



IAB MENA
Annual Ordinary General Assembly

1 March, 2023
16:00-17:30

Housekeeping

- Mute – Please mute your microphones
- Poll – Answers to the poll will be shared during the presentation
- Questions – Please add questions in the chat function or keep for the end of the section. At the end of each main topic you will have the possibility to ask your question(s).

1. Call Meeting to Order

Quorum Determination

AOA, art. 32 (2)

A quorum is:-

(A) 25 members entitled to vote upon the business to be conducted at the meeting; or

(B) 40% of the total membership at the time

whichever is the lesser.



1. Chairperson of the Meeting

Chairperson of the Meeting

AOA, art. 34 (1), (2), (3)

(1) General Assembly meetings shall be chaired by the person or people who have been appointed as Chair or Vice-Chair of the Board of the Association.

(2) If none of the persons appointed as Chair or Vice-Chair is present within fifteen minutes of the time appointed for the meeting, the Board members present shall choose one of their number to chair the meeting.

(3) If there is no board member willing to chair the meeting it shall be chaired by the Executive Director of the Association.

2. Agenda - Approval & Additions

10 min 16:00-16:10	1	Call Meeting to Order <ul style="list-style-type: none"> ● Confirmation of Quorum ● Chairperson of the Meeting 	10 min 16:35-16:45	6	Research & Measurement <ul style="list-style-type: none"> ● Adspend ● Measurement
	2	Agenda <ul style="list-style-type: none"> ● Additions to the Agenda ● Approval of the Agenda 		10 min 16:45-16:55	7
15 min 16:10-16:20	3	Chairperson Welcome <ul style="list-style-type: none"> ● Chairperson's Thoughts ● Replacements on the Board 	10 min 16:55-17:10	8	Executive Update <ul style="list-style-type: none"> ● Matters Requiring Vote Objections ● Membership Overview ● Financial Overview ● Auditors of the Association
5 min 16:20-16:25	4	Committees & Task Forces <ul style="list-style-type: none"> ● Role & Structure ● Existing Committees & Task Forces ● How to get involved? 	10 min 17:10-17:20	9	Industry Hot Topics <ul style="list-style-type: none"> ● Poll Results ● Discussions with Audience
10 min 16:25-16:35	5	People Development <ul style="list-style-type: none"> ● DEI ● L&D 	10 min 17:20-17:30	10	Meeting Adjournment <ul style="list-style-type: none"> ● Q&A ● Closing Remarks

Chair of the Board of Directors, IAB MENA, Michel Malkoun, Choueiri Group

3. Chairman's Update

We're proud of...



Successful
Rebranding



Membership
Growth YoY



Board composition and
governance

Retained Earnings
35% average
increase YoY

Strong Financials



Increased Member
Value

>400: Downloads

>40: Companies in TF

>85: People in TF

Good Industry
Support



2023 Strategy Focus

1.

Continue:

Drive Increased
Membership Value

2.

Continue:

Drive New
Memberships for
Sustainability &
Increased
Ecosystem
Representation

3.

Continue:

Increase
Professionalism &
Stability for
Trusted &
Sustainable
Association

4.

Start:

Establish Delivery
Cadence for
Predictable Output

Ian Manning, IAB MENA

4. Committees & Task Forces

Role & Structure
Existing Committees & Task Forces
How to get involved?

Committees

Role of Committees

Strategic focus

Budget Allocation

Board representation and Liaison

Oversee and approve Task Forces' actions

Standing Committees

External



Internal



H1 Schedule of Activities

Committee	Taskforce - workstream	January 23	Feb	Mar	Apr	May	Jun
Research and measurement	Measurement - Attribution			Attribution Survey release	Roundtable webinar		
	Measurement - Attention					Roundtable webinar	
	Regular Insights			Q1 Pulse survey			Q2 Pulse survey
	Adex					2021 Adex release	
Channels and Ecosystem	CTV			CTV Survey		Whitepaper	
	DOOH			Whitepaper			
	Mixed Reality			Editorial Series - Part 1. Myth Busting.	Editorial Series - Part 2		
People Development	DEI	UN Women event	UN Women followup calls	UN Women WEP signing			
	DEI - in Conversation with...				In conversation with...		In conversation with...
	L&D - Day in life series		Day in life Video series		Day in life Video series		Day in life Video series
General Memberships	General Events		General Assembly				Adex & general Event

Task Forces

Structure

- Subject matter experts from the membership
- Drive and execute specific initiatives and tasks.
- Vary in scale and duration of operation
- The primary collaboration/networking opportunity for members

Current Engagement

40 Companies
85 individuals

People Development

- Learning & Development (L&D)
- Diversity, Equality & Inclusion (DEI)

Research & Measurement

- Adspend
- Measurement - Attention & Attribution
- Regular Insights

Channel & Ecosystem

- DOOH
- CTV
- Mixed Reality

Get involved in Task Forces



JOIN and influence the work we are doing to drive forward the future of our industry... **Open to all Staff of MEMBERS**

All information available on this page

- Typical Member Profile requirements
- Expectations, responsibilities and required level of effort
- Task Form Application form

To be aware of

- Participation reserved for staff of a member company
- Participation limited to 2 individuals per member company per task force
- No limit on the number of task forces a member company or individual takes part

