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# *IAB internet advertising revenue report*

2013 first six months' results  
October 2013

An industry survey conducted by PwC and sponsored  
by the Interactive Advertising Bureau (IAB)



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# *Table of Contents*

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Background.....	3
Executive summary .....	4
Detailed findings.....	6
Historical trends.....	7
Ad formats .....	12
Industries.....	15
Pricing models.....	17
Appendix.....	19

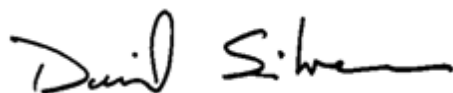
# *Background*

## *About the IAB internet advertising revenue report*

Conducted by PricewaterhouseCoopers LLP (“PwC”) on an ongoing basis, with results released quarterly, the “IAB Internet Advertising Revenue Report” was initiated by the Interactive Advertising Bureau (IAB) in 1996. This report utilizes data and information reported directly to PwC, publicly available online corporate data, and information provided by online ad selling companies.

The results reported are considered the most accurate measurement of internet/online/mobile advertising revenues because much of the data is compiled directly from information supplied by companies selling advertising online. All-inclusive, the report includes data reflecting online advertising revenues from websites, commercial online services, ad networks and exchanges, mobile devices, and e-mail providers, as well as other companies selling online advertising.

The report is conducted independently by PwC on behalf of the IAB. PwC does not audit the information and provides no opinion or other form of assurance with respect to the information. Only aggregate results are published and individual company information is held in strict confidence with PwC. Further details regarding scope and methodology are provided in the appendix to this report.

A handwritten signature in black ink that reads "David Silverman". The signature is fluid and cursive, with the first name "David" and last name "Silverman" clearly legible.

David Silverman  
PwC

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## *Executive summary*

### ***IAB internet advertising revenue report 2013 second-quarter and first six months' highlights***

Internet advertising revenues (“revenues”) in the United States totaled \$20.1 billion for the first six months of 2013, with Q1 2013 accounting for approximately \$9.8 billion and Q2 2013 accounting for approximately \$10.3 billion. Revenues for the first six months of 2013 increased 18% over the first six months of 2012.

#### **Key trends underlying HY 2013 results**

**Revenues increase 18% in HY 2013** — Internet advertising revenues in the United States totaled \$10.3 billion in the second quarter of 2013, an increase of 5% from the 2013 first-quarter total of \$9.8 billion and an increase of 18% from the 2012 second-quarter total of \$8.7 billion. Year-to-date revenues through June 2013 totaled \$20.1 billion, up 18% from the \$17.0 billion reported in 2012.

*“Digital has steadily increased its ability to captivate consumers and then capture the marketing dollars that follow. Mobile advertising’s breakneck growth is evidence that marketers are recognizing the tremendous power of smaller screens. Digital video is also on a positive trajectory, delivering avid viewership and strong brand-building opportunities.”*

— Randall Rothenberg, President and CEO, IAB

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**Mobile advertising increases 145% in HY 2013** — Mobile advertising in the United States totaled \$3.0 billion during HY 2013, up from \$1.2 billion in the first six months of 2012.

*“The significant growth rate of mobile advertising has continued into 2013, reflecting the profound shift in how consumers are viewing media – on their mobile devices wherever they go. And this trend will continue as smartphone and tablet penetration increases and the user experience evolves and improves.”*

