



IAB MENA

2024 HIGHLIGHTS

Yet again, we come to the end of another year of 'more' for IAB MENA. More members than ever, more outputs, more local involvement, more diversity of companies and people, more collaborations. We laid out three objectives for 2024: Go Deep, Go Local, Member-led. And we have largely delivered on that, with a definite increase in cross-MENA engagement, increased member input and leadership of our taskforces and more insights across a range of areas. Always, more to do, but with your ongoing support and collaboration we are moving forward as an industry.

Below is a snapshot of some of the activities and highlights from 2024. We encourage members to join us at the General Assembly on 18 February to take part in setting the 2025 agenda.

70
Members

Continuing on a similar annual growth from previous years, 2024 saw membership reach 70 companies for the first time. A net gain of 14 new members over 2023.

For 2025 we expect to see a similar growth trajectory as members increasingly see the benefit of collaborating to drive the regional industry forward in a sustainable way.

We expanded our MENAVoices series to include written perspectives and commentary alongside videos, giving more voice to more people. We published 58 contributions from our members covering a range of topics, including Retail Media, Women's Day, CTV, Audio and 2025 Predictions.

2025 will see more MENAVoices videos, podcasts and written perspectives throughout the year, covering even more topics.

58
MENAVoices

9
Master-
classes

Launched in April our Masterclass series leverages the knowledge of our members for common benefit. Originally planned as monthly sessions, demand has driven many months to have 2x sessions!

We aim to continue in 2025, encouraging members to showcase their knowledge, while improving knowledge across the market.

[REGISTER NOW](#)

[WATCH NOW](#)

In our mission to provide clarity and transparency to the region, we collaboratively created (and updated) a number of ECOScapes which allow for visual, easy to follow representation of the key players in MENA.

Jan - pDOOH
May - Adtech
Dec - Retail Media

2025: Updated CTV plus additional evaluation tools.

3
ECOScapes

3
Market
Insights

Feb - Privacy Survey
June - Annual Adspend Survey
Aug - Programmatic Attitudes survey

2025: Retail Media, Gaming and Influencer to the insights schedule plus 'Evolution of Adspend' insights survey to complement the Annual Adspend survey.

Jan - Guide to Attention in MENA
Sep - Guide to pDOOH
Sep - Data Privacy Guide

2025: Beyond the H1 release schedule below, we aim to create a guide to Audio, update the CTV Guide, & develop additional DOOH resources.

3
Whitepapers

4
Events

Feb - General Assembly attended by >100 members
May - In conversation with...discussing value of Mentorship
Jun - Annual Adspend Release attended by >100 members
Oct - In conversation with...discussing role of Empathy

2025: Continuation of in conversation with...series plus launch of the first 'Growth Summit' covering multiple topics relevant to MENA.

2025 TEASER...

Save the dates:

18 February: General Assembly
10 April: 'Growth Summit' covering range of topics
12 June: Annual Adspend Survey Release

H1 Planned Releases:

January: Setting up a Retail Media offering
January: Getting Started with Retail Media
February: Gaming in MENA
Q2: Mitigating Adfraud
Q2: Measurement Framework