Committee Member Victoria Loesch, Group M

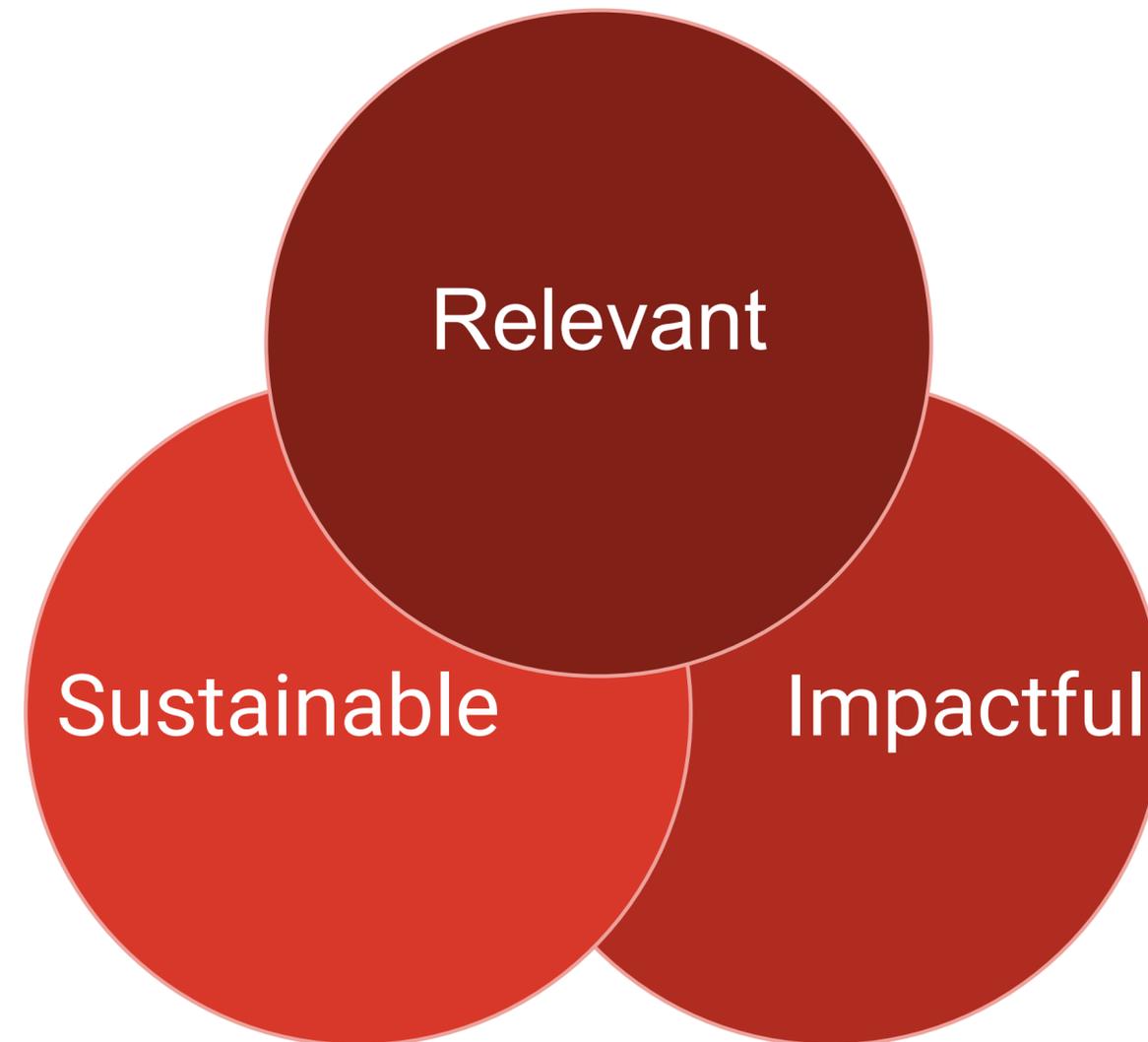
**5. People
Development**

**DEI
L&D**

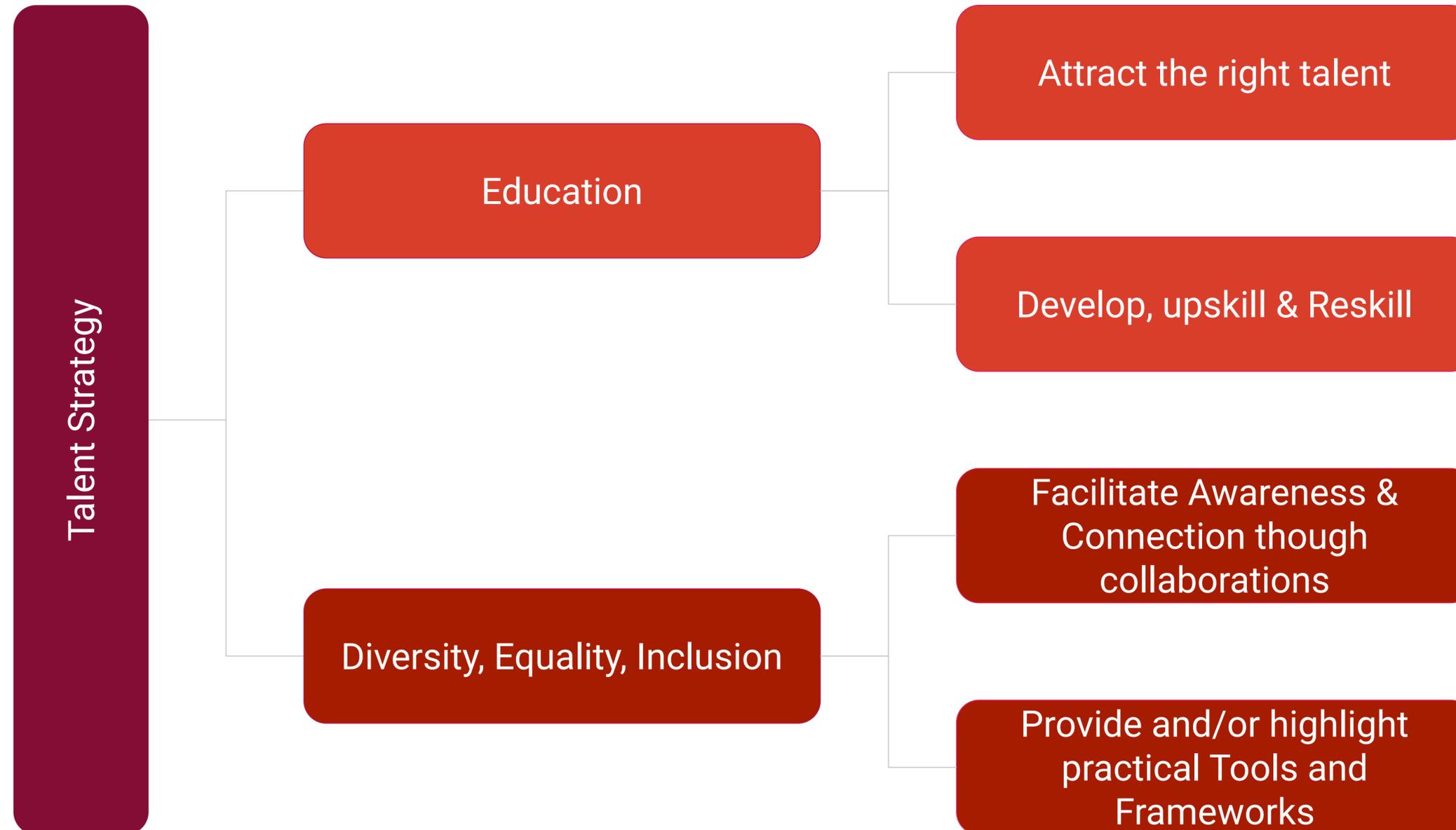
Introduction to the IAB's People Development and DEI Strategy

For our businesses to grow and stay relevant, we need to actively engage & empower people in the MENA digital economy to learn, thrive & drive a diverse, inclusive & equitable ecosystem

Three Guiding Principles:

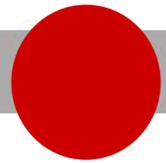


We will deliver via strategic and scalable Collaborations



Since our last connect we've

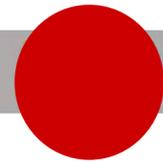
Nov 22



Activated Task Force

Bi-weekly active connects

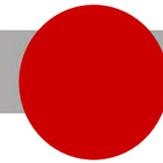
Dec 22



Connected Task Force to UN Women

Trained task force on Empowerment principles

Jan 23

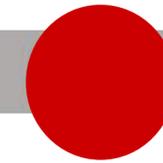


Kicked off 1st event with UN women 40 attendees

Signed a pledge to support #workingwithcancer

Engaged with ABG to align on unified agenda

Feb 23



Roundtable discussion- action oriented next steps to sign the pledge

IAB MENA Chairman issued statement of support

Launched DILO series

Day In The Life Of...Entry Level Talent Support



First 5 roles delivered:

- . Account Exec
- . Performance Exec
- . eCommerce Exec
- . Integrated Comms Exec
- . Adops Exec

Next steps:

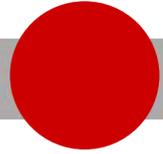
- . Broaden to next 5 roles
- . Share list of existing certifications
- . Share list of Job specs

Longer term:

- . Portal for open roles
- . University outreach

Gearing up for a busy March

March 23



Launch an event with UN women & members signing the pledge

Market the event across social platforms

Exploring cross collaboration with Women's month initiative taking place with members

Beyond March...Q2 Engagements

Each Task Force individual will be appointed member(s) to be their coach along the empowerment journey- addressing and supporting on key challenges

Task force will lead on bi-monthly roundtable engagements with our members to share/exchange & track progress on the empowerment principles

Beyond March...Q2 Engagements



Launching a new product bringing speakers from the region to our community- to educate, inform & inspire

An open invitation to all members to join these sessions- which will be locked in on a fixed date & time- speakers will be marketed ahead of time

Committee Chair Christos Solomi, OMG

6. Research & Measurement

**Adspend
Measurement
Regular Insights**

Strategy / Objective - Research & Measurement Committee

Task Forces

Objectives

**Adspend
MENA**

Create a commonly agreed upon perspective of the Digital Ad Market in MENA, with a practical market sizing in member-relevant breakdowns

Measurement

Become the authority in setting up the standards of measurement for the industry to the benefit of industry growth, trust and sustainability

Insights

Obtain and share insights about the digital ad market in MENA, and deepen understanding of the industry for IAB members and the local ecosystem

Research & Measurement Committee's Task Forces

Chris Solomi

Committee
Lead

Houda Tohme

Measurement
Task Force Lead

Ian Manning

Adspend
Task Force Lead

Sebastian Joziasse

Insights
Task Force Lead

Committee Team Updates

- Complete team now in place
- Sebastian to lead on Insights stepping into the role from Richard
- Houda to fill open position on Measurement Task Force
- New committee to meet every 6 weeks to align on progress and objectives

2022 Adspend Survey

Measuring the size and shape of industry : One of the IAB's flagship returns in 2023 with a host of new formats and growth areas we will be measuring

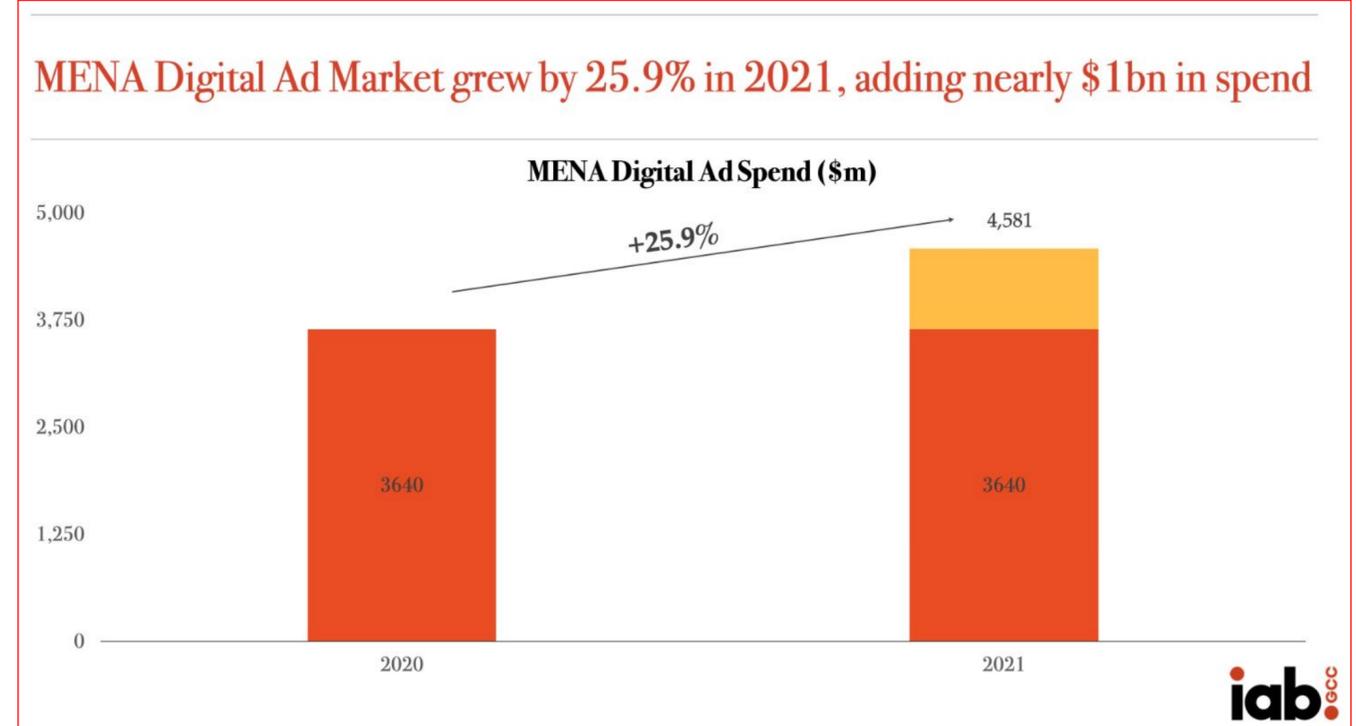
The Ask

- Essential all members participate – *we need you all to lean in and share data and on time*

New Elements will include:

- Social Video and Display breakdown
- Brand vs Performance
- Shoppable/Commerce/Retail Media
- Programmatic split by Open Ex vs PMP
- In-stream/Out-stream/CTV
- DOOH
- Expansion of Region Breakdown
- Qualitative Commentary - in panel format at event
- Retail Media Presentation with Global Trends

Release Date and Event: early June 2023



Digital Adspend 2021

Measurement TF - Attribution Workstream

Attribution Workstream Objective: To increase knowledge of the challenges to actionable attribution (exacerbated by a post-cookie world) and to provide some practical guidance and best practices to get accurate/meaningful data for better business decisions.

