

Navigating New Frontiers
Agentic Web, Programmatic CTV,
Measurement and the Trusted Server

iab.TECH LAB



**Member-driven,
member-developed**

1000+ companies

30+ working groups

3000+ participants

44+ countries



Vision

Establish **open technical standards** across the **ad-supported digital economy**, enabling people and businesses to prosper from the **societal and economic benefits** of the internet

iab.
TECH LAB



Mission

Develop **global, open interoperable technology standards** supporting the growth of a **secure and private** ad-supported digital economy.

Global Board + Local IABs + Member Companies

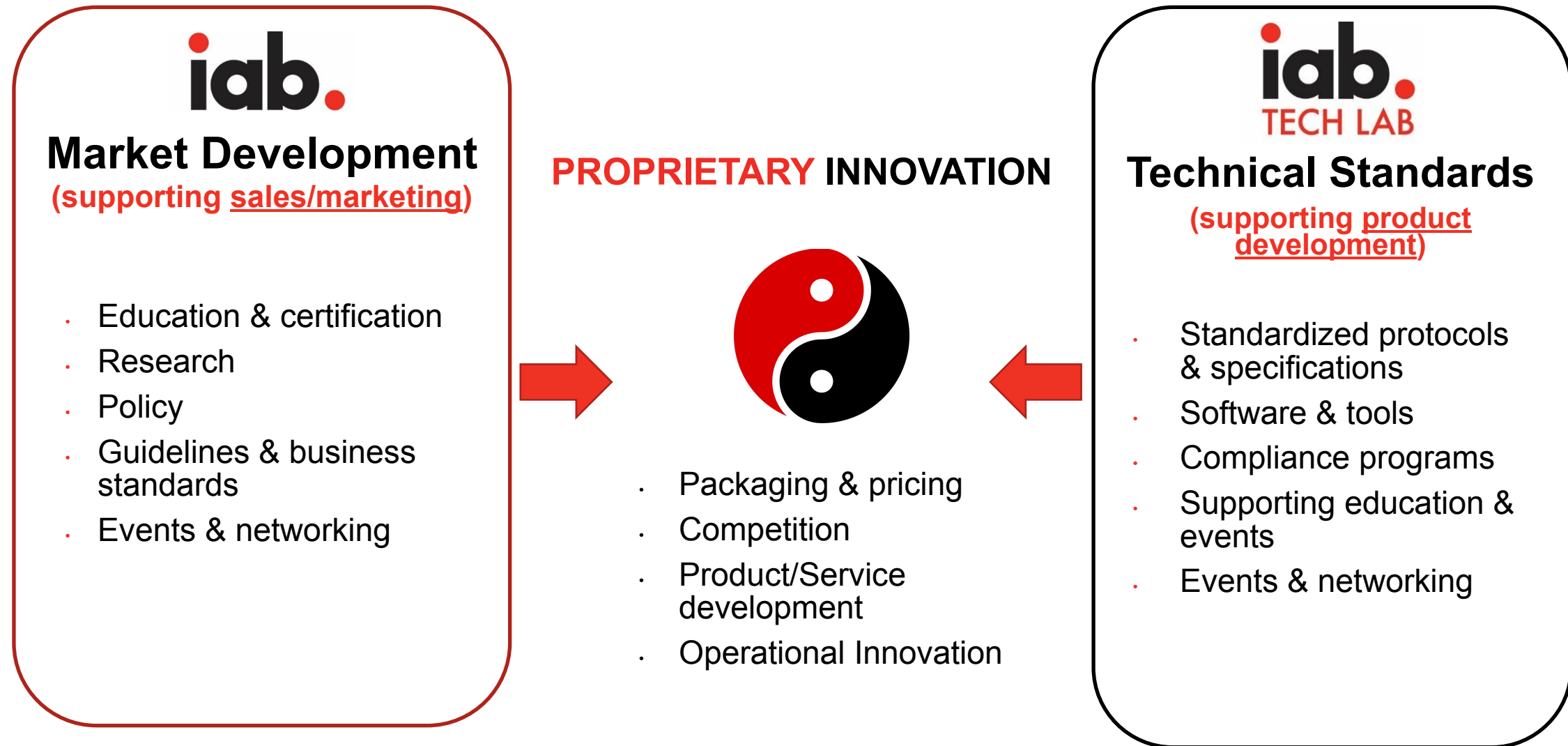


1,000+ companies
23+ working groups
3,000+ people

* Local/regional IABs supporting Tech Lab

Board of Directors

How Tech Lab Works with IAB Globally



Tech Lab's Role Across The Ecosystem

<i>Does...</i>	<i>Does Not...</i>
• Set technical standards & signaling (protocols, strings, data schemas)	• Provide industry governance
• Oversee compliance with technical standards	• Provide policy counsel
• Steward open-source software initiatives and collaboration	• Provide legal guidance
• Educate industry on technical standards & framework best practices	• Provide development services
• Provide industry metadata for use by compliance partners	• Provide operational services

OM SDK
sellers.json
ACIE
Datalabel.org
Trusted Server
OpenRTB
ARTF
Live Event Ad Playbook
Content Taxonomy
Global Privacy Protocol
VAST
AAMP
ads.txt
Podcast Measurement
Deals API
Accountability Platform
TCF



Ads.txt has been adopted by millions of companies globally
All data available in **Transparency Center**



800+ companies have adopted **sellers.json** globally.
All data available in **Transparency Center**



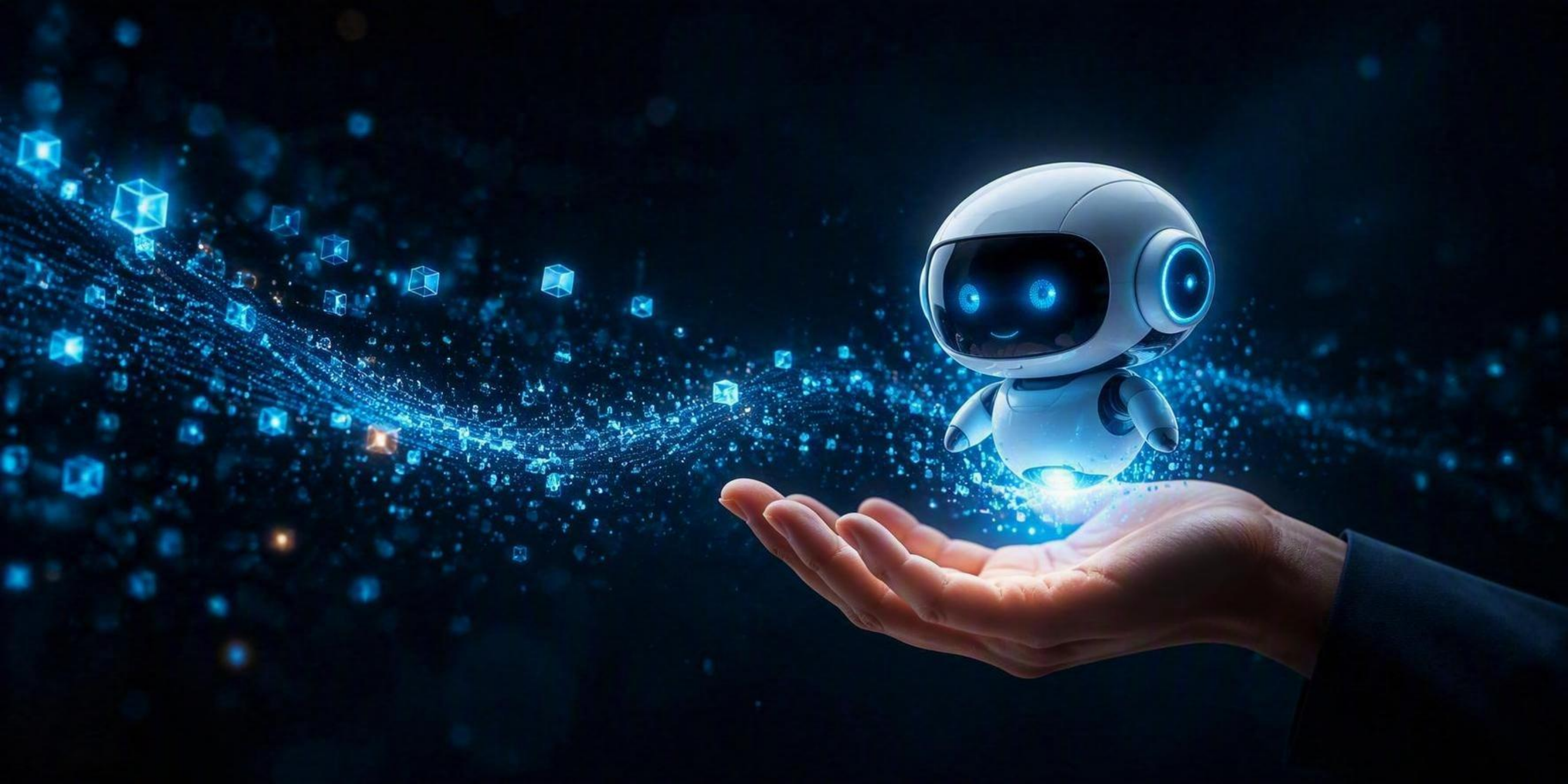
150+ **OM SDK** certified integrations (1/2 non-US) ; on 2B+ devices
All data available in **Transparency Center**



