



Advertise consciously

Initiative for fair advertising.

Agenda

- ✓ About IAB
- ✓ Market background
- ✓ Digital advertising in the EU economy
- ✓ IAB Poland Initiative
- ✓ How it works
- ✓ Results & learnings
- ✓ What next
- ✓ Challenges

About IAB

- ✓ Over 15 years on the market
- ✓ Nearly 50 offices globally

- ✓ More than 200 members
- ✓ Education & promotion
- ✓ Research, reports & publications
- ✓ Setting standards & good practices

Market background

- ✓ 7,5 million Poles use IPR infringing sites *
- ✓ 29-49% paid for the content *
- ✓ Polish economy loss 500-700 million PLN *

- ✓ Ad revenue of IPR infringing sites exceeds 50 million PLN = 2,5% of internet ad spend **

Digital Advertising & EU Economy

- ✓ Key role of digital advertising in funding digital content, apps & services
- ✓ Internet ad spend in 2014 - 30,7 billion Euro
in *
(+11,6%)

Business models

- ✓ Two business models used by IPR infringing sites:
 - Advertising
 - Paid content

Advertise Consciously



REKLAMUJ ŚWIADOMIE

Inicjatywa na rzecz
uczciwej reklamy

About „Advertise Consciously”

- ✓ One of the first ad misplacement initiatives in Europe (2014)
- ✓ Extension of „Watch Legal” (2011)
- ✓ Goal – promotion of placing ads only on sites that respect copyright. Raising awareness among marketers.
- ✓ Target group – advertisers & brand owners, publishers, agencies and ad networks

How „*Advertise Consciously*” works

- ✓ Encourage advertisers and agencies to expressly state, in their contractual agreements, their willingness to restrict the display of advertisements on IPR infringing sites.
- ✓ Encourage the use of advertising misplacement tools such as white lists.
- ✓ Encourage data sharing on URLs of IPR infringing sites and countermeasures used to evade blocking.

Results

- ✓ Patronage from the Ministry of Culture and National Heritage
- ✓ Patronage from the Ministry of Digitalization
- ✓ Support from the National Film Art Institute
- ✓ Media campaign and education materials
- ✓ Signatories: advertisers, publishers, agencies

Media campaign

A screenshot of a Facebook post from the page 'IAB Polska'. The post text reads: 'Wejdź i sprawdź, jak świadomie reklamować się w sieci! Dołącz do Inicjatywy na rzecz uczciwej reklamy! www.iab.org.pl/reklamujswiadomie'. Below the text is a video thumbnail with a play button icon. The video title is 'Reklamuj Świadomie - Inicjatywa na rzecz uczciwej reklamy'. The post shows 255,744 likes and 59 comments.

A screenshot of a YouTube video player. The video title is 'Count On Me - Bruno Mars Lyrics'. The channel name is 'FigureOutWhoThis'. The video has 75,214,971 views and 323,005 likes. The video player interface includes a play button, progress bar, and volume controls.

A screenshot of a banner advertisement on the 'onet.biznes' website. The banner features a green background with a white box containing the text 'REKLAMUJ ŚWIADOMIE Inicjatywa na rzecz uczciwej reklamy'. To the right, another white box contains the text 'Wejdź i sprawdź jak chronić markę w internecie'. The banner also includes a search bar and a 'Szukaj' button. Below the banner, the website's navigation menu and a news section titled 'WIADOMOŚCI' are visible.

Learnings

- ✓ Collaboration between rights holders & advertising industry is necessary.
- ✓ The key to developing successful ad misplacement initiatives is to embrace an approach that is voluntary, flexible and that involves the highest possible number of relevant players.
- ✓ The key target group should be advertisers, brand owners, for they can be the driving factor.

What next ?

- ✓ IAB Poland believes that such initiatives across EU member states should be encouraged

however...

What next ?

- ✓ Digital ad ecosystem is evolving at a very high speed, in parallel with that of technology.
- ✓ To allow the sector to continue to flourish and innovate, it is fundamental to integrate flexibility and voluntariness in any ad misplacement scheme.
- ✓ Innovation in the digital advertising ecosystem is driven by a myriad of digital players and these players should all be given the opportunity to voice their opinions & concerns.

Challenges

- ✓ Ad misplacement on IPR infringing sites cannot be completely eradicated.
- ✓ The online advertising ecosystem's limitations should be understood:
 - Billions of online ads every day
 - Advent of technologies and business models like programmatic buying
- ✓ Raising awareness followed by actions is the key

Thank you !

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