Updates

- Glossary is done and awaiting IAB board approval before we share with the wider industry
- Stakeholder Survey is done and in the process and developing the presentation of findings
- Attribution Technique/methods: on track
- Event to present the above 3: WIP

		2022					2023						
TIMETABLE	Description	N	D	J	F	M	A	M	J	J	A	S	O
Glossary	Develop a glossary of terms and definitions relating to attribution and valuation of impressions	█											
Member Survey	Conduct a survey among IAB members unveiling their understanding and expectation of attribution		█	█									
Attribution Techniques	List the different attribution models and the relevant context of utilization by media with pros and cons List the suppliers best associated with each model with pros and cons					█							
Event	Present the survey findings + Attribution models/Techniques (from activity 3) and Panel discussion or roundtable around the survey findings						█						
Use case options - MTA, IM, MMM	Show the difference between each option and the use cases alongside challenges and opportunities							█					
Attribution Case Study	Conduct an attribution exercise on a real case scenario						█	█	█	█	█	█	█

Insights Task Force Plan

Insights Objective: Obtain and share insights about the digital ad market in MENA, and deepen understanding of the industry for iab members and the local ecosystem

Updates/Next Steps

- Invite members to participate in the Regular Insights Task Force during General Assembly & via email
- Instate process to gather appetite for insights
- Develop the Pulse Survey for end of Q1

Proposed Content/Insights Plan

Sources Times /yr	Q1	Q2	Q3	Q4	Channels
LinkedIn Polls 8x	■	■	■	■	in
Pulse Survey 4x		■		■	iab
IAB Global Research x	As published and relevant				in M
IAB MENA Research x	As published and relevant				iab EVENT
MENA Member Research x	As published and relevant				in iab EVENT
Academia 4x		■		■	in iab M EVENT

Committee Member: Richard Fitzgerald, Augustus Media

7. Channels & Ecosystem

DOOH
CTV
Mixed Reality

Strategy / Objective

Vision

The Ecosystem & Channel Committee aims to support the growth of a robust and diversified digital ecosystem through identifying and developing relationships and insights.

Digital Out Of Home (DOOH): Nurture the growth of DOOH by activating consistent initiatives to drive awareness and consideration around the benefits of the new medium.

Connected TV (CTV): Develop the Connected TV advertising ecosystem including all stakeholders, broadcasters, ad tech, manufacturers agencies and distributors. That will be achieved by creating valuable material through IAB Board Members and engaging the wider industry in the conversation.

Mixed Reality: Support the growth of a diversified digital ecosystem, we will demystify and simplify this area of mixed reality (Augmented Reality, Virtual Reality and Gaming) by providing practical insights into tangible and current opportunities in this space.

Recent Highlights / Current Activities

	DOOH	CTV	Mixed Reality
November '22	Value Proposition Podcast		
November '22	Lead DOOH Campaign Breakfast Panel with over 200 attendees	Released a document with glossary terms on CTV and OTT definitions	Task Force Engagement - Alignment of Editorial Series
January '23	Released Infographic around the key terms of DOOH	CTV Webinar with +150 attendees	Task Force Engagement

OUR PANELISTS
CTV LANDSCAPE & INFRASTRUCTURE

MODERATOR



HUSAIN ALSHEHABI
Google



RAMÓN BELLO LÓPEZ
Head of TV services, Ooredoo Qatar



MOHAMAD SHARIF OUBAID
Senior Manager, Smart Services and Content, Samsung Electronics



ALI EL KONTAR
Zero&One, Founder & CEO



BHANU CHADDHA
MBC Group, Director - TV Products & Partnerships (Emerging Media)

This panel will discuss what the challenges have been for the media industry to adopt OTT and streaming in the region. It will explore the marketing dynamics, the current marketing offerings. How investment has changed from infrastructure / technology to content and vice versa over the years. With the trends now shifting to more ad supported tiers, how the new landscape is viewed.

OUR SPEAKERS
CTV CONTENT & ADVERTISING

MODERATOR



AUDREY LOUIS
Global Director of Programmatic Partnerships, Equativ



FELIPE DE LEON
Global Head of Addressable Media, UM



KELLIE HANLEY
Supply Director, Middle East & Africa, Teads



RANJEET LAUNGANI
Head of Transformation, Asia Pacific SVP, Nielsen



RICHARD FITZGERALD
CEO & Founder of Augustus Media, Smashi TV

As CTV content delivery becomes mainstream in the GCC, the panel will discuss the ways the region may adopt or deviate from the path that ad-supported CTV has taken in markets like the US and EMEA. The group of experts will comment on demand for CTV ads, audience measurement, and digital best practices that can be applied to this emerging field.

DOOH Terms to Remember
DOOH can be overwhelming. Here are 4 components to get you started.

The IAB MENA DOOH Taskforce will be compiling a glossary of DOOH terms covering the different stages of the DOOH ecosystem in its soon-to-be-released white paper.

1. Ad Serving

- Position in Sequence
- Ad Line Length
- Ad Rotation Length

3. Targeting

- Triggers
- Target Audience
- Contextual

2. Ad Verification

- Proof of Play
- Served Impressions

4. Ad Exposure

- Reach
- Frequency
- Impressions



Channels & Ecosystem Next Steps

	DOOH	CTV	Mixed Reality
March '23	Value Proposition Podcast		
March '23	DOOH Landscape Video	Participation in Campaign ME Breakfast Briefing	Reality Check - No1 in the editorial series
April '23	Measuring DOOH Video Interview	White-paper: CTV Best Practices, CPM's & Industry Mapping	
April '23	Global Best Practices	CTV interviews inclusion industry ad spend report	Reality Check - No2 in the editorial series
May '23	DOOH Guide for MENA - Whitepaper		

Ian Manning, IAB MENA

8. Executive Update

Matters Requiring Vote | Objections
Membership Overview
Financial Overview
Approval of Auditors

Rebranding to IAB MENA

- Opportunity to lodge any objection to IAB GCC to IAB MENA name change
- Vote open to all attendees at the General Assembly
- Please scan displayed QR code and exercise your vote



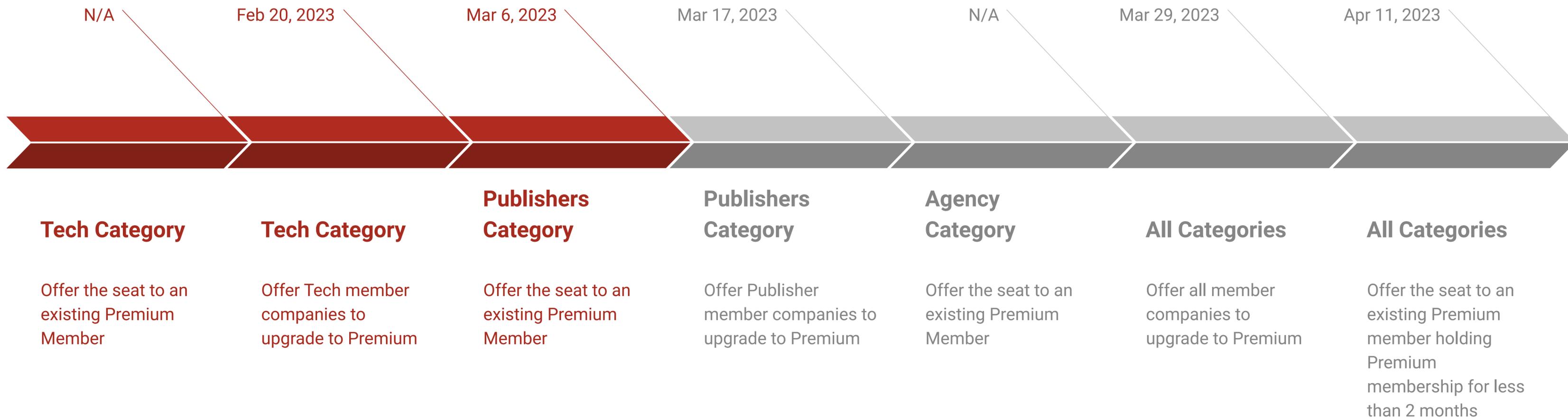
Replacements of Board Representatives

- 4 replacements of Board Representatives since the election in 2022
 - MCN
 - Omnicom Group Media
 - Meta
 - Google

Agency	Board Member	Board Representative	Publisher Media House	Board Member	Board Representative	Tech Research	Board Member	Board Representative
	Group M	Victoria Loesch		Anghami	Elie Habib		Amazon	Mohamad Itani
	Havas Media	Houda Tohme		Augustus Media	Richard Fitzgerald		Meta	Yasser Noueir
	MCN	Ziad Chalhoub		Choueiri Group	Michel Malkoun		Google	Sebastian Joziase
	Omnicom Media Group	Christos Solomi		MBC	Rayan El Hajjar		Snap	Jake Thomas
	Publicis Media Group	Racha Makarem		MMP World Wide	Ayman Haydar	Empty Seat		

Board Member Replacement

- 1 Board Member replacement currently in process
- Replacement policy/procedure outlined in the [IAB MENA Governance Structure](#) under 4.5.