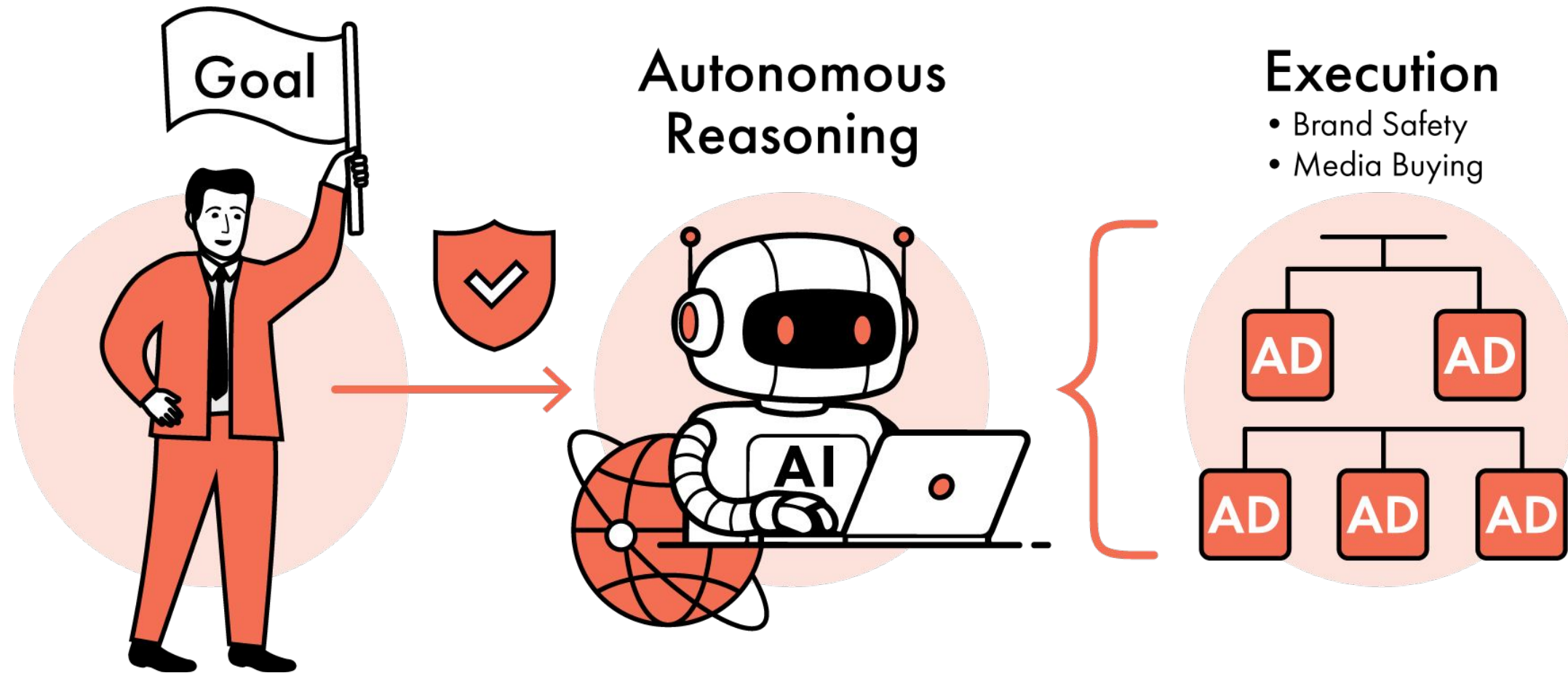
Transparency & Consent Framework: Over **87%** of web inventory in Europe with a TCF signal, **79%** of apps with a TCF signal



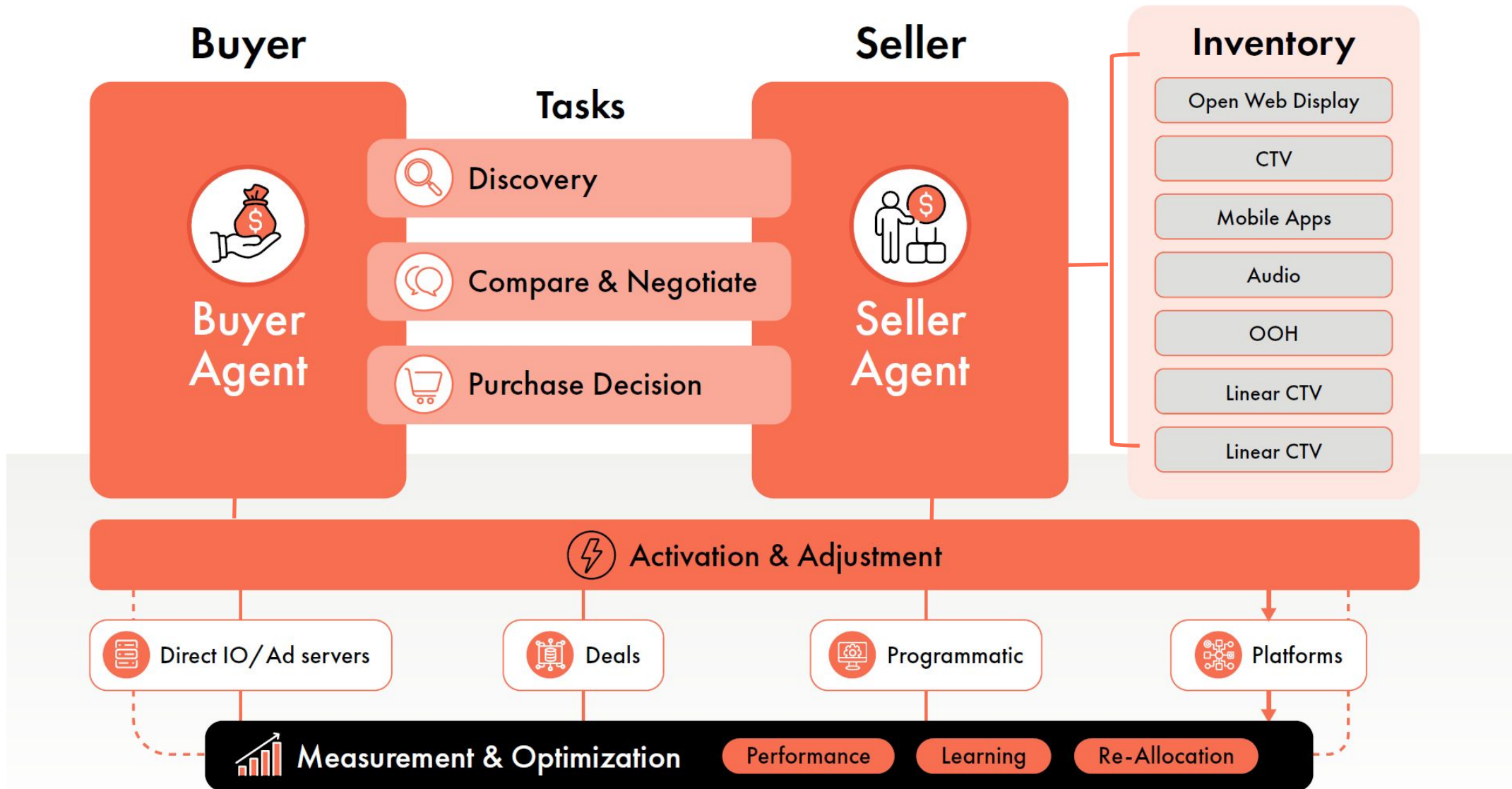




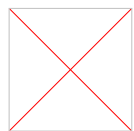
Agentic Advertising Seems like Magic



The actual scope is a LOT more complex



The Uncomfortable Truth

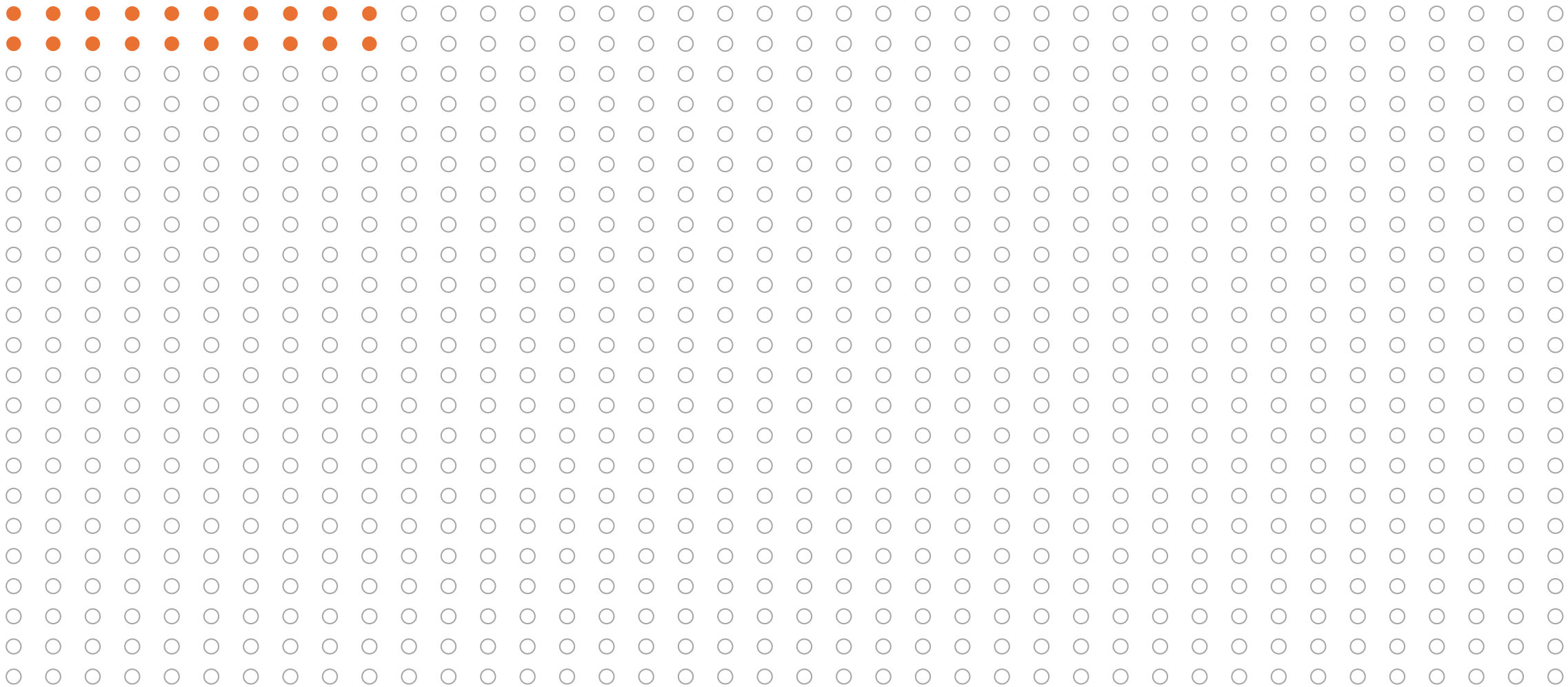
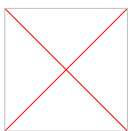


