

From: IAB Australia <iabaustralia@iabaustralia.com.au>  
Subject: Big Themes for 2024 | Privacy Sandbox Assessment | Scams  
Mandatory Codes Consultation | Proving & Measuring Incrementality | IAB  
Events & Industry Discounts  
Date: 8 February 2024 at 03:06:15 GMT  
To: rae@gregsregs.com  
Reply-To: iabaustralia@iabaustralia.com.au

Dear IAB Community,

If you are wanting a quick [overview of the major themes for the industry](#) and IAB Australia focus for 2024 our first podcast for the year covers all this and more with members of the IAB team. A nice audio cheat sheet to keep you up to date.

Many of you would have seen IAB Tech Lab's Privacy Sandbox Taskforce release of draft commentary and analysis on the challenges associated with the industry's adoption of [Google's Privacy Sandbox proposals](#). This analysis includes 45 specific use-cases, grouped into five pillars with both a technical assessment and potential business impact analysis for each use case. We have pulled together an overview, ways to feedback and guidance for the local market.

On behalf of members and the digital advertising industry, IAB Australia has contributed to the Treasury's [Scams – Mandatory Industry Codes consultation process](#). Minimising scams through paid-for advertising is a key concern for the industry and our submission (available for IAB members) outlines our position on the current proposed framework as well as details on how various components of the digital ad ecosystem operate providing context for Government.

Our Affiliate and Partnerships Working Group has just released the fifth chapter of their Knowledge Series this time focusing on [proving and measuring incrementality in affiliate marketing](#). This builds on previous chapters covering topics such as budgeting, managing stakeholders and being part of the media mix.

This week we hear from one of our newer members, [Vudoo](#), a tech company that helps turn content into commerce. Their head of global strategic partnerships

shares some information on Vudoo including their mission and productions.

Don't forget to register for both [upcoming IAB events](#) (Audio Summits and Powering DOOH) as well as check out the [discount codes](#) for other industry events including Cannes in Cairns, the Future of TV and Programmatic Summit).

More resources and a swathe of industry job openings below.

'Til next week

Gai

In this episode of the IAB podcast, the IAB Australia team discuss the big topics from late 2023 and what people in the digital media and marketing industry need to know for 2024.

[listen now](#)

The Affiliate Knowledge Series Chapter 5, Proving and Measuring Incrementality for Affiliate Marketing Activity has been released. As marketing budgets become more scrutinised, being able to understand exactly how much value is being added by a partner is an essential, and often complicated question to answer.

[read more](#)

With just three weeks to go, tickets are selling fast. Join us to hear from our brilliant line up of agency talent as they discuss making the most of audio investments in 2024.

IAB Australia member companies are eligible for 2 free tickets.

[\*\*Sydney Tickets\*\*](#)  
[\*\*Melbourne Tickets\*\*](#)

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Every now and then we like to highlight a new IAB Australia member that we think our community will find interesting. Today we meet Vudoo.

[read more](#)

Head of Commercial

Yahoo (Sydney)

Digital Campaign Manager

News Corp (Sydney)

Ad Ops Exec

Cartology (Sydney)

Advertiser Solutions Manager

PubMatic (Sydney)

Programmatic Media Manager

KINSSO (Sydney)

Group Sales Leader

Oh! (Sydney)

[Media Planning Manager](#)

JM (Sydney)

[Search Ads 360 Specialist](#)

Google (Sydney)

[Marketing Associate Director](#)

Audible (Sydney)

[Programmatic Associate](#)

Prospect (Sydney)

[Digital Marketing Manager](#)

OO Group (Sydney)

[Business Development AD](#)

The Trade Desk (Melbourne)

[Marketplace Manager](#)

GroupM (Melbourne)

[Delivery Manager](#)

BEA Group (Melbourne)

REA Group (Melbourne)

Client Lead

Woods & Co (Melbourne)

Head of Agency Sales

Cartology (Melbourne)

Product Sales Specialist

Adobe (Melbourne)

Account Lead

TotallyAwesome (Melbourne)

Media Account Manager

Starcom (Melbourne)

Digital Marketing Lead

MYOB (Melbourne)

Sales Manager

Quantcast (Brisbane)

Senior Account Manager

CDecaux (Brisbane)

IAB Australia is the peak trade association for online advertising in Australia. As one of over 43 IAB offices globally and with a rapidly growing membership, the role of the IAB is to support sustainable and diverse investment in digital advertising across all platforms in Australia

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