Board Member Replacement - Rotana Media Services (RMS)



Nezar Nagro
RMS President

How to keep up to date with IAB MENA



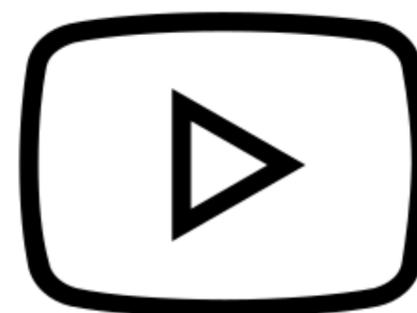
LinkedIn



Website



Mailers



Youtube



Taskforces

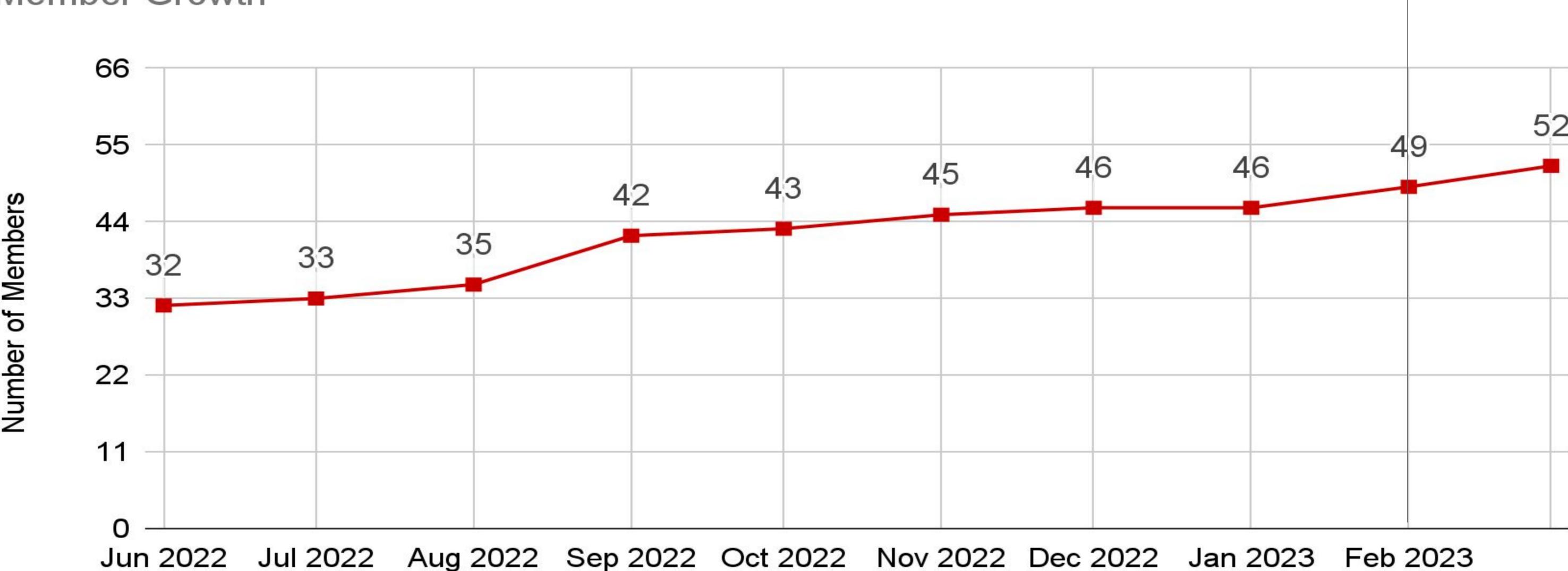


How to display your membership of IAB MENA



Membership Overview - Growth

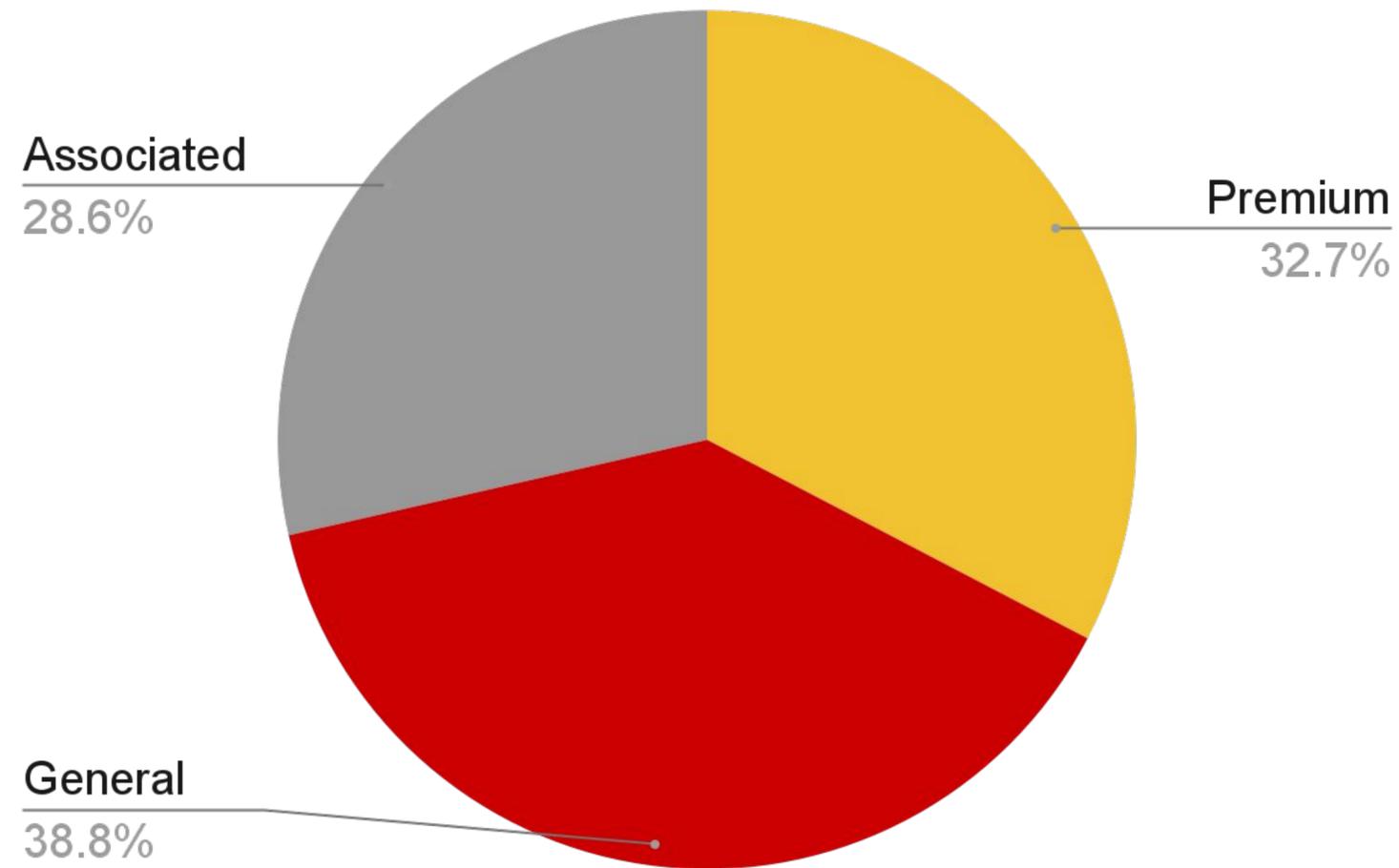
Member Growth



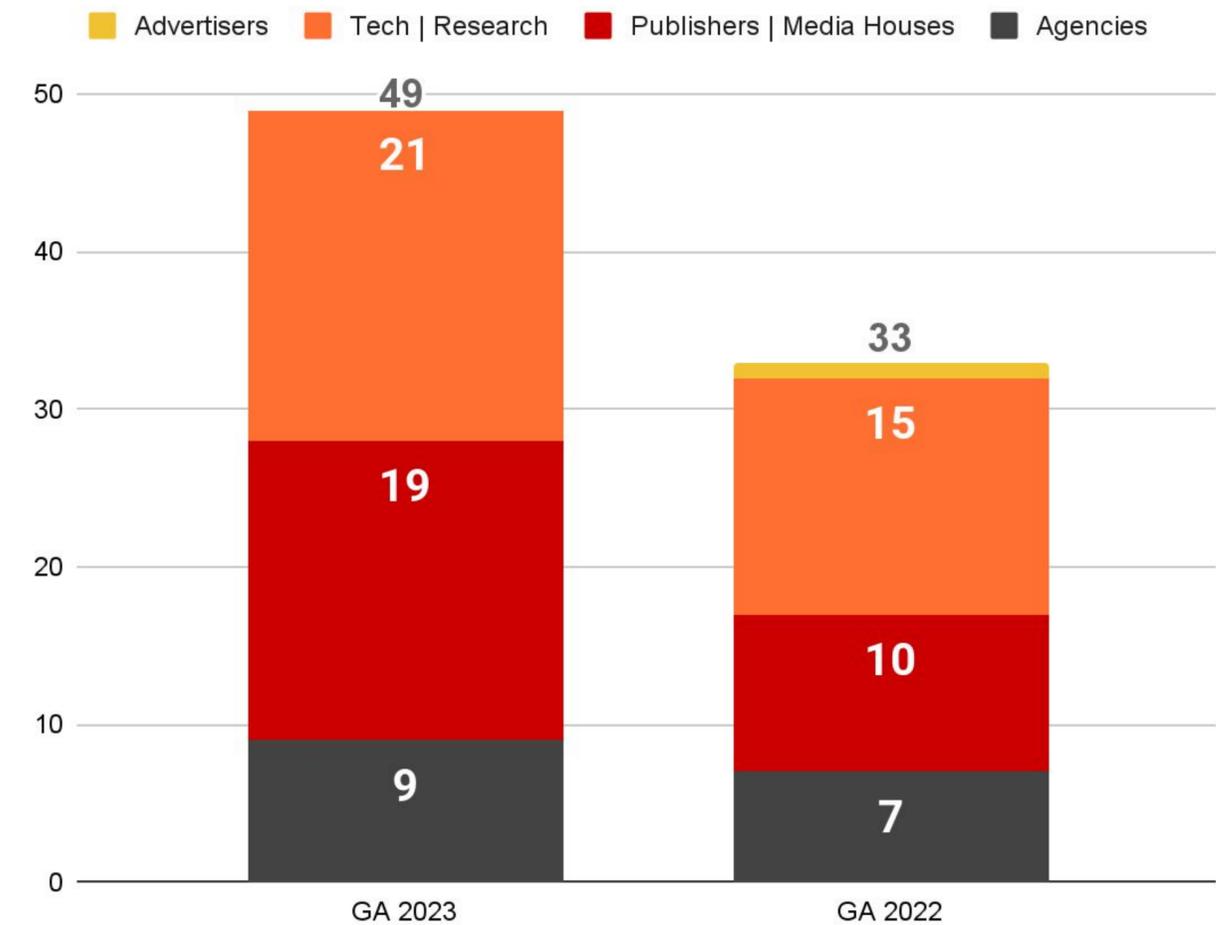
Membership Overview - By Membership Category & Organization Type