10-20 publishers

a media buyer can email and meet

1,000+ publishers

never get a chance at the brief



Where the Agentic Advertising Opportunity Sits

1:Many
1000s of Publishers

Programmatic Platforms

- DSPs, SSPs, Exchanges
- Push ID list to many Publishers
 - Bid inside fixed parameters

Agentic Advertising

- Compare Publishers and Packages
- Negotiate many Publishers at once
- Rebalance mid-flight

1:1
Few Publishers

Humans

- Email and Phone Calls
- Fixed IO, One Placement
 - Renew last year's Buy

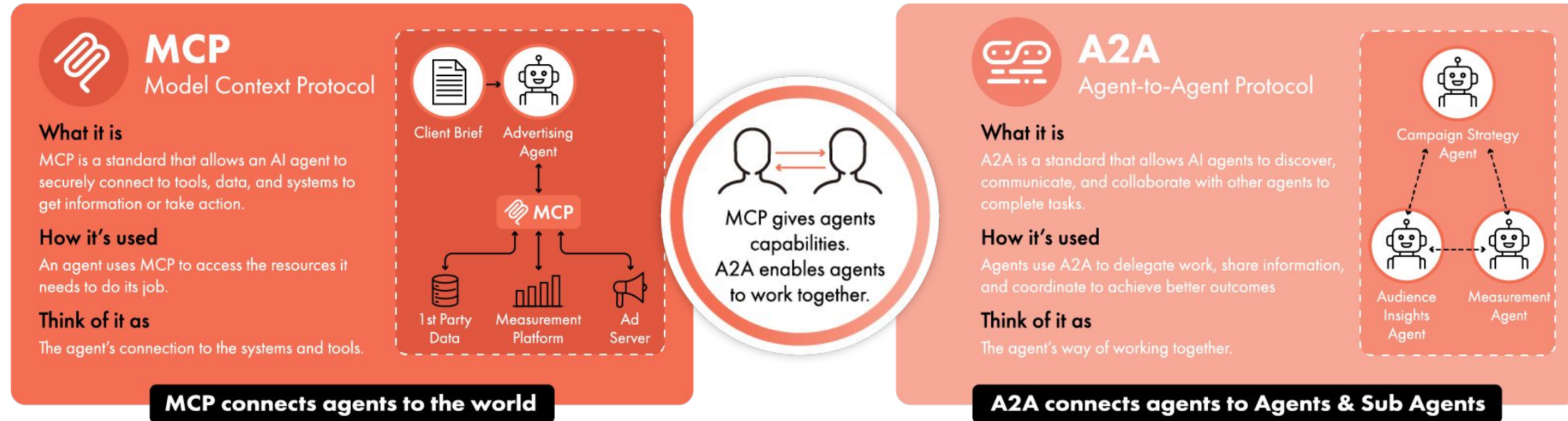
Humans

- Email and Phone Calls
- Pick from one Publisher's options
 - Negotiate one Publisher's price

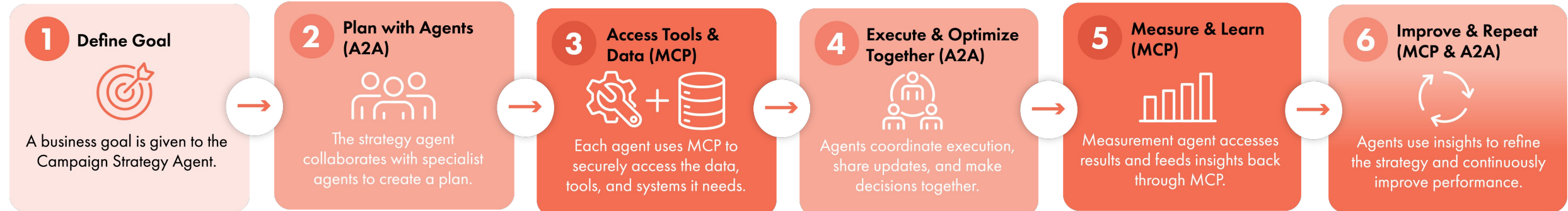
**Low Judgement /
Little Ambiguity**

**High Judgement /
Lots of Ambiguity**

MCP vs A2A in Agentic Advertising



Agentic Workflow in Advertising



Together, they power smarter, more efficient, and measureable advertising outcomes.

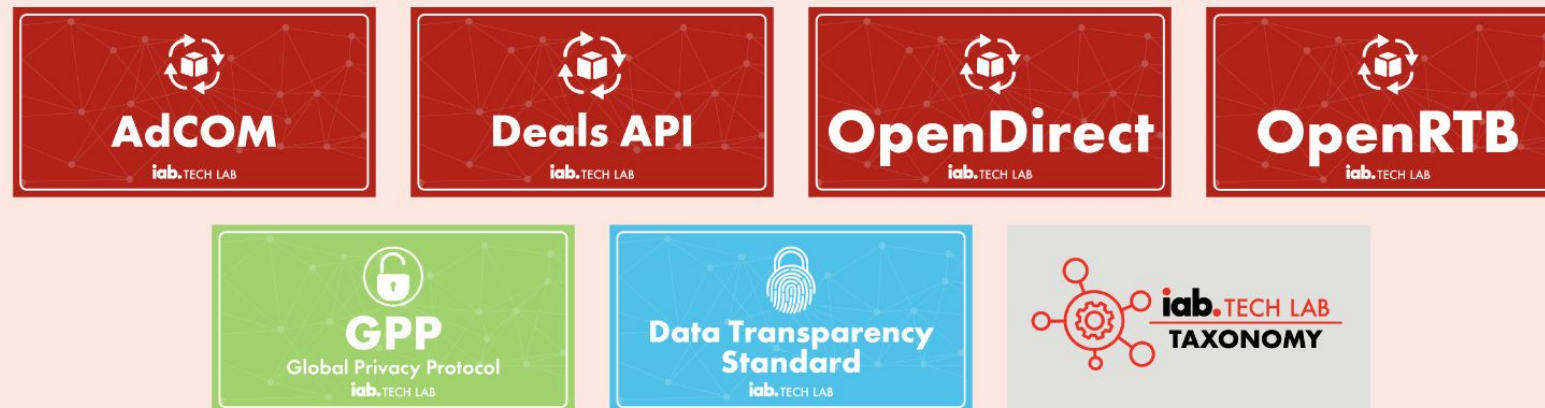
Agents thrive on Standardized Schemas

Standards are needed for referenceable context, so the agents are trained to execute the action asked in a natural language with **repeatable accuracy.**

Standards & Protocols give everyone's workflow with a shared language



Standards Foundation





AAMP

**Agentic Advertising
Management Protocols**



Learn More!

What's involved in each RFP response

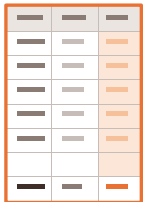
Direct IO



PDF



PPTX



XLS



EMAIL

Programmatic

MediaDesk
DSP

×

Campaigns

×

Deals

×

Inventory

×

Audiences

×

Reports

×

Settings

SEAT

Agency Trading 4471

mediadesk.io / deals / marketplace

Deals

Marketplace · 1,284 deals available

×

Search deals, publishers, seats

Forma

t

Countr

y

Status

Sort: Floor CPM ↓

☐	DEAL	FORMAT	RATE CPM	FLIGHT	AVAILS / DAY	STATUS
☐	● HEARST_AUTO_INTENT_PMP_Q Deal ID 8f42c1a9 · Magnite · Private auction	Display	\$6.00	1 Jul – 30 Sep	12.4M	Active
☐	● NYT_CTV_PG_US_Q3_26 Deal ID 3b7e0d52 · FreeWheel · Prog. guaranteed	CTV	\$42.00	1 Jul – 30 Sep	3.1M	Active
☐	● CONDE_DISPLAY_ROS_UK Deal ID c194ae77 · PubMatic · Preferred deal	Display	\$5.50	1 Jul – 31 Dec	28.7M	Active
☐	● VOX_VIDEO_PREROLL_US_PA Deal ID 60d2f815 · Index Exch. · Private auction	Video	\$18.00	15 Jun – 30 Sep	9.6M	Paused
☐	● SPOTIFY_AUDIO_RON_US Deal ID a7c33e10 · OpenX · Preferred deal	Audio	\$12.00	1 Jul – 30 Sep	41.2M	Active