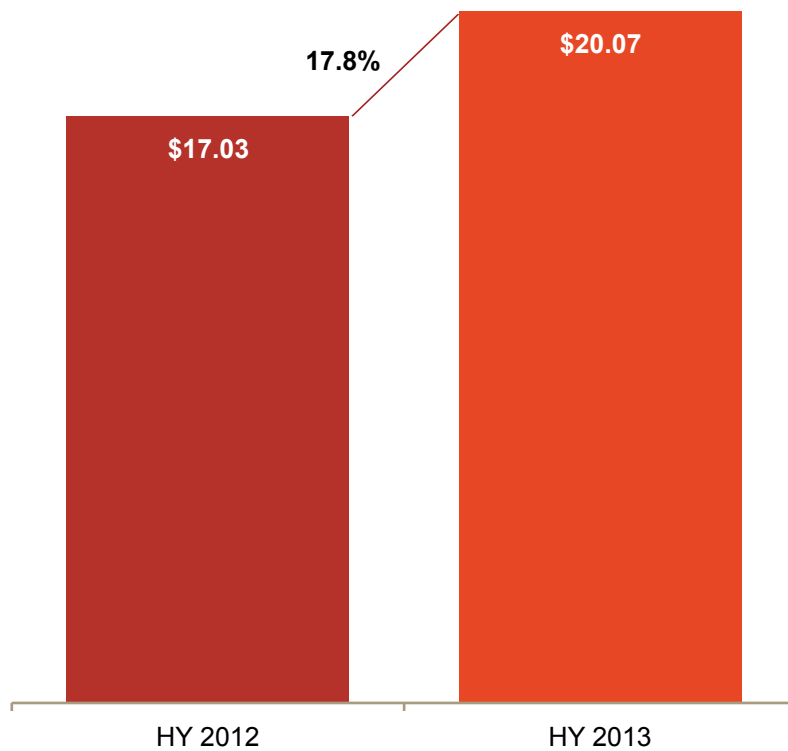
— David Silverman, Partner, PwC

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# Year-to-date revenues show positive growth

*Revenues for HY 2013 totaled \$20.1 billion, \$3.0 billion (or 18%) higher than in HY 2012.*

HY 2012 vs. HY 2013 (\$ billions)



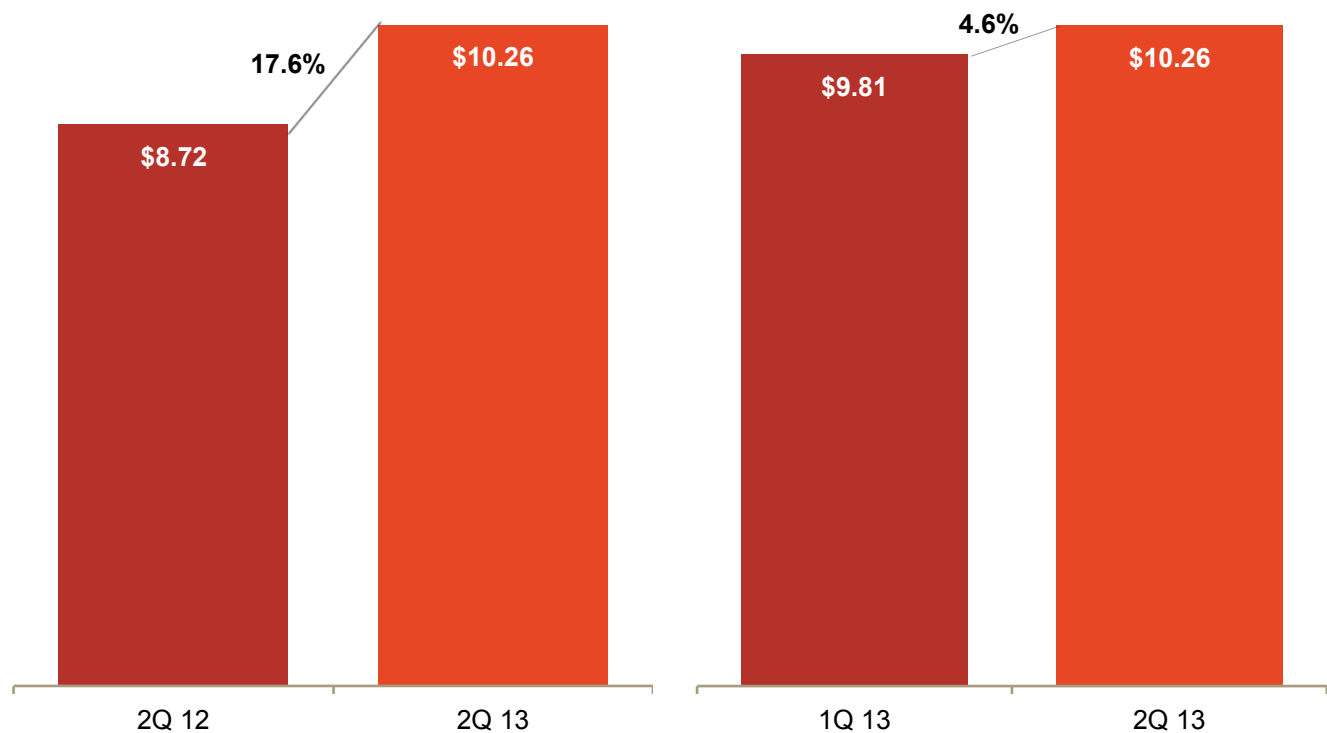
## Detailed findings

### Revenues total a record \$10.26 billion in Q2 2013

Total 2013 second-quarter revenues were \$1.54 billion (17.6%) higher than in the second quarter of 2012 and \$454 million (4.6%) higher than the first quarter of 2013.