As of Feb 28, 2023

Membership By Membership Category



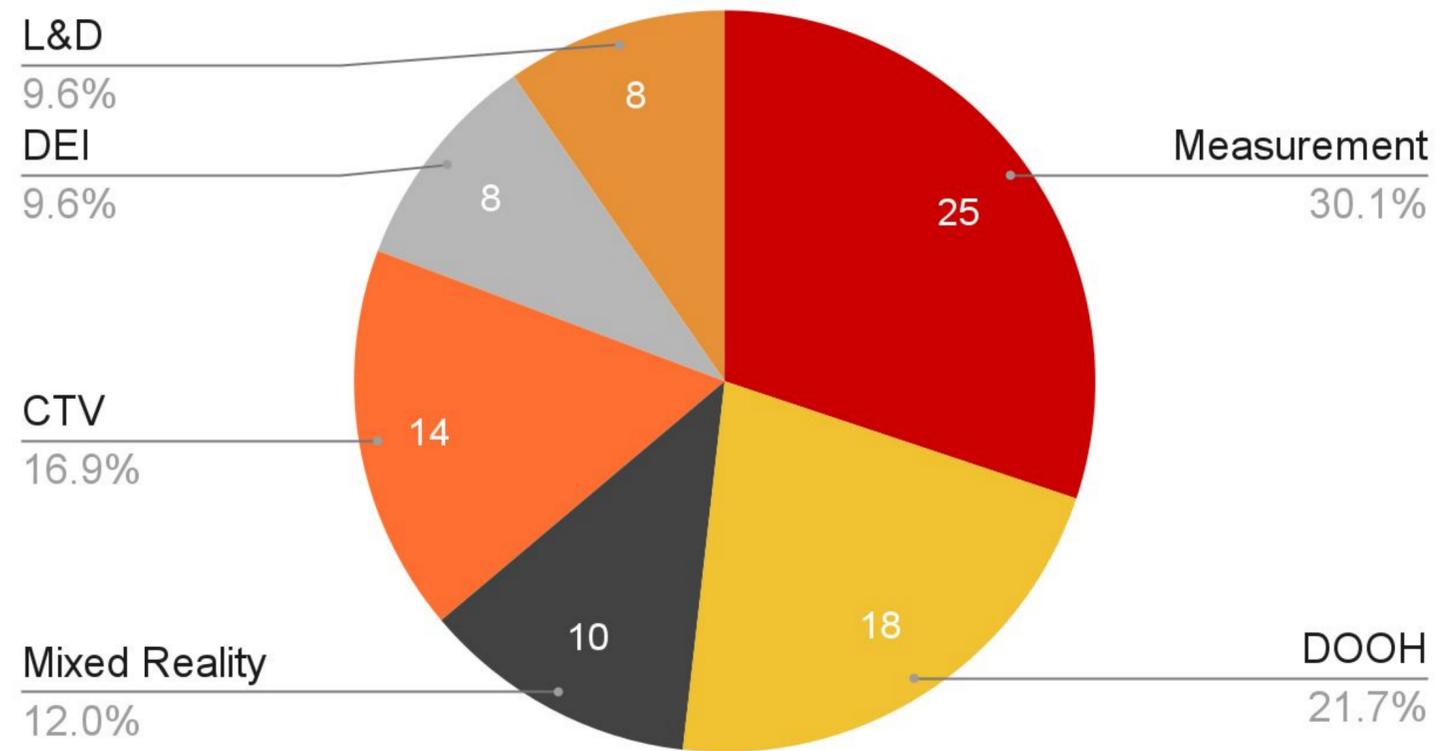
Profile of Members by Type



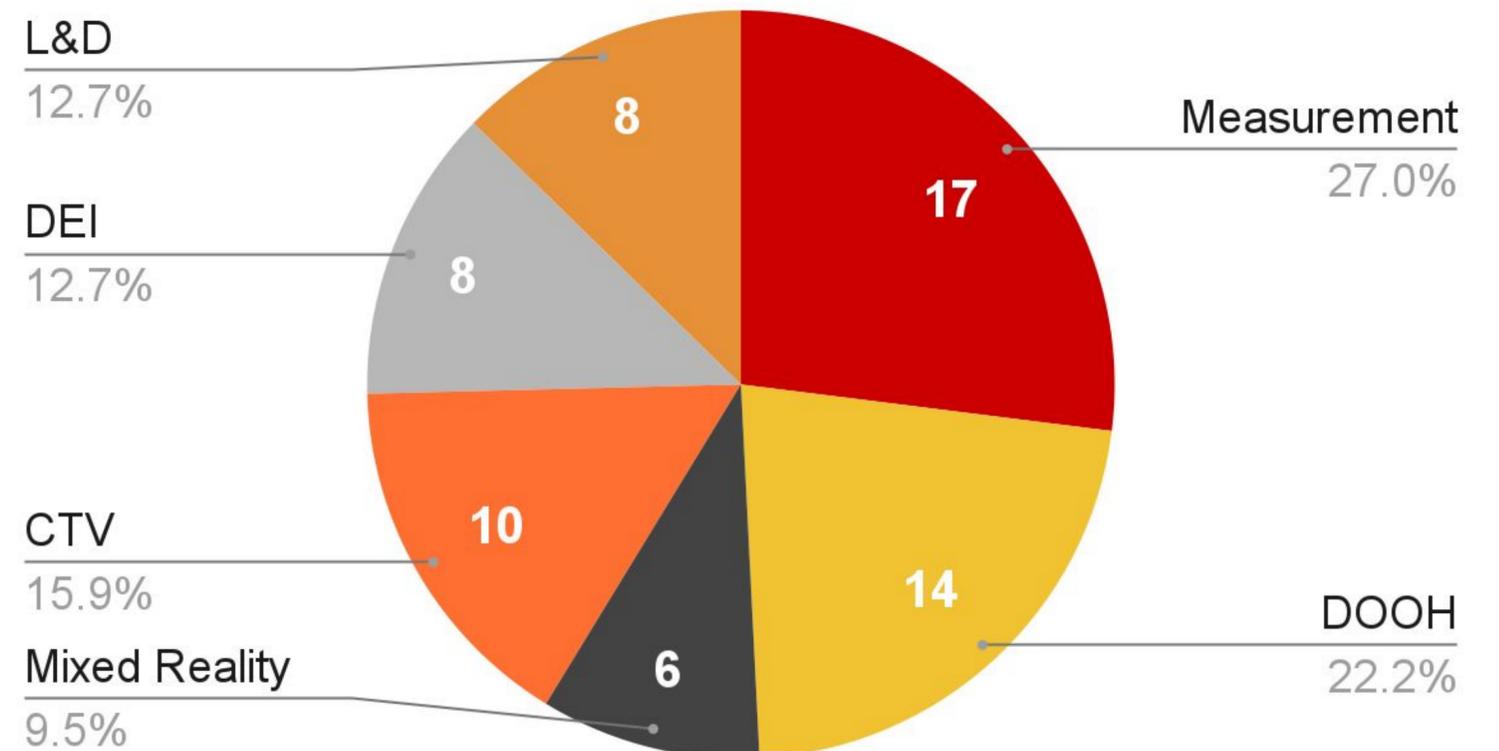
Note: 2022 – Introduction of Group Membership shifted membership – biggest impact on number of Agencies