Showing 1–5 of 1,284 deals

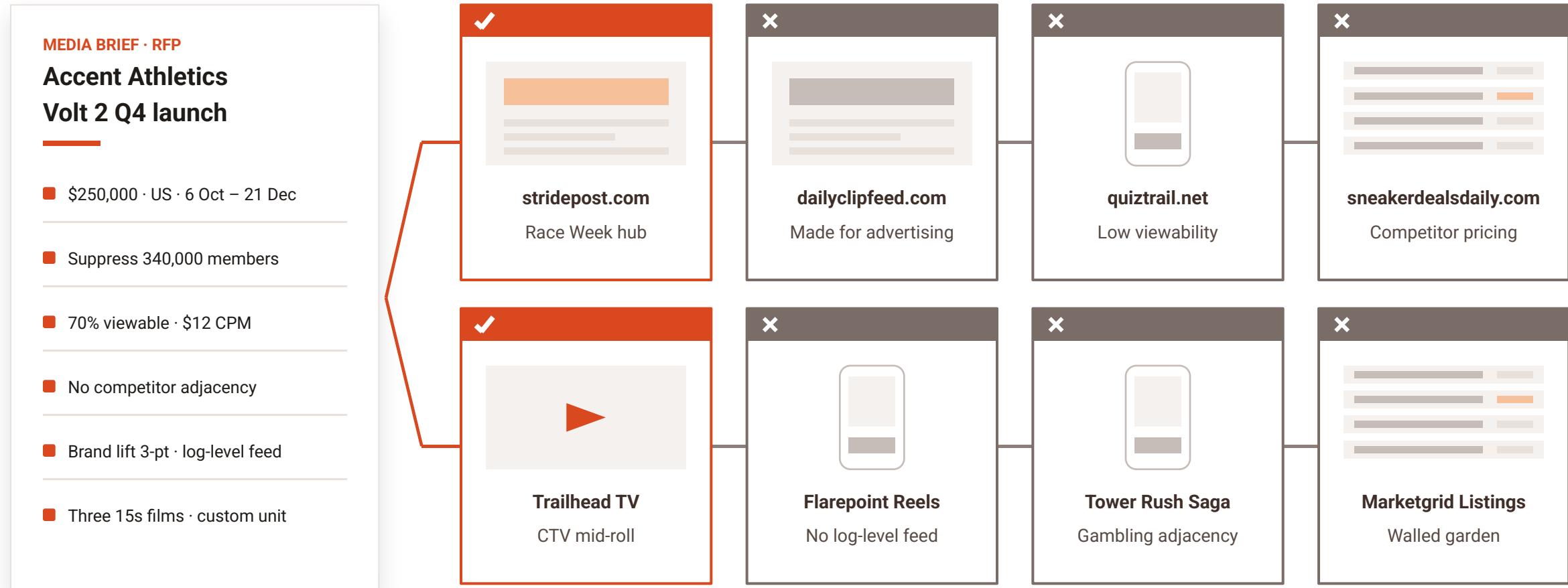
1

2

3

›

The Result: Buys can be a “mixed bag”



fits the brief

bought anyway, does not fit

AAMP 3.0 introduces OpenProposal

The spec for what is being bought and sold.

BUILT FOR AGENTS

Descriptive Spec

Structured fields a buying agent can read at machine speed.

SAYS WHAT IT IS

One object

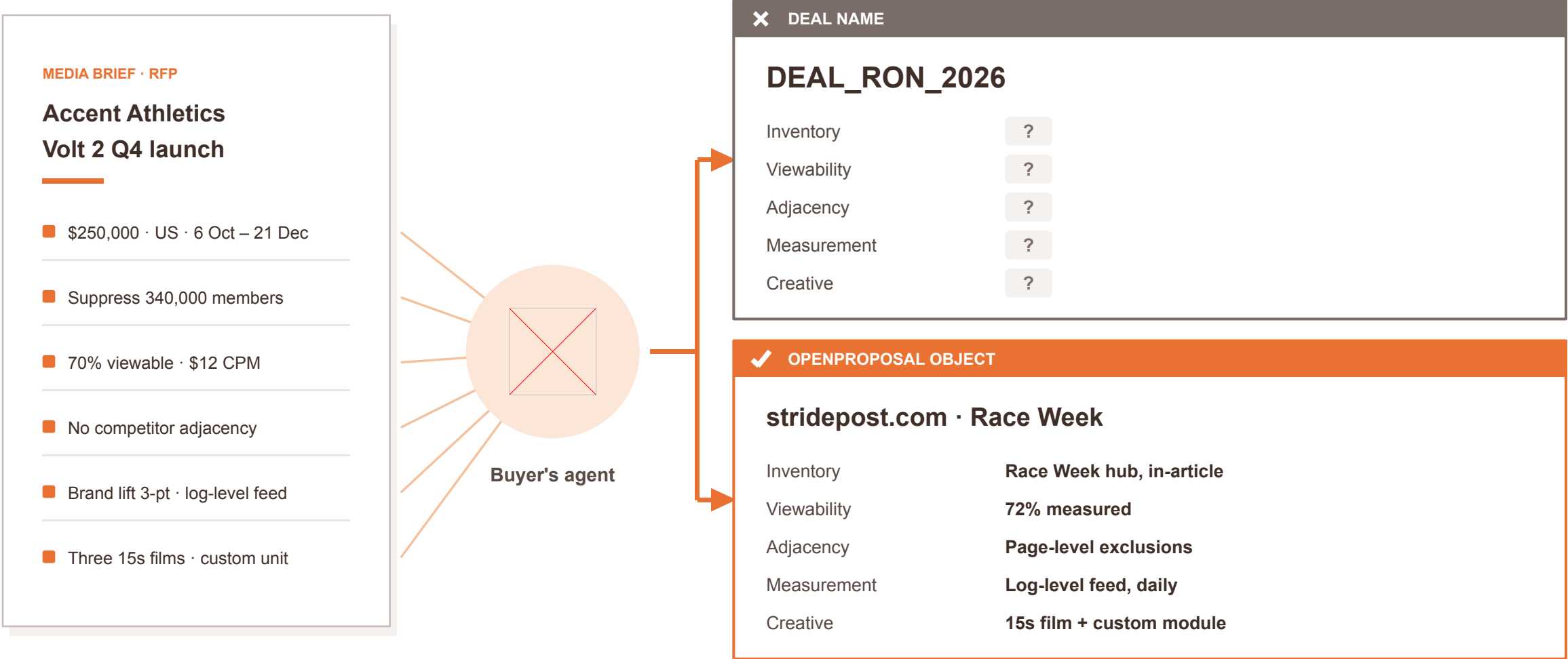
Contents, audience, terms and price on every package, standard or custom.

DECIDES ON FIT

Brief to buy

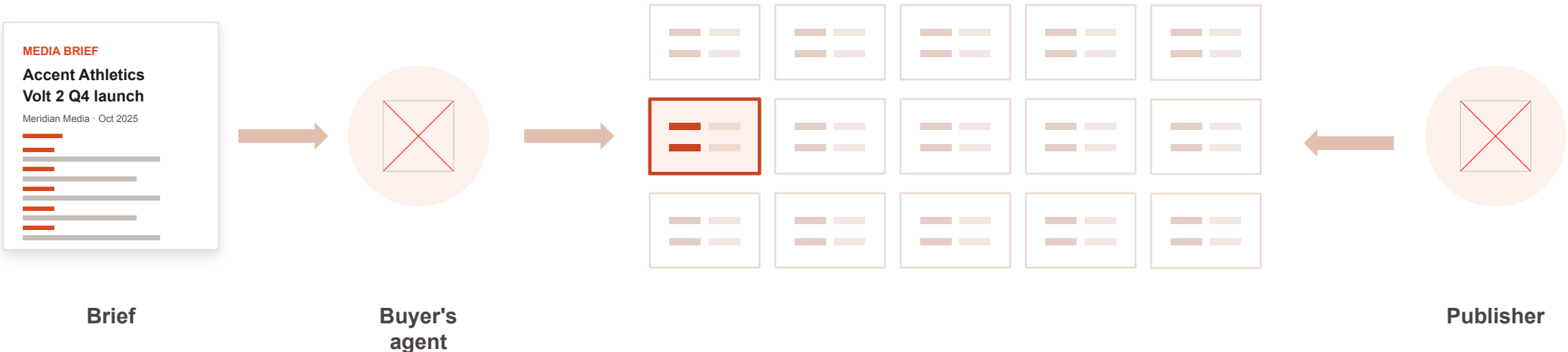
The buying agent matches package to brief and commits, or declines with a reason.