Q2 12 vs. Q2 13 (\$ billions)

Q1 13 vs. Q2 13 (\$ billions)

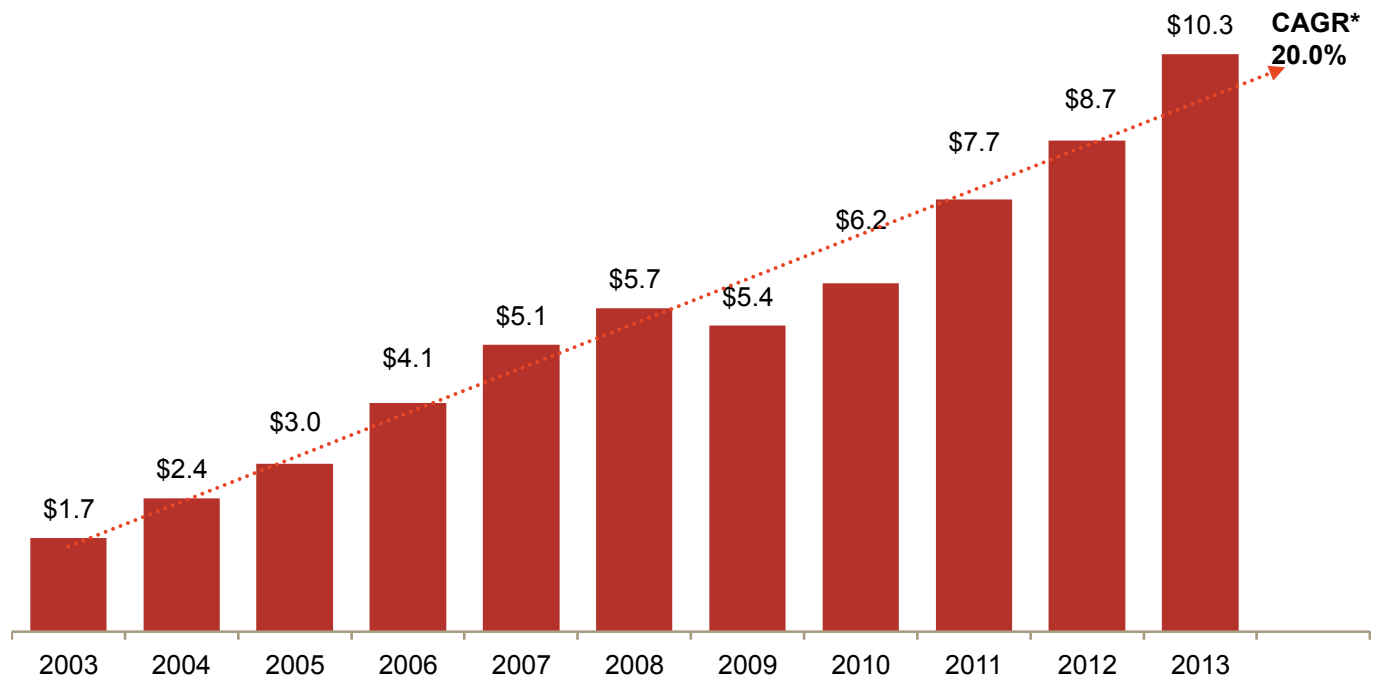


# Historical second-quarter revenue trends

## Revenue continues strong growth in Q2 2013

2013 second-quarter revenues increased on a year-over-year percentage and dollar basis. The 2013 second quarter is the highest second quarter on record, with the 18% year-over-year growth only slightly trailing the compound annual growth rate (CAGR) from 2003-2013.