Membership Overview - Engagement

84 Individuals in Task Forces



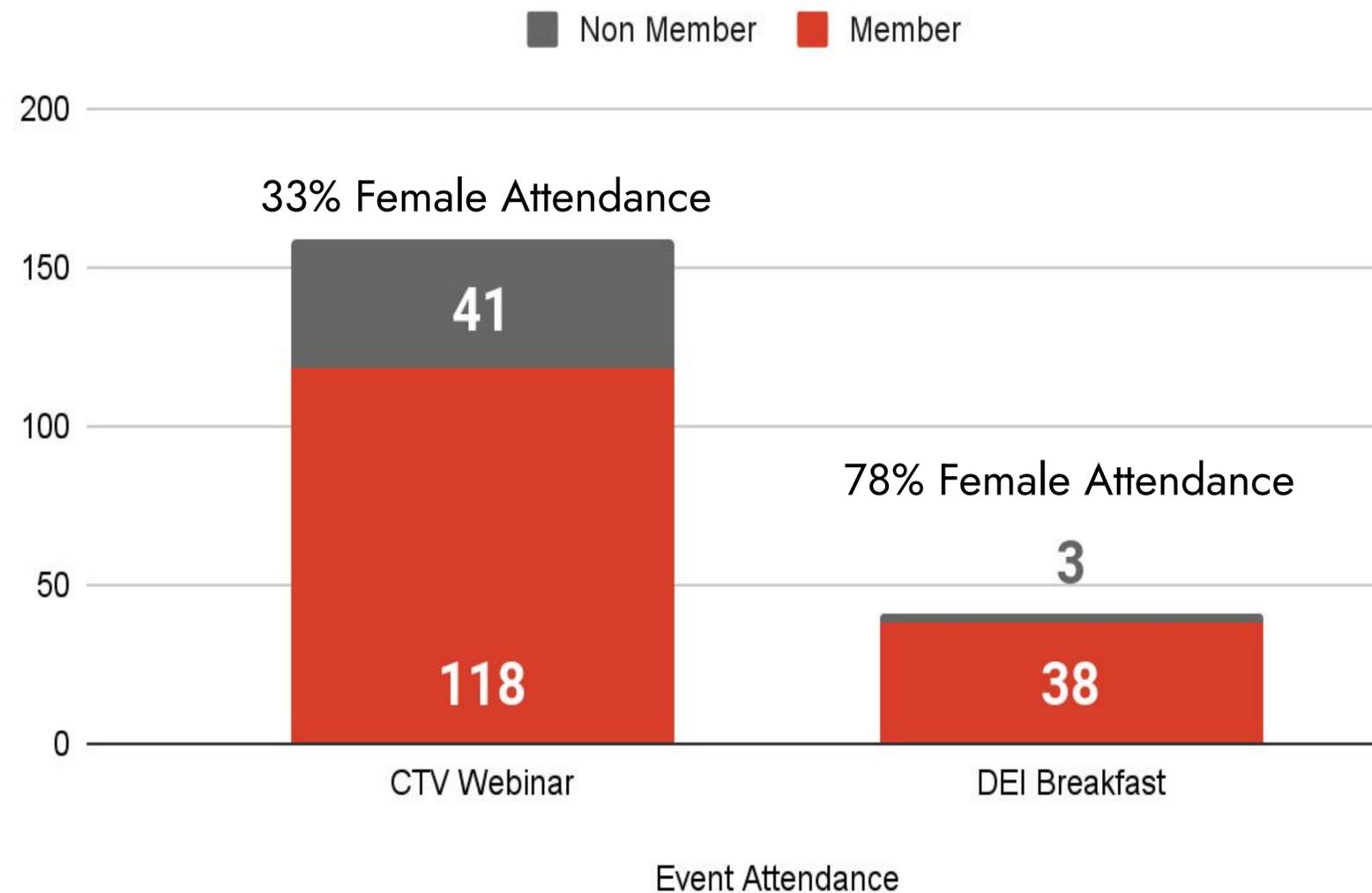
40 Companies in Taskforces



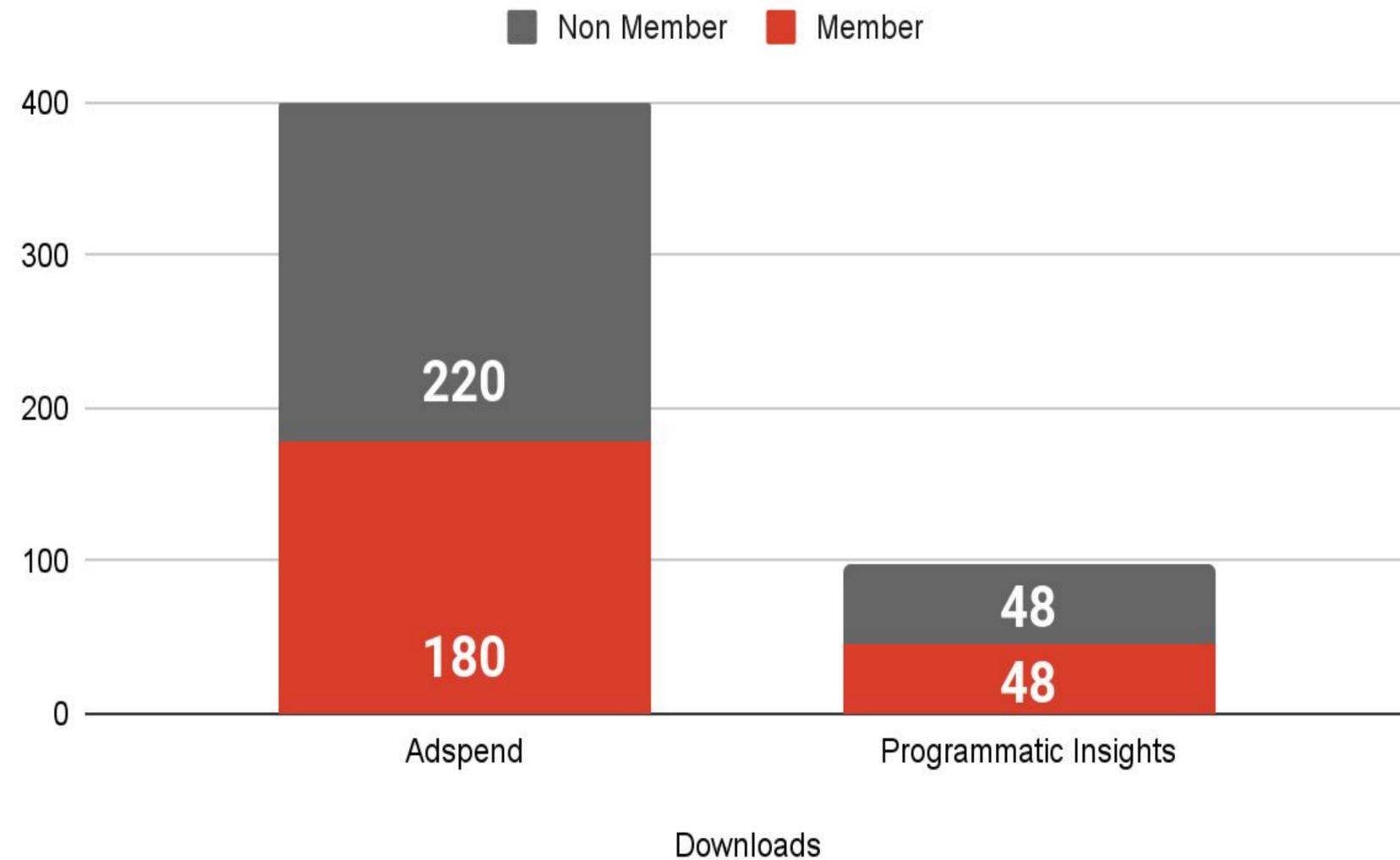
Membership Overview - Engagement

As of Feb 28, 2023

Recent Event Attendance

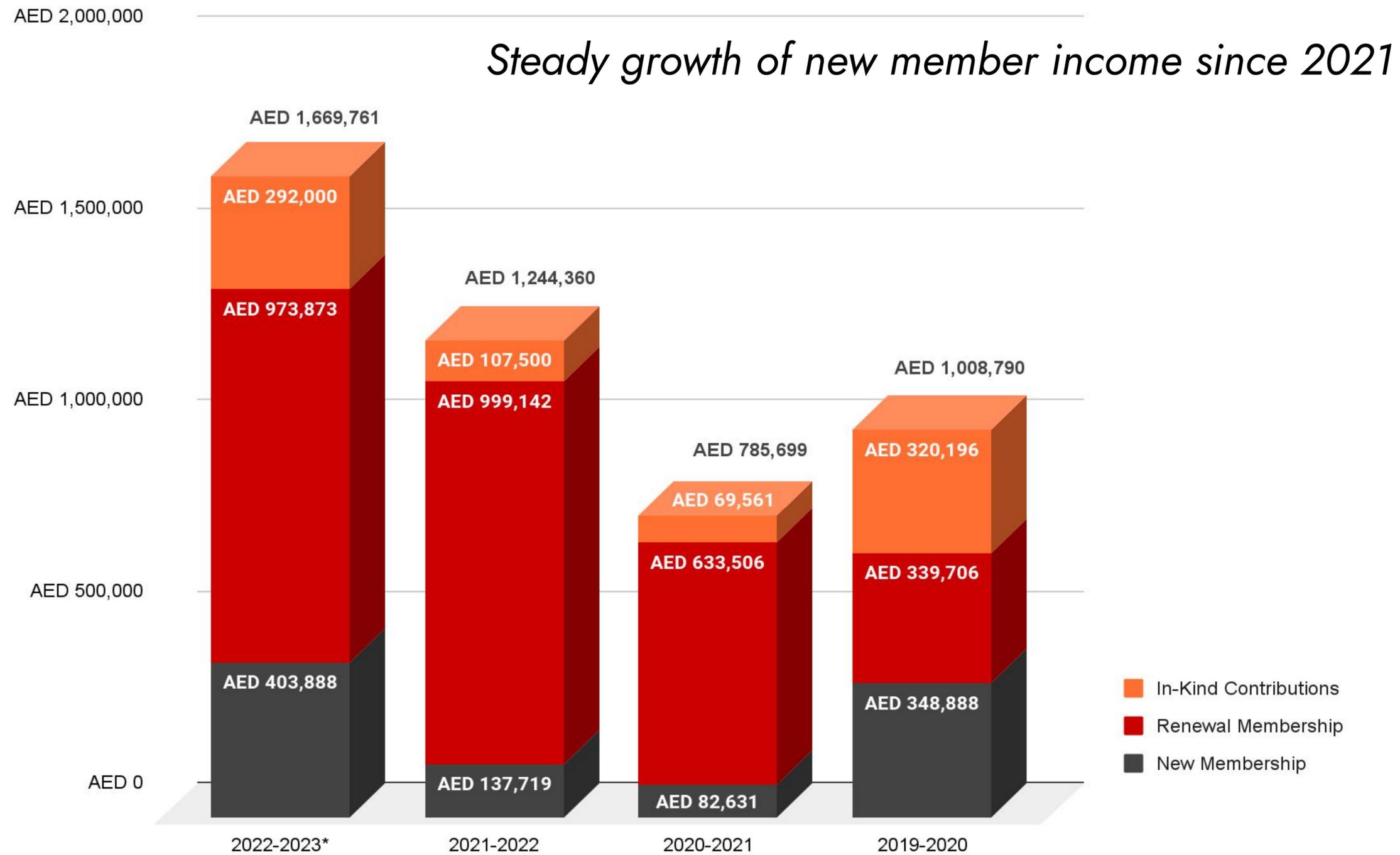


Downloads



Financial Overview - Income Trend

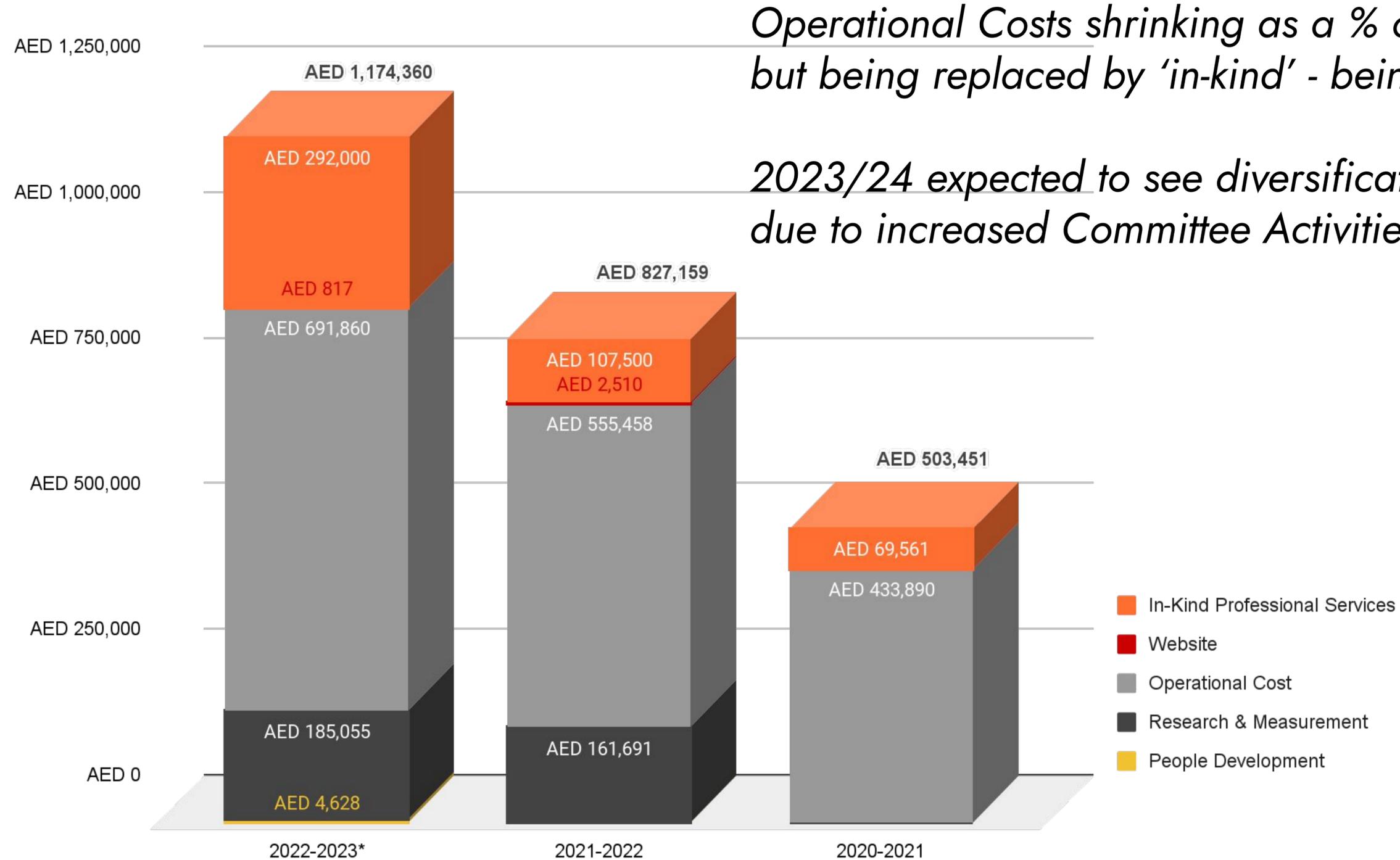