Buyer agents can now act on a spec they can read

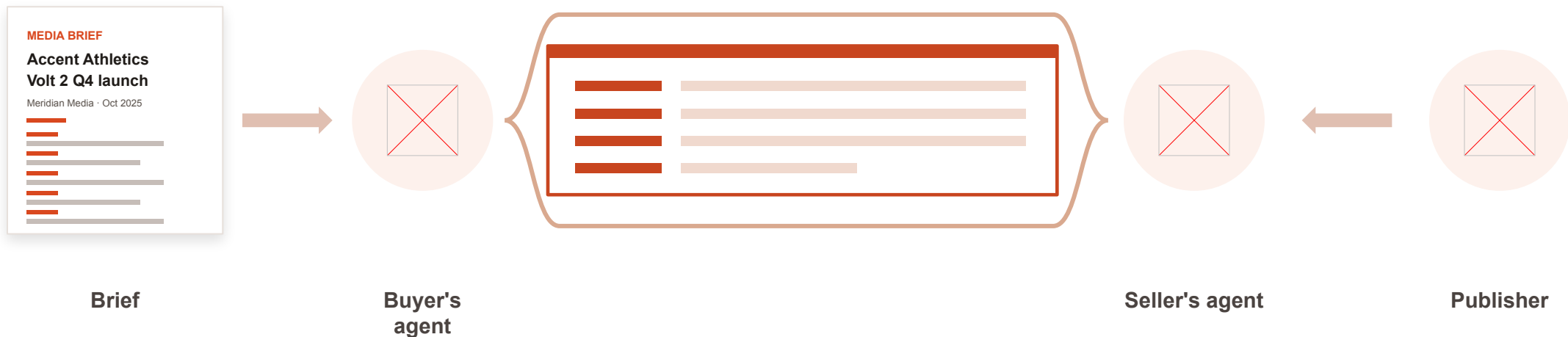


Agents match the Proposal to the Brief

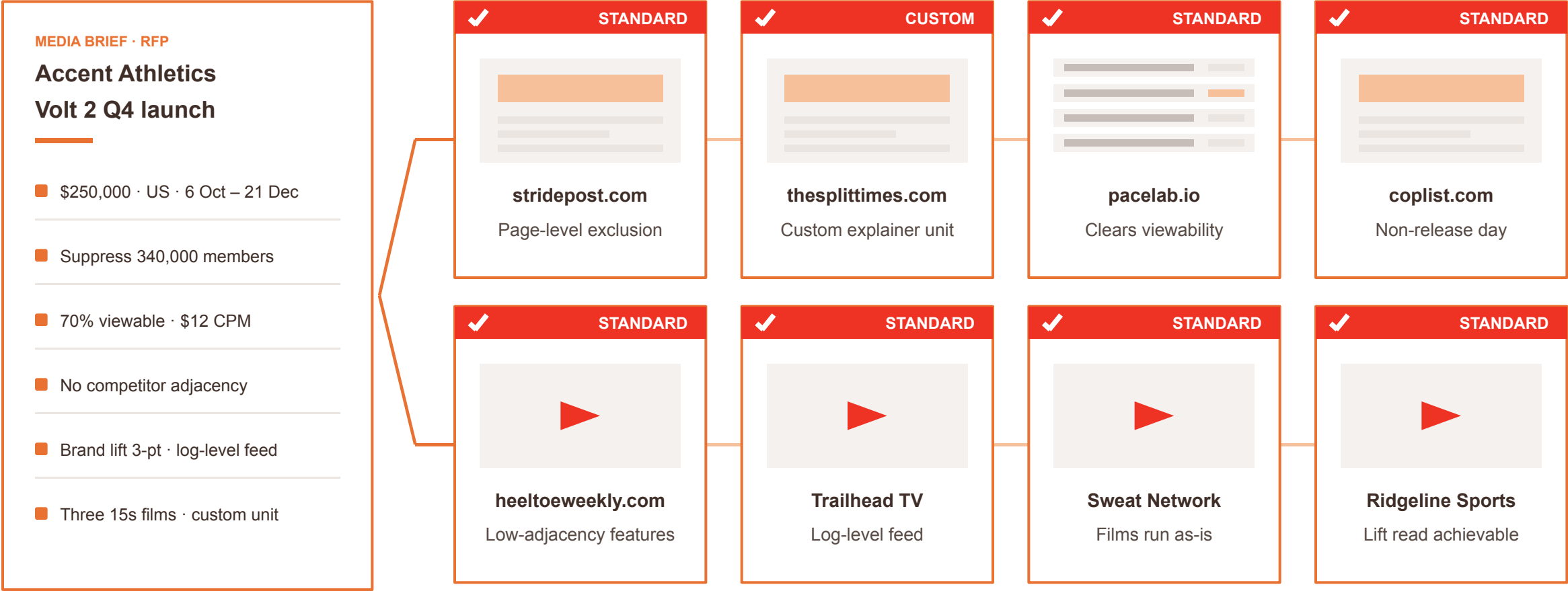
STANDARD PROPOSAL



CUSTOM PROPOSAL



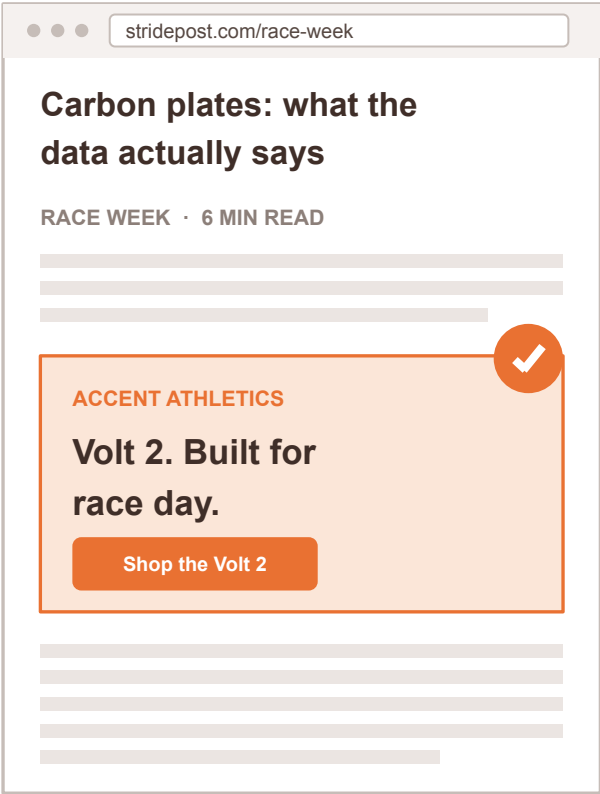
OpenProposal results in a better response



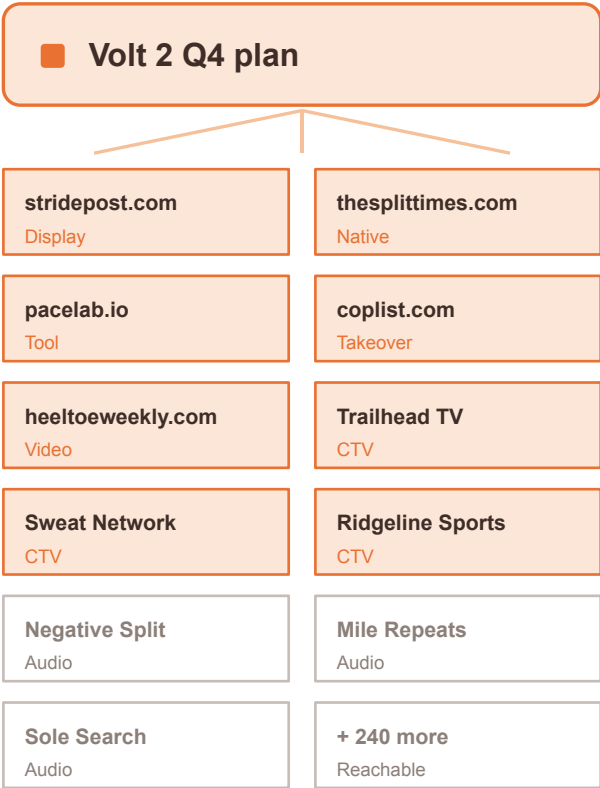
every line item answers the brief

Everybody wins

ADVERTISERS
More relevant
advertising ✓



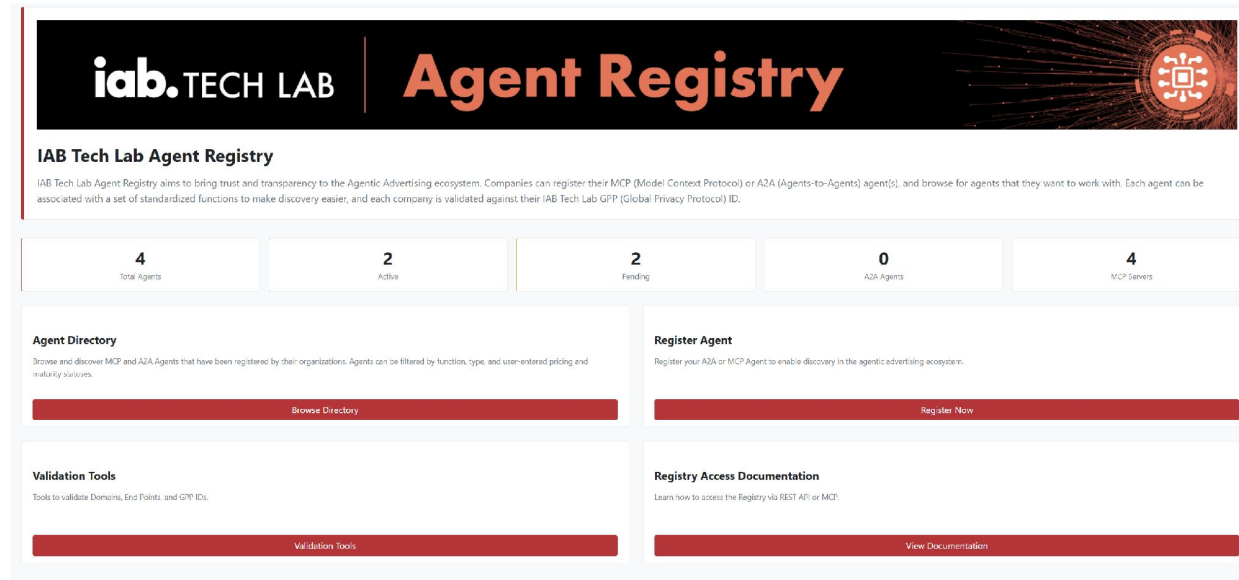
AGENCIES
Strategy used in more
places ✓



PUBLISHERS
Considered for more
briefs ✓

INCOMING BRIEFS		5
	Volt 2 Q4 launch Accent Athletics · \$250K	NEW
	Trail Series spring Ridgeway Outdoor · \$180K	NEW
	Hydration relaunch Saltform · \$90K	NEW
	Winter apparel Northmoor · \$140K	NEW
	Race Week sponsorship Accent Athletics · \$60K	

Tech Lab Agent Registry: Creating Trust and Transparency



**Now LIVE (and free!) in the
IAB Tech Lab Tools Portal!**

**Register YOUR Agents
Today!**

Some of the Agents already Registered

Google

PubMatic

optable

EQUATIV

gumgum

amazon ads

dstillery



Testing Agentic

PURPOSE: Define what is being agentified and why?

GOALS: Set up shared 'Agent Performance Goals'

DATA: Ensure clean, high-fidelity data inputs

OVERSIGHT: Create a "Human-in-the-Loop" Workflow

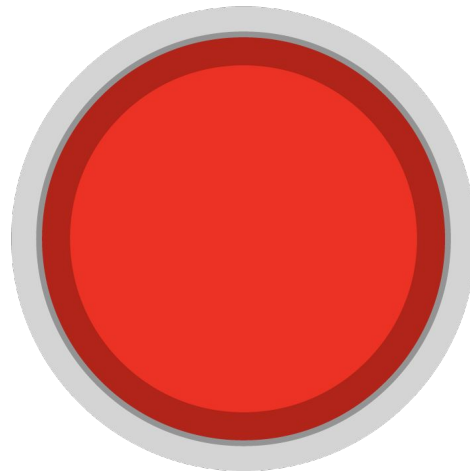
TRUST: Agent verification using a centralized registry

AUDIT: Understand the reasoning behind autonomous choices.

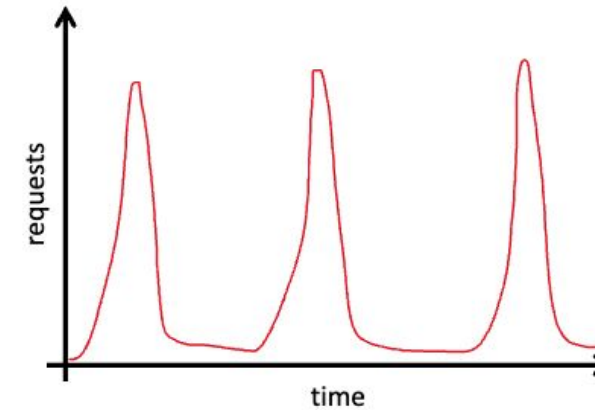
KILL SWITCH: Implement strict "kill switches" and



What that means for programmatic ecosystems



Thanks Frank in the Van!