### Second-quarter revenue 2003-2013 (\$ billions)



\* CAGR: Compound Annual Growth Rate

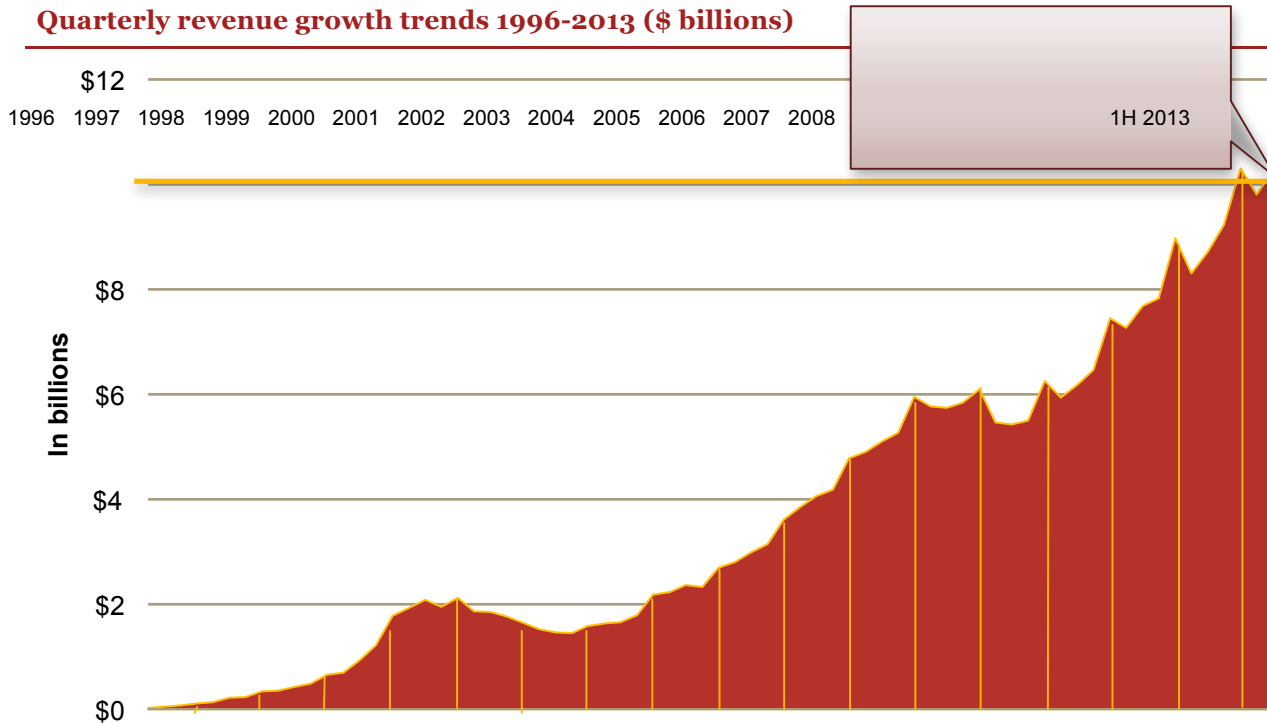
# Historical quarterly revenue trends

## Quarterly growth continues upward trend

From the momentum built in 2012, internet advertising continues to show strong growth. After a seasonal dip in Q1, the second quarter continues the upward momentum.

Since 2003, 79% of quarters (33 out of 42) have experienced positive growth over its prior quarter.

Quarterly revenue growth trends 1996-2013 (\$ billions)



