



May 15, 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: SpamSummit@ftc.gov

Re: Spam Summit: The Next Generation of Threats and Solutions—Request to Participate

Dear Secretary Clark:

The Interactive Advertising Bureau, Inc. (“IAB”) formally requests to participate as a panelist in the two-day *Spam Summit: The Next Generation of Threats and Solutions*, to be held on July 11 and 12, 2007. 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 Congress considers the important issues surrounding privacy and e-commerce, and look forward to working with the Federal Trade Commission as it addresses such matters.

IAB is a leader in the creation and dissemination of email standards and best practices to guide industry self-regulatory efforts. The IAB eMail Committee has issued a series of guidelines to bolster confidence among consumers, marketers, and agencies regarding the industry's email practices. These initiatives include the creation of The Email Marketing Pledge, the most stringent set of email marketing guidelines to date; The Ethical eMail Guarantee, a set of suggested industry guidelines in regard to obtaining email lists; and an industry white paper on the feasibility of a do-not-email registry. Increasingly, industry segments are working together to fight spam and implement technologies and best practices to ensure that legitimate commercial email is being delivered. IAB has worked with its members on issues such as authentication, accreditation and reputation services, and ISP whitelists and automated feedback loops.



Online interactive advertising is a powerful driver of the Internet economy, and IAB members understand the importance of consumer experiences and expectations to this sustained growth. IAB has a vested interest in ridding the Internet of fraudulent and deceptive acts for consumers and legitimate marketers. Therefore, we would welcome an opportunity to discuss the impact of spam, malware, and other insidious practices on consumer confidence in online mediums and on legitimate marketing practices employed via the Internet. As the leading association of companies solely focused on interactive issues, we have a unique position to share our members' knowledge and experiences regarding the problem of spam and how its uses have evolved into purposes that are more malicious. IAB can also discuss tried and tested best practices, the effectiveness of industry self-regulation, and techniques that can be used to combat spam.

Thank you for considering our request. If I can provide you with any additional information, please feel free to contact me.

Sincerely,

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