As of Mar 31, 2023*



*Actuals till Feb 28, 2023 and estimates for March 2023

Financial Overview - Expenditure Trend

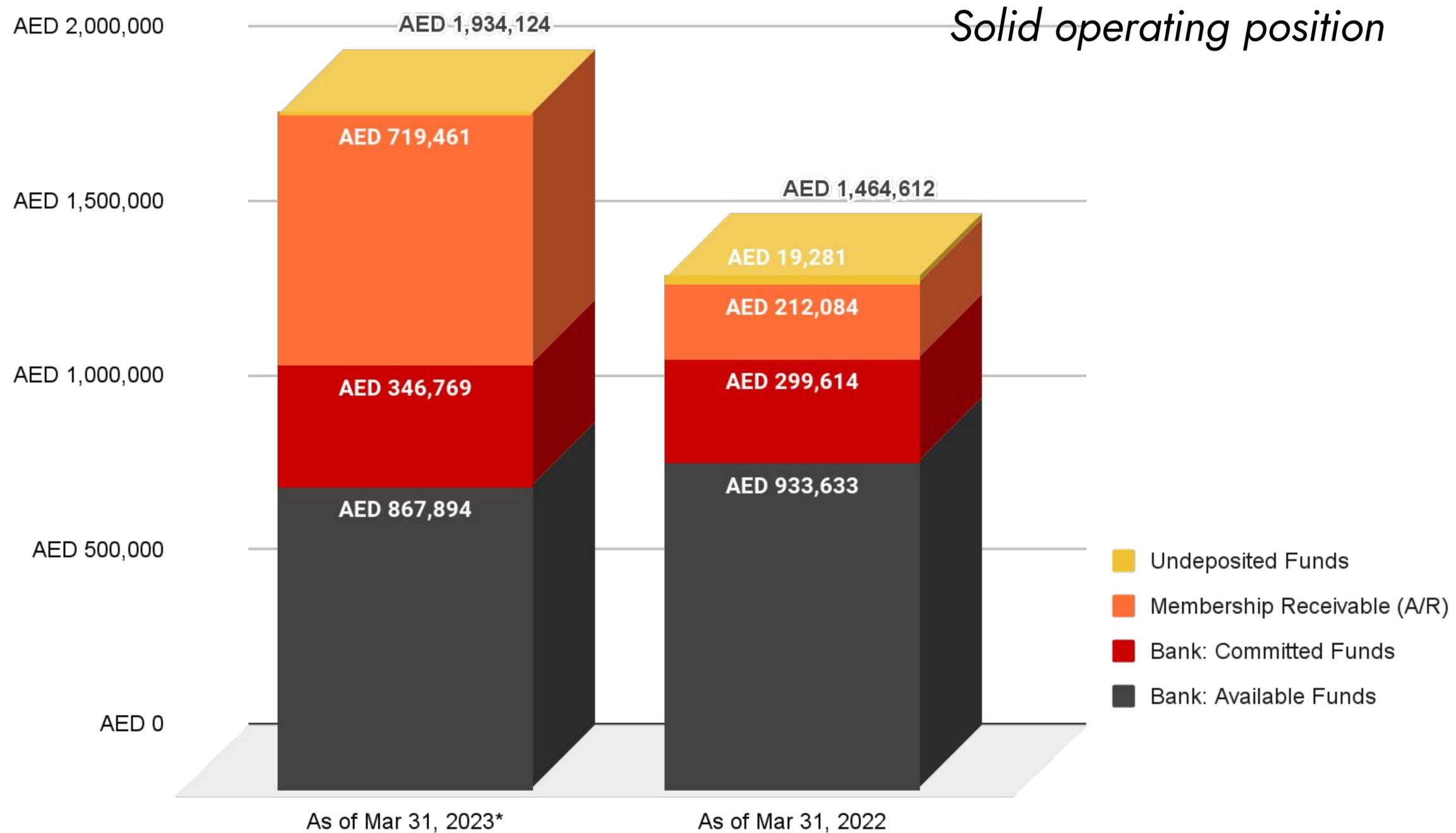
As of Mar 31, 2023*



*Actuals till Feb 28, 2023 and estimates for March 2023

Financial Overview - Available Operational Funds

As of Mar 31, 2023*



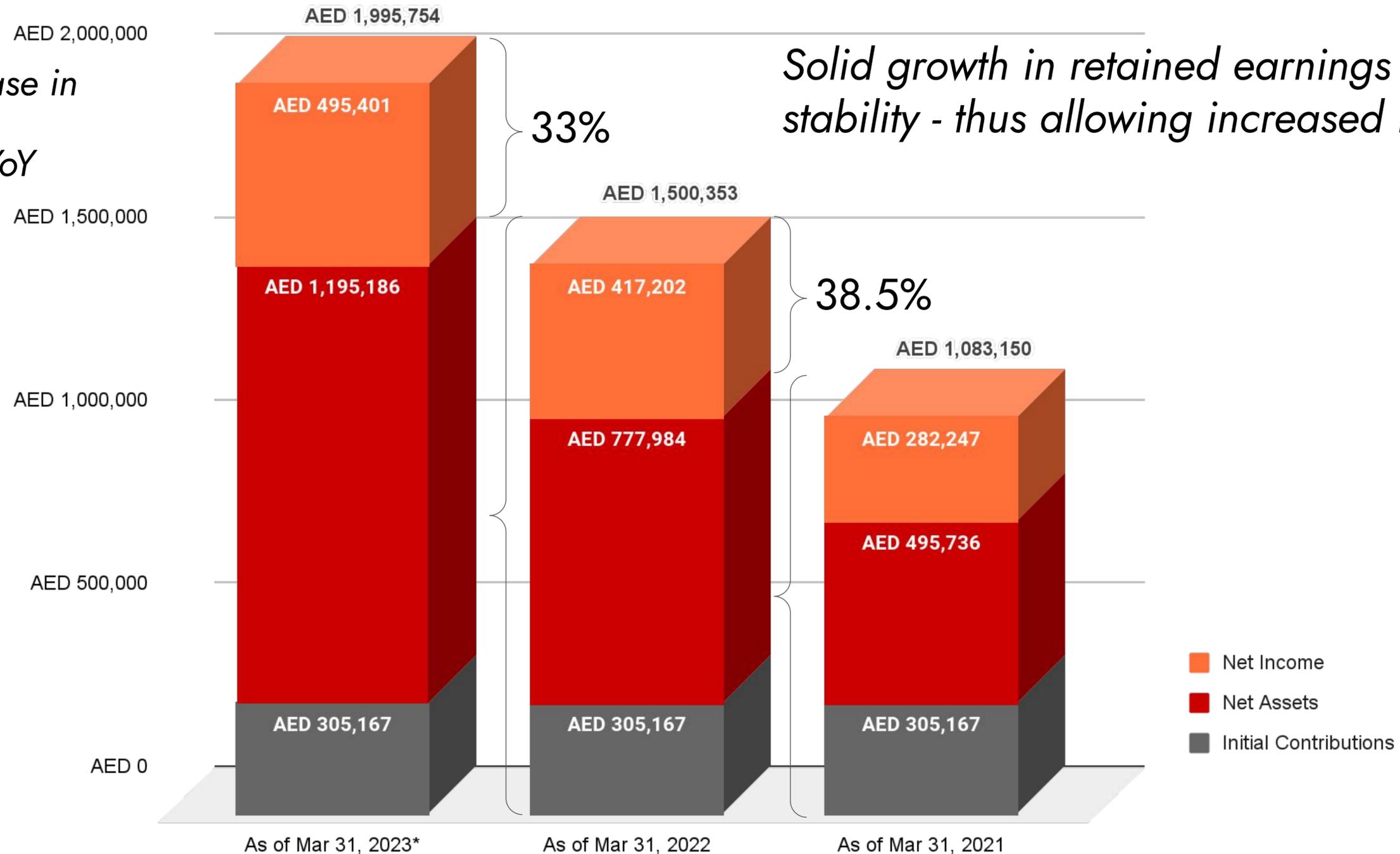
*Actuals till Feb 28, 2023 and estimates for March 2023