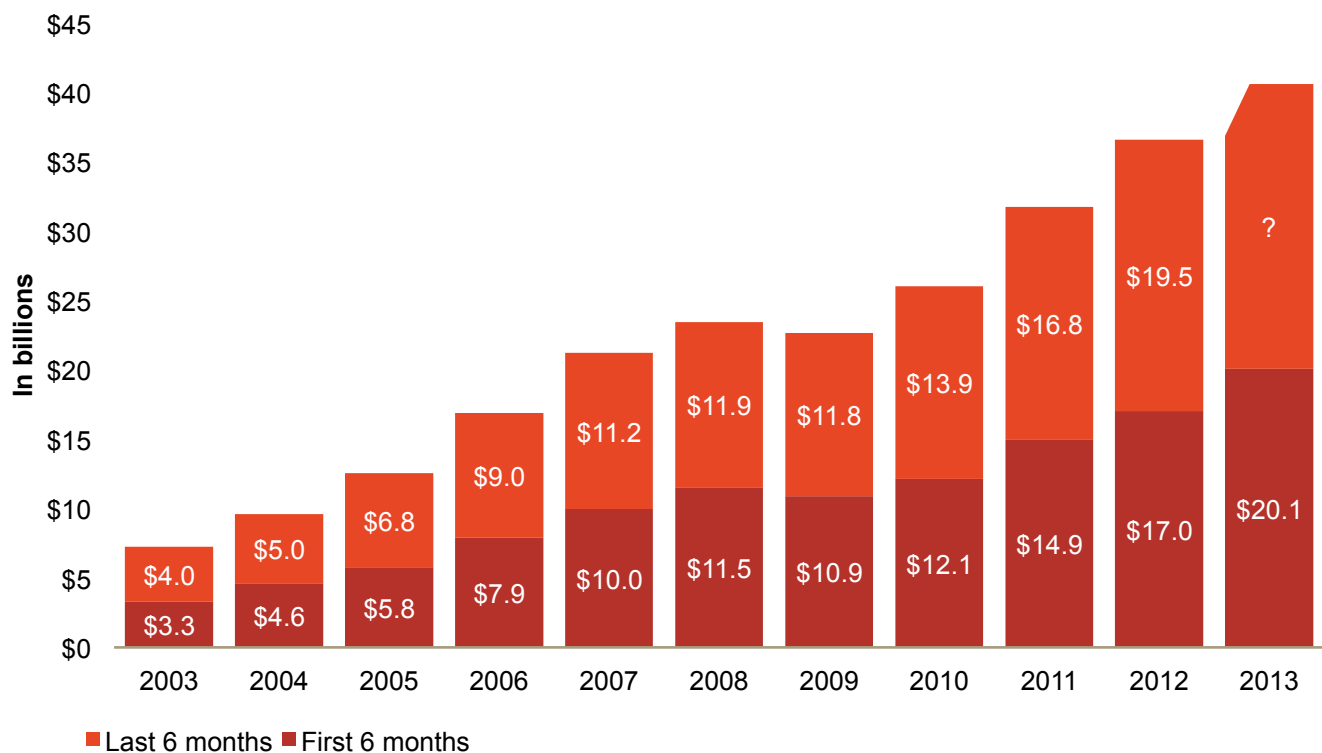


# Historical revenue mix – first half vs. second half

## First-half revenues reach \$20.1 billion

Applying historical seasonal data, the 2013 first six months' revenues of \$20.1 billion are on an annual run-rate to make 2013 the highest year in revenues, on pace to exceed the previous highest annual total of \$36.6 billion reported in 2012.