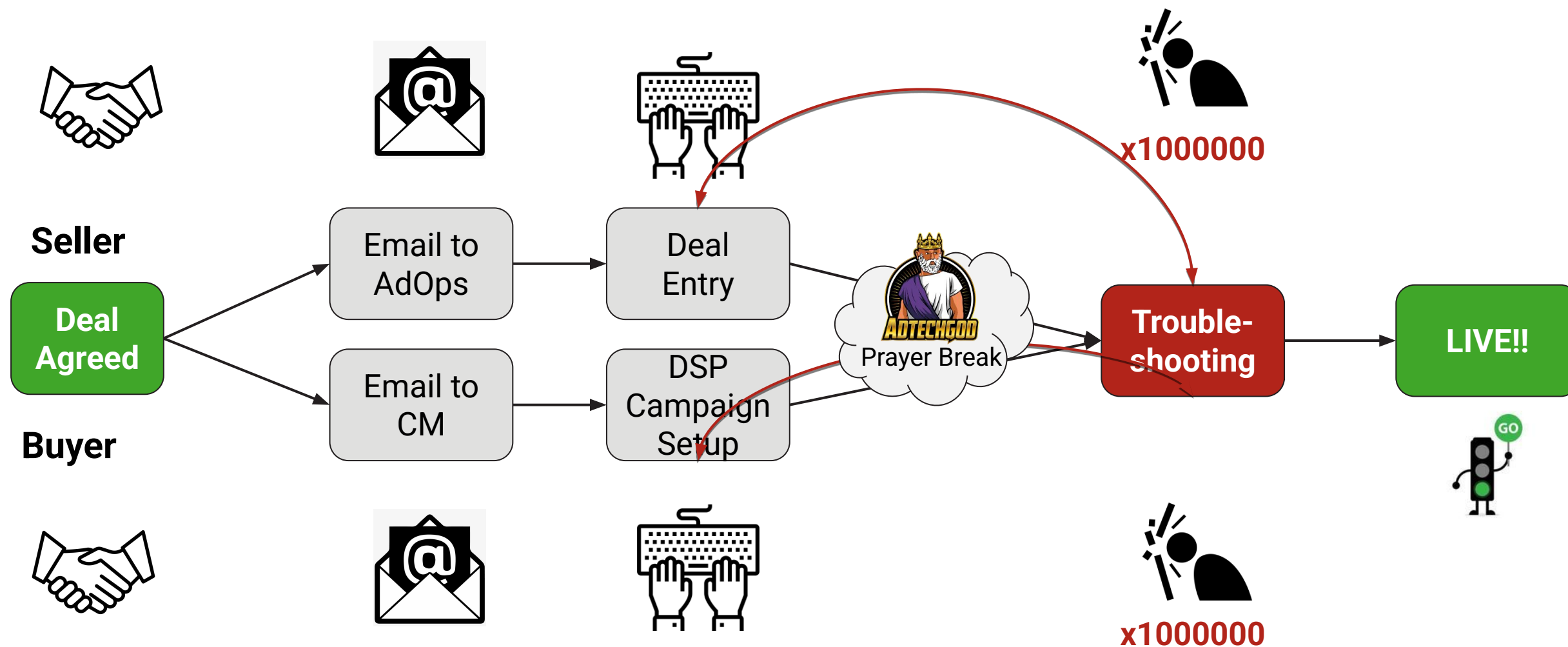
Live events are:

- unpredictable
- hyper concurrent
- fleeting

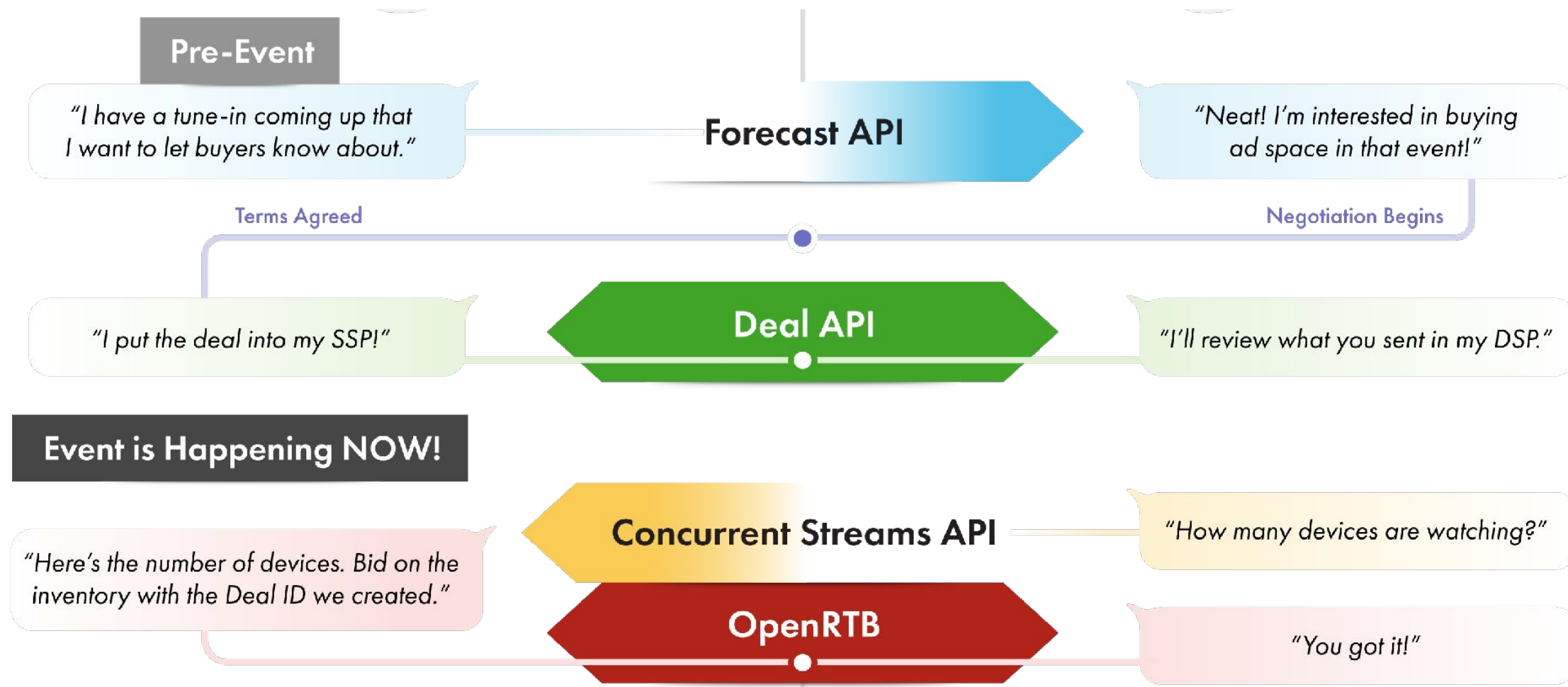
Causing issues with:

- budgeting/pacing
- just-in-time transcoding
- quality of service
- user experience

Why "90% of Private Marketplace (PMP) campaigns FAIL"

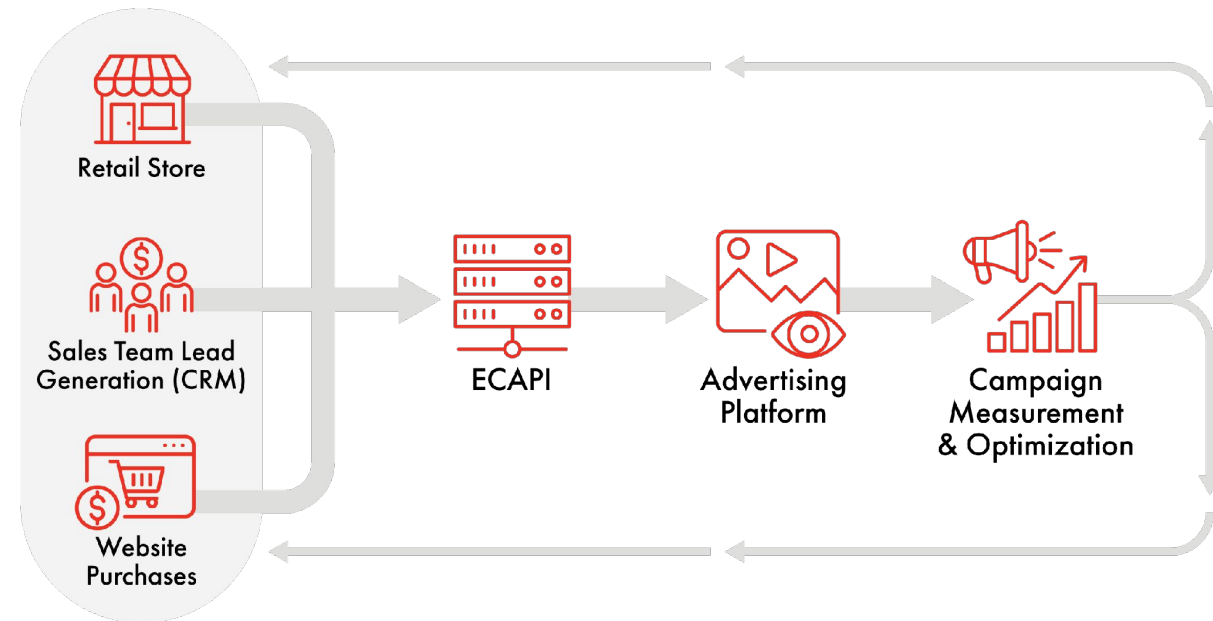
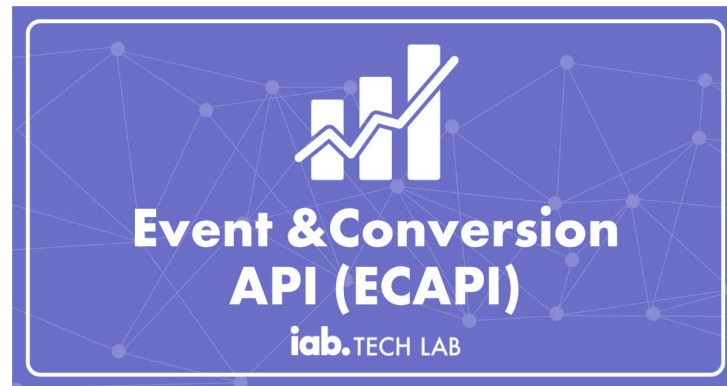


