



September 14, 2007

Mr. Donald S. Clark, Secretary  
Federal Trade Commission  
Room H-135 (Annex N)  
600 Pennsylvania Avenue, N.W.  
Washington, D.C. 20580

Via E-mail: [behavioraladvertising\\_requests@ftc.gov](mailto:behavioraladvertising_requests@ftc.gov)

Re: Town Hall on Behavioral Advertising—Request to Participate

Dear Secretary Clark:

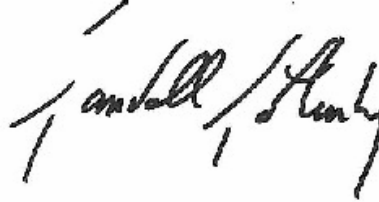
On behalf of the Interactive Advertising Bureau, Inc. (“IAB”), I would like to request to participate as a panelist in the two-day *Behavioral Advertising: Tracking, Targeting, and Technology* Town Hall, to be held on November 1 and 2, 2007. As the President and CEO of the leading trade association focused solely on interactive advertising, I would like to give a presentation describing the value of interactive advertising that focuses on individual preferences and the responsible business practices tied to these services. My preference would be to make a presentation at the beginning of the workshop to help describe the state of this industry. IAB has compiled economic metrics describing the state of the interactive advertising marketplace, which could provide a useful background and a baseline to the workshop. If appropriate, in my remarks, I could present this information.

Founded in 1996, the IAB (<http://www.iab.net/>) represents more than 300 leading interactive companies that are actively engaged in, and support the sale of, interactive advertising. Our members include Yahoo, AOL, MSN, Google, Forbes.com, New York Times Digital, CNET Networks, and others. IAB members are responsible for selling more than 86% of online advertising in the United States. On behalf of its members, the IAB evaluates and recommends standards and practices, fields interactive effectiveness research, and educates the advertising industry regarding the use of interactive advertising.

IAB opened a Washington, D.C. office this year to oversee regulatory matters, legislative affairs, and public policy initiatives that affect the interactive advertising industry. We work with members of Congress as it considers the important issues surrounding privacy and e-commerce, and look forward to working with the Federal Trade Commission as it addresses such matters.

Thank you for considering our request. If I can provide you with any additional information, please feel free to contact me or Mike Zaneis in our Washington office (202/253-1466).

Sincerely,

A handwritten signature in black ink, appearing to read "Randall Rothenberg". The signature is written in a cursive style with a large initial "R" and "R".

Randall Rothenberg

President and CEO

Interactive Advertising Bureau