 500-700 million PLN *

✓ Ad revenue of IPR infringing sites exceeds 50 million PLN = 2,5% of internet ad spend **

Digital Advertising & EU Economy



✓ Key role of digital advertising in funding digital content, apps & services

✓Internet ad spend in 2014 - 30,7 billion Euro in * (+11,6%)

Business models



- ✓ Two business models used by IPR infringing sites:
 - Advertising
 - Paid content

Advertise Consciously





REKLAMUJ ŚWIADOMIE

Inicjatywa na rzecz uczciwej reklamy

About "Advertise Consciously"



- ✓ One of the first ad misplacement initiatives in Europe (2014)
- ✓ Extention of "Watch Legal" (2011)

- ✓ Goal promotion of placing ads only on sites that respect copyright. Raising awareness among marketers.
- ✓ Target group advertisers & brand owners, publishers, agencies and ad networks

How "Advertise Consciously" works



- ✓ Encourage advertisers and agencies to expressly state, in their contractual agreements, their willingness to restrict the display of advertisements on IPR infringing sites.
- ✓ Encourage the use of advertising misplacement tools such as white lists.
- ✓ Encourage data sharing on URLs of IPR infringing sites and countermeasures used to evade blocking.

Results

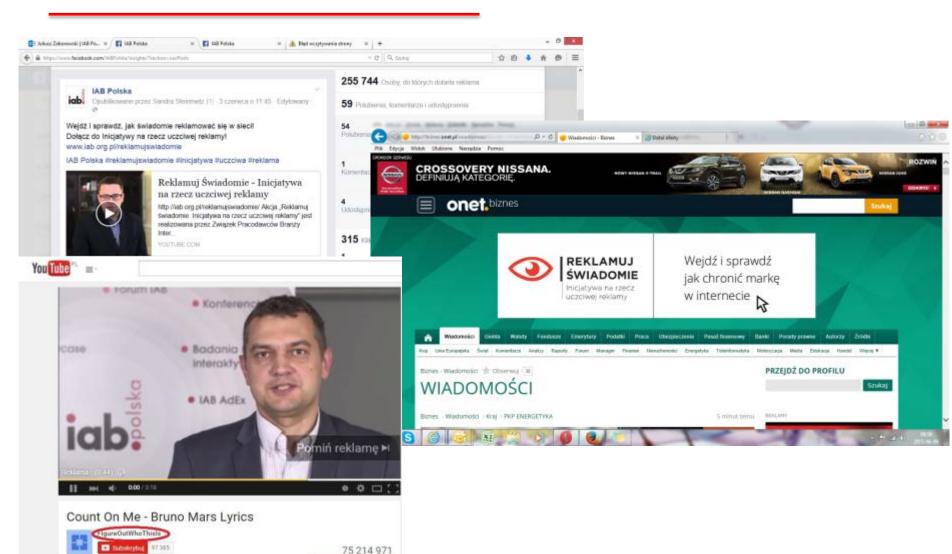


- ✓ Patronage from the Ministry of Culture and National Heritage
- ✓ Patronage from the Ministry of Digitalization
- ✓ Support from the National Film Art Institute
- ✓ Media campaign and education materials
- √ Signatories: advertisers, publishers, agencies

Media campaign

- Bodaj dir - Udostepnij *** Wiscej





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Learnings



- ✓ Collaboration between rights holders & advertising industry is necessary.
- ✓ The key to developing successful ad misplacement initiatives is to embrace an approach that is voluntary, flexible and that involves the highest possible number of relevant players.
- ✓ The key target group should be advertisers, brand owners, for they can be the driving factor.

What next?



✓IAB Poland believes that such initiatives across EU member states should be encouraged

however...

What next?



- ✓ Digital ad ecosystem is evolving at a very high speed, in parallel with that of technology.
- ✓ To allow the sector to continue to flourish and innovate, it is fundamental to integrate flexibility and voluntariness in any ad misplacement scheme.
- ✓ Innovation in the digital advertising ecosystem is driven by a myriad of digital players and these players should all be given the opportunity to voice their opinions & concerns.

Challenges



- ✓ Ad misplacement on IPR infringing sites cannot be completely eradicated.
- ✓ The online advertising ecosystem's limitations should be understood:
 - Billions of online ads every day
 - Advent of technologies and business models like programmatic buying
- ✓ Raising awareness followed by actions is the key



Thank you!

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