Standards Working together across the process

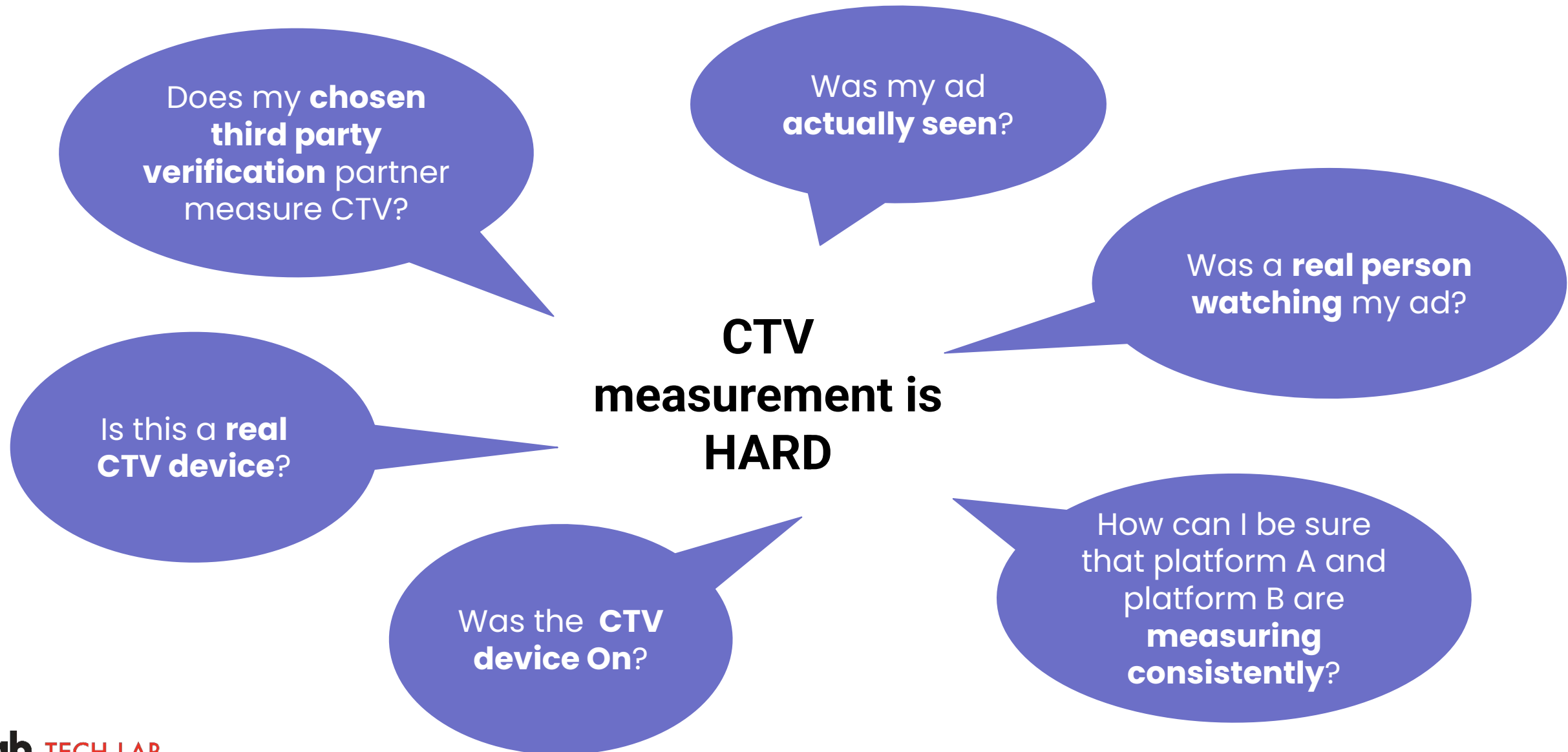


CAPI vs ECAPI?

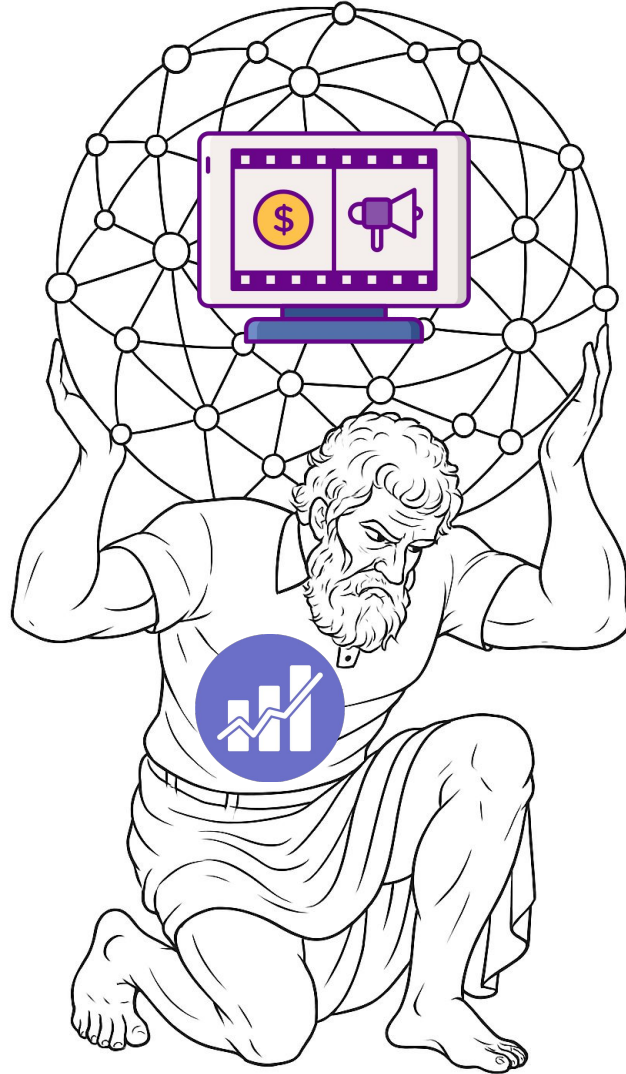
- Conversions doesn't cover everything that is shared via CAPI. It's larger than that.
- Events & Conversion helps broaden the conversation
- Whole funnel of events that brands find desirable.
- ECAPI reflects that.



What questions are Buyers asking about CTV Measurement?



Buyers need 3rd party verified impressions in order to ...



Optimize
Campaigns

Allocate
Budget

Connect
Outcomes to
Impressions

Track Users
Cross-device
Journey

**Trusted, consistent
Measurement enables it all**



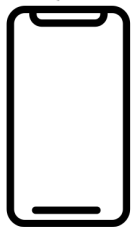
Measurement

OM SDK Standardizes the Measurement signals for Video

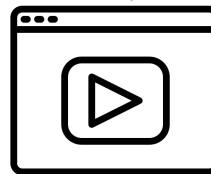
- Context: environment, appid, device info,
- Events: Impression type, duration, viewport, adview, loaded, media (quartiles), volume, interaction type, geometry

The OMID API Publishes a standard set of raw event signals for measurement providers to calculate **viewability**, **attention** and **outcomes**

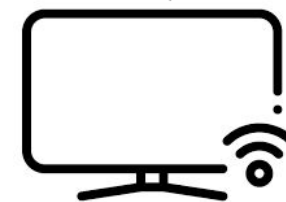
OM SDK - Standardized Signals no matter Device or Platform