Financial Overview - Retained Earnings

As of Mar 31, 2023*

An average increase in equity/retained earnings of 35% YoY

Solid growth in retained earnings driving stability - thus allowing increased investment



*Actuals till Feb 28, 2023 and estimates for March 2023

Financial Reports - Available on Demand

Via the IAB MENA [General Assembly Documentation Hub](#)

- [2022-2023 Internal Financial Report - Final Version](#) (as of Jan 31, 2023)
- [2021-2022 Audit Report - Approved and Certified](#)
- [2020-2021 Audit Report - Approved and Certified](#)
- [2019-2020 Audit Report - Approved and Certified](#)

Auditors of the Association



- VSP Auditing Associates
- Recommended by members
- Registered at Dubai Chamber as licensed auditors
- IAB MENA auditors since the creation of the Association
- Appointed at the last General Assembly for a 2-year term

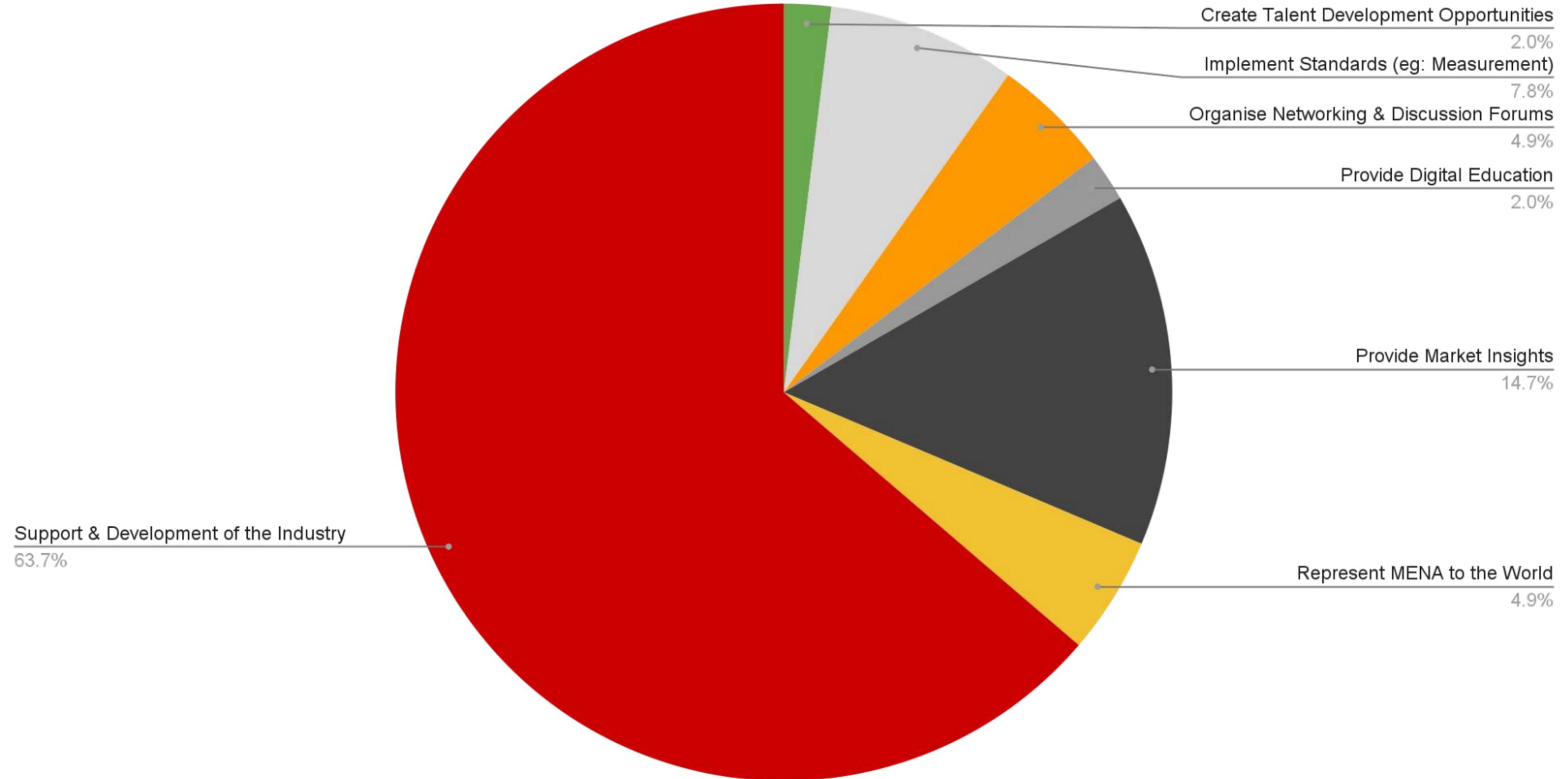
- Services are satisfactory
- Costs are low and inline with market

Chair of the Board of Directors, IAB MENA, Michel Malkoun, Choueiri Group

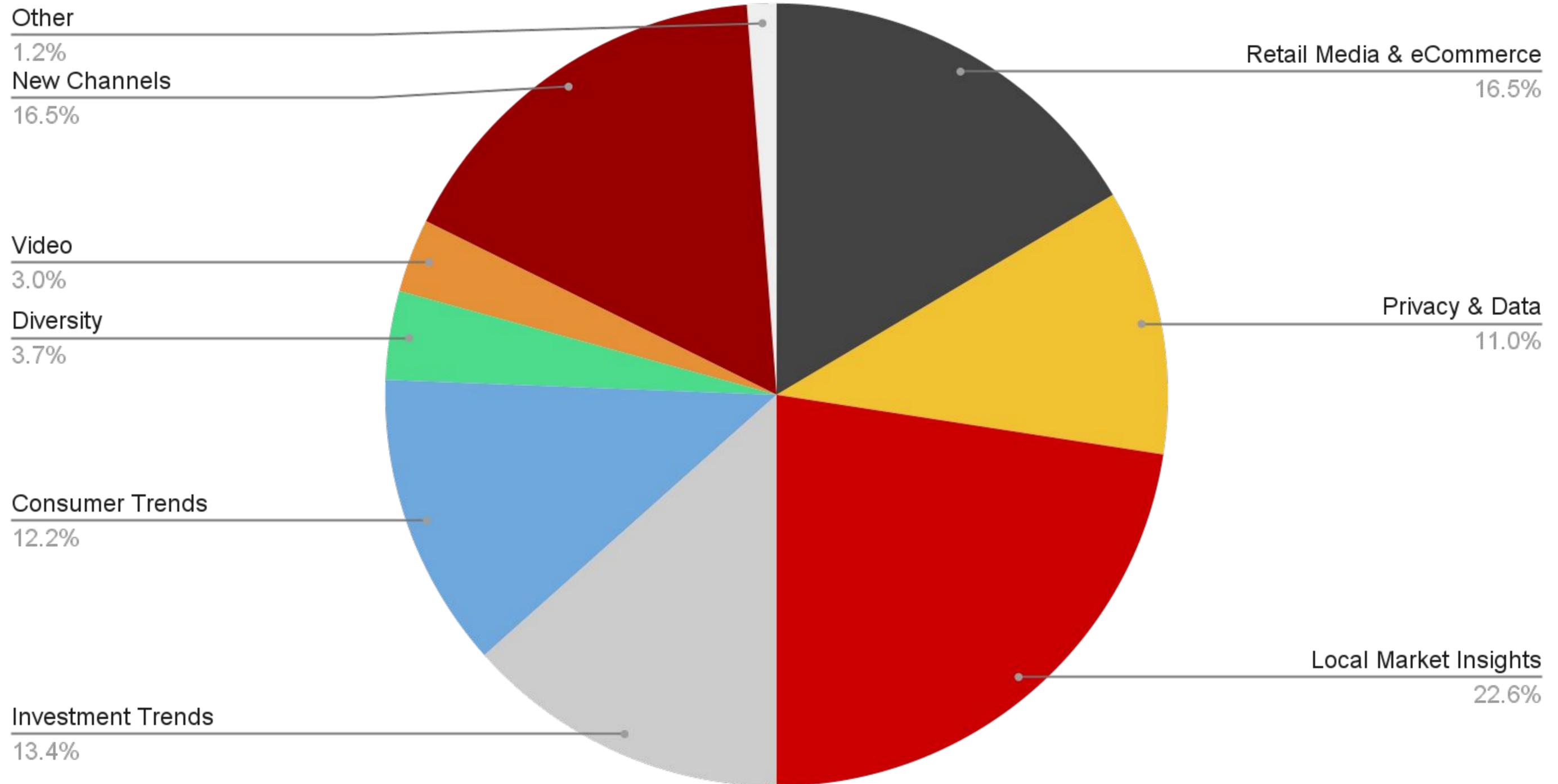
9. Industry Hot Topics

**General Assembly Attendees Poll Result
Discussions with Audience**

Poll Results - *What role do you believe the IAB MENA should primarily play?*



Poll Results - Which 2 topics do you believe the IAB MENA should focus on?



Discussion

Contact Person

- The contact person is the one who receives any correspondence from IAB for future events and workshops. He is the one deciding who is the best person to attend a specific event and represent the company. This person is also be the official representative of the member company during General Assembly meetings and vote during elections. If this person is not the Lead/Head/CEO of the company then the lead/head/CEO shall send an official letter on the company letterhead informing IAB of the choice.
- In the event of an annual General Assembly, if the contact person cannot attend the assembly he shall nominate another representative who will replace him/her only for this specific event.

10. Meeting Adjournment

Q&A
Closing Remarks
