



Overview and Background

The 4A's/IAB Interactive Reinvention Task Force

- Focuses on how interactive must improve business practices that support how to handle media transactions now and in the near future
- Looks towards identifying a better means to manage information/data
- Standardized business rules will help set the stage for other new digital media platforms (e.g., VOD, interactive television)
- Formed in October 2007 and identified three core areas to improve for 2008: **Terms and Conditions**, **Standard Business Documents**, and **Data Exchange**
- The Task Force will wrap up these initiatives, carry out adoption efforts, and tackle measurement and metrics issues in 2009

Task Force Representatives

- **Agency Lead** – David Cohen, Universal McCann
- **Agency representatives:** Avenue A, Carat, Digitas, Mediavest, Mindshare, MEC, OMD, Team Detroit
- **Publisher Lead** – Zack Rogers, CBS Interactive
- **Publisher representatives:** Disney Interactive, Google, Microsoft, Platform-A, Turner, Univision, Yahoo

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Standard Terms and Conditions

- **Problem:** Current Standard Terms & Conditions v2.0 document is outdated and do not address many of the key issues facing the industry today; in absence of industry-wide agreement, clients and agencies are pushing for “one-off solutions”
- Group focused on challenges posed by seven key areas:
 - Adjacencies
 - Discrepancies
 - Cancellations
 - Electronic Signatures for Billing
 - Makegoods
 - Data Ownership
 - Late Creative
- Group has agreed on recommendations in most areas, but still in discussions on:
 - Makegoods
 - Data ownership
 - Late Creative
- **RECOMMENDED SOLUTION:** 4A's/IAB Ts&Cs Task Force to be formed, including publisher and agency legal, financial, and sales representatives to resolve outstanding issues and finalize document language; to be reviewed and ratified by IAB and 4A's through various committees/councils including IAB's Legal Affairs and Sales Executive Councils

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Standard Business Documents

- **Problem:** Interactive advertising systems are not integrated but workflow necessitates large amounts of the same complex data to be in both agency and publisher systems; manual double/triple entry of order data creates errors and takes large amounts of time; no standard way to communicate order information, whether as part of an RFP, a proposal, an insertion order (IO), or an invoice
- Lack of integration poses many challenges
 - Publisher order management tools and agency workflow tools still require campaign orders to be emailed, faxed, etc
 - Agencies and Publishers manually enter the same order information (100s of lines per campaign) into separate systems at least once
 - Publishers receive different RFP formats not only from different agencies, but from different people within the same agency; no way to create an efficient system for handling RFPs
- Resulting in several serious problems
 - Descriptions of line-items on invoices from publishers do not match information entered in agency-side systems
 - Campaign setup errors occur because of miscommunication
- **RECOMMENDED SOLUTION:** Interactive E-Business solution
 - Beta solution released Oct 2008 (www.iab.net/ebiz)
 - Creates standard RFP, proposal, IO, and invoice formats for transmission of data between agency and publisher systems
 - Beta development currently taking place with many major publishers from IAB Ad Ops Council and most major system vendors, including DDS, Mediabank, Harris Corporation, Atlas, DoubleClick, Solbright, Operative, Fattail, etc
- Expectations
 - Allows for development of truly integrated workflow tools that maximize efficiency and minimize communication errors
 - Improved communication and implementation of mid-campaign revisions and decreased response, negotiation, and lead times

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Data Exchange

- **Problem:** Discrepancies are taking up a material amount of all departments time at both publishers and agencies; there is no automated way to detect discrepancies
- Publishers and Agencies face several challenges
 - Publisher and Third Party Ad Servers (TPAS) are not integrated, leading to campaign setup errors on both sides and no efficient way to get visibility into TPAS numbers
 - Publishers must manually retrieve TPAS data for billing purposes
- Which result in several serious problems
 - Campaigns may not be delivered with correct parameters, affecting results
 - Under-delivery occurs because discrepancies are not detected
 - Billing on third-party numbers is significantly delayed
- **RECOMMENDED SOLUTION:** "Impressions Exchange"
 - Creates a standard, automated method of retrieving daily data from TPAS, including aggregated impressions and clicks per campaign line-item
 - Currently being developed as a Beta solution by several third party ad servers with IAB Ad Ops Council Publisher partners
 - Once solution has been tested, goal will be to make it available to all publishers serving third-party-hosted ads
- Expectations
 - Once solution is widely used by both TPAS and publishers, discrepancies can be detected/fixed early in a campaign
 - Restores lost automation and key efficiency for publishers
 - Leads to fully delivered, non-discrepant line-items on all invoices