iOS & Android
devices

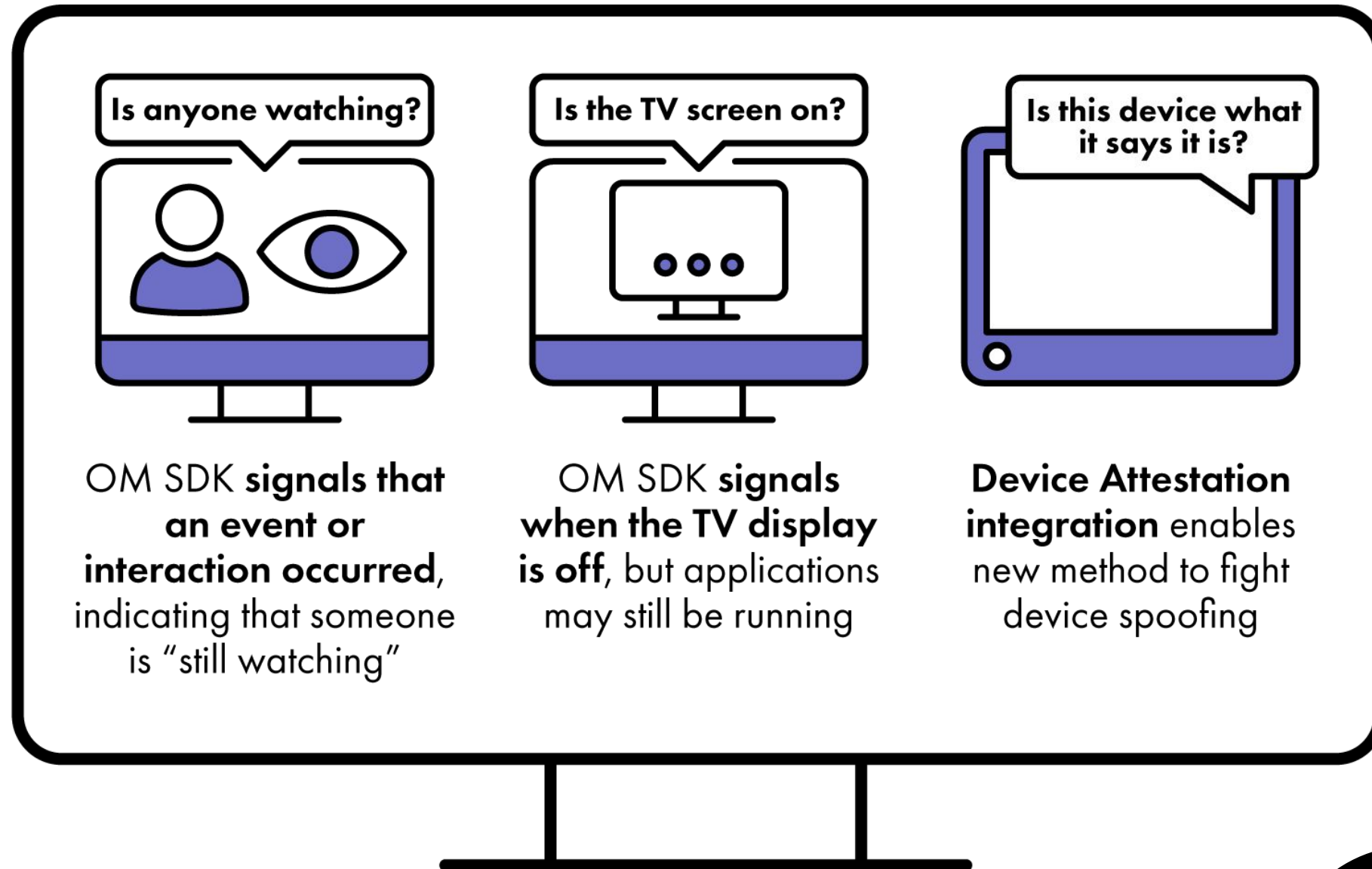


Web Video



CTV viewing: tvOS, AndroidTV,
Samsung, LG

How OM SDK addresses unique CTV Challenges



How OM SDK addresses CTV measurement challenges



Standardized, Trustworthy Impression & Viewability Measurement

No matter device, channel, or platform, OM SDK sends standardized measurement signals in support of MRC Standards



Security, Safety, and Fraud Prevention

Enables general invalid traffic detection and provides a standardized, auditable framework for independent impression verification.



Optimize in real-time

Optimize with confidence knowing that measurement is consistent cross-platform and cross-device

With OM SDK certification you *maximize your media investment* and *ensure every advertising dollar is measured accurately with certified, fraud-resistant viewability standards*

**Certified by
IAB Tech Lab on at
least one platform**



160+ companies (~50% non-US)

**Industry Leaders invested
and actively developing
OM SDK**



New Formats for CTV standardized by the CTV Ad Portfolio



New Real Estate & Inventory

- Pause, Screensaver and Menu Ads
- Supported by VAST, and Native

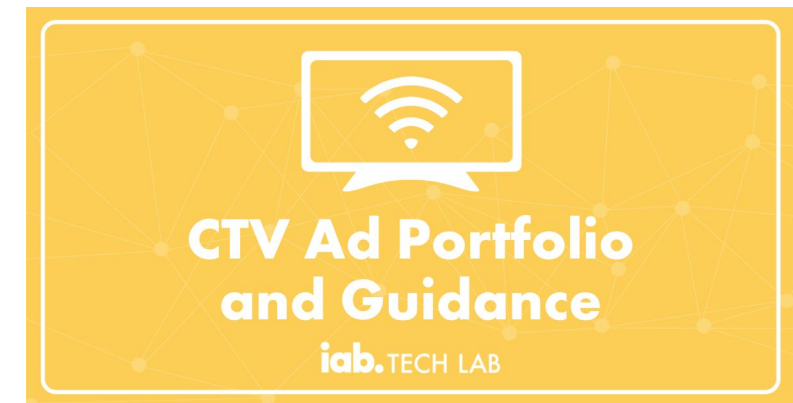


Innovative Less Interruptive Formats

- Squeezedbacks, In Scene, and Immersive
- Supported by VAST and SIMID

Standardized for Scale

- Use the efficiencies of programmatic trading
- Advertisers tailor campaigns against experience when it's consistent
- Creative development easier with standards



With Our Powers Combined



**Live Event Ad
Playbook (LEAP)**



Learn More



Deals API



Learn More!



OM SDK

Open Measurement
SDK



Learn More!



**CTV Ad
Portfolio**



Learn More!

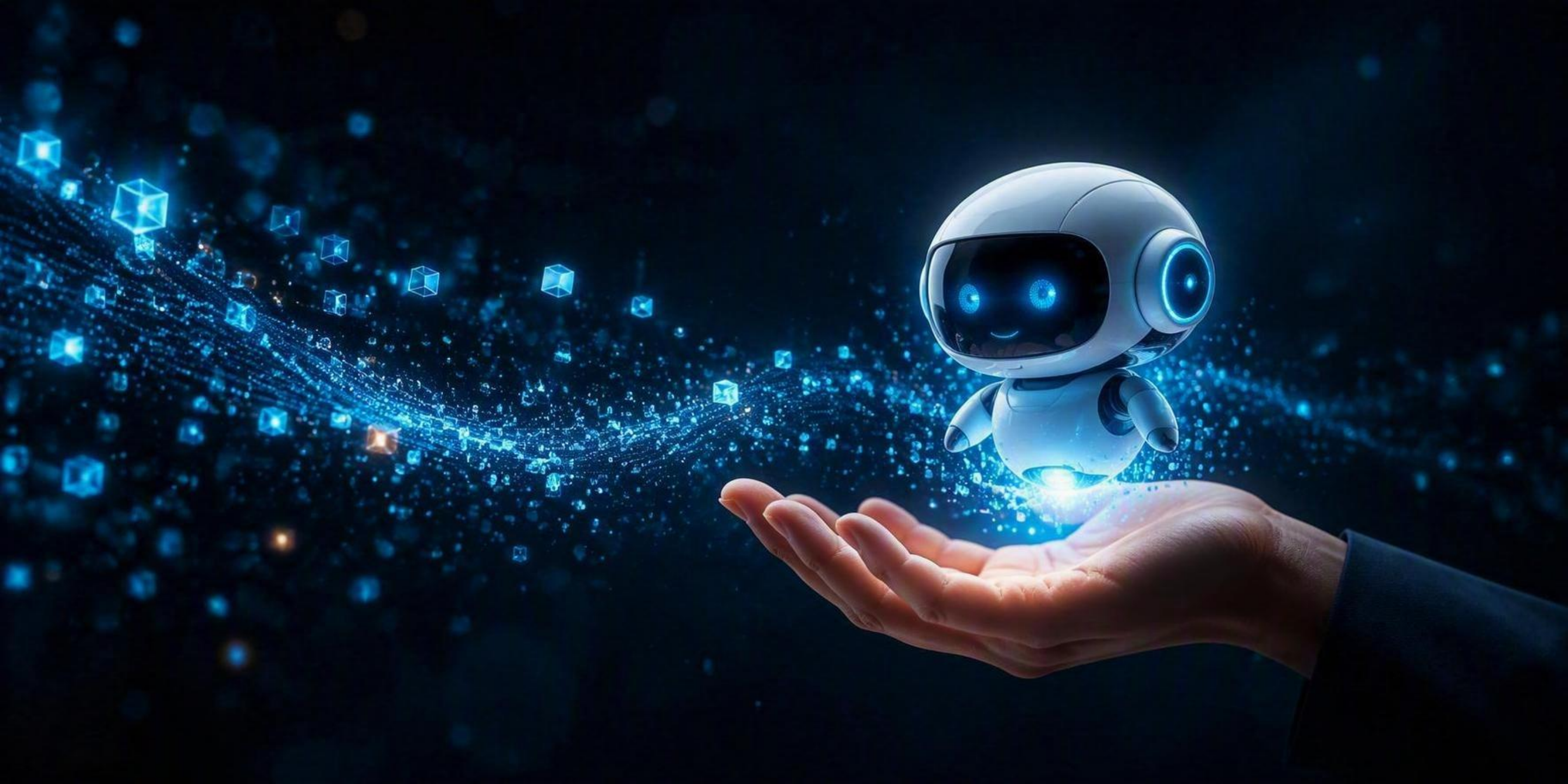


ECAPI

Events and
Conversions API



Learn More!



The Crisis We're Watching Unfold

The Browser is No Longer a Safe Place to Run Your Business

The modern ad stack was built for a different internet and a different time. It has served us well but ...

- **Safari** blocks third-party cookies. ITP caps first-party JS-set cookies at **7 days**
- **Firefox** has strict tracking protection on by default
- **Cookie-less and restricted** browsers account for roughly 40% of internet traffic in the US
- **Ad blockers** are installed on **40%+ of desktop browsers** globally

The result?

Publishers are losing **20–50% of addressable inventory** in signal-constrained environments, and the current tools don't actually fix the problem

Trusted Server: The New Execution Layer for Publishers

Open-source smart ad orchestration framework on your CDN, giving publishers back control over monetization, data sharing, and user experience.



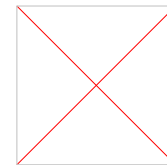
Open-source, Secure, Fast



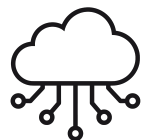
Enable third-party code execution within a first-party context on the publisher's domain



Increased publisher control over data and monetization



Preserves first-party signal and tokens for measurement and attribution



Moves the ad stack execution to the Edge Cloud aka CDN server-side



Improves page performance and user experience

Increase Revenue on your EXISTING Traffic

- Monetize non-addressable environments (e.g Safari) at the same CPMs of cookied environments **~30% increased CPMs on 35% or your traffic**
- **Reduce page load times by 75% or more**, increasing viewability and dwell time, improving buyer metrics & driving more spend.



**Grow
Publisher
Revenue**

- Minimize Data Leakage due to code on page **increasing the value of YOUR audience**
- Ad servers can regain **20 - 40% more inventory from ad blocking**



Trusted Server



Learn More!



AGENTIC WEB

NOVEMBER, 5 2026
LONDON, UK



Registration Now Open!



Thank you!

iab.TECH LAB