### Historical revenue mix, first half vs. second half (\$ billions)



# Historical data findings

## Annual and quarterly revenue growth

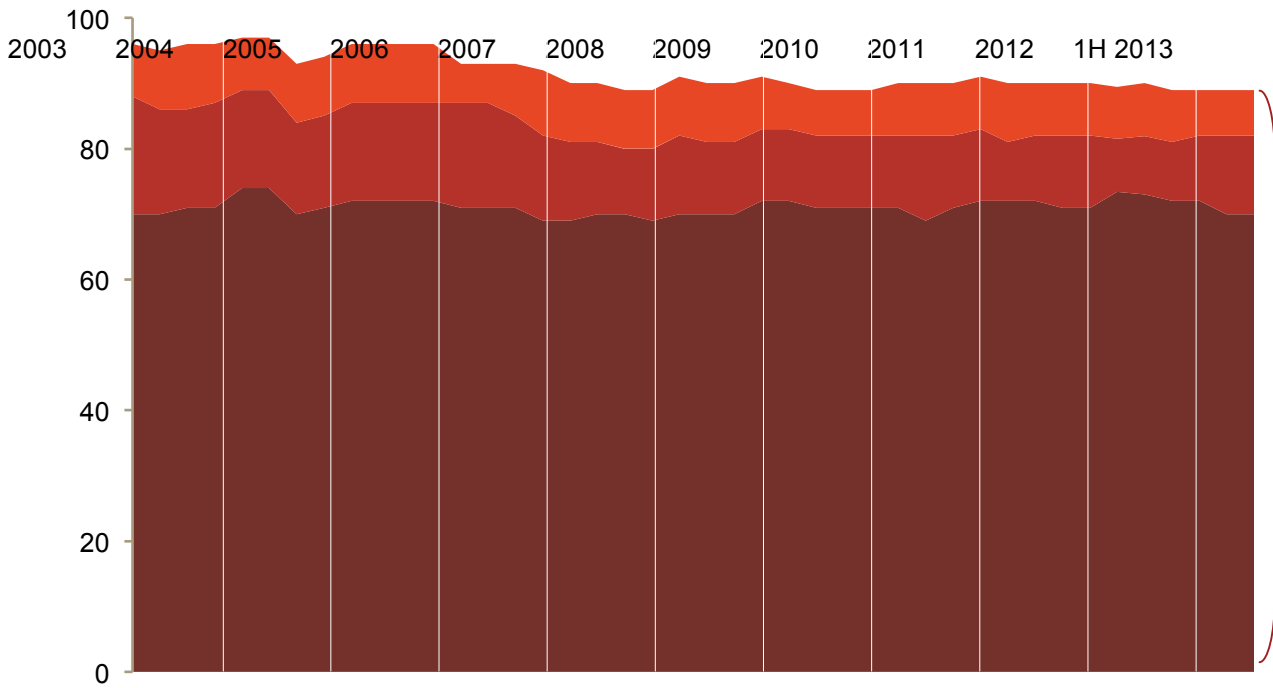
	Revenue (in mil)	Q/Q Growth	Y/Y Growth		Revenue (in mil)	Q/Q Growth	Y/Y Growth
Q1 2002	\$1,520	-7%	-19%	Q1 2008	\$5,765	-3%	18%
Q2 2002	\$1,458	-4%	-21%	Q2 2008	\$5,745	0%	13%
Q3 2002	\$1,452	-1%	-18%	Q3 2008	\$5,838	2%	11%
Q4 2002	\$1,580	9%	-4%	Q4 2008	\$6,100	4%	2%
<b>Total 2002</b>	<b>\$6,010</b>		<b>-16%</b>	<b>Total 2008</b>	<b>\$23,448</b>		<b>11%</b>
Q1 2003	\$1,632	3%	7%	Q1 2009	\$5,468	-10%	-5%
Q2 2003	\$1,660	2%	14%	Q2 2009	\$5,432	-1%	-5%
Q3 2003	\$1,793	8%	24%	Q3 2009	\$5,500	1%	-6%
Q4 2003	\$2,182	22%	38%	Q4 2009	\$6,261	14%	3%
<b>Total 2003</b>	<b>\$7,267</b>		<b>21%</b>	<b>Total 2009</b>	<b>\$22,661</b>		<b>-3%</b>
Q1 2004	\$2,230	2%	37%	Q1 2010	\$5,942	-5%	9%
Q2 2004	\$2,369	6%	43%	Q2 2010	\$6,185	4%	14%
Q3 2004	\$2,333	-2%	30%	Q3 2010	\$6,465	5%	18%
Q4 2004	\$2,694	15%	24%	Q4 2010	\$7,449	15%	19%
<b>Total 2004</b>	<b>\$9,626</b>		<b>33%</b>	<b>Total 2010</b>	<b>\$26,041</b>		<b>15%</b>
Q1 2005	\$2,802	4%	25%	Q1 2011	\$7,264	-2%	22%
Q2 2005	\$2,985	7%	26%	Q2 2011	\$7,678	6%	24%
Q3 2005	\$3,147	5%	35%	Q3 2011	\$7,824	2%	21%
Q4 2005	\$3,608	15%	34%	Q4 2011	\$8,970	15%	20%
<b>Total 2005</b>	<b>\$12,542</b>		<b>30%</b>	<b>Total 2011</b>	<b>\$31,735</b>		<b>22%</b>
Q1 2006	\$3,848	7%	37%	Q1 2012	\$8,307	-7%	14%
Q2 2006	\$4,061	6%	36%	Q2 2012	\$8,722	5%	14%
Q3 2006	\$4,186	3%	33%	Q3 2012	\$9,236	6%	18%
Q4 2006	\$4,784	14%	33%	Q4 2012	\$10,307	12%	15%
<b>Total 2006</b>	<b>\$16,879</b>		<b>35%</b>	<b>Total 2012</b>	<b>\$36,570</b>		<b>15%</b>
Q1 2007	\$4,899	2%	27%	Q1 2013	\$9,806	-5%	18%
Q2 2007	\$5,094	4%	25%	Q2 2013	\$10,260	5%	18%
Q3 2007	\$5,267	3%	26%				
Q4 2007	\$5,946	13%	24%				
<b>Total 2007</b>	<b>\$21,206</b>		<b>26%</b>				

# Revenue concentration

## Top 10 companies command 70% of revenues in Q2 2012

- Online advertising continues to remain concentrated with the 10 leading ad-selling companies, which accounted for 70% of total revenues in Q2 2013, down from the 73% reported in Q2 2012.
- Companies ranked 11th to 25th accounted for 12% of revenues in Q2 2013, up from the 9% reported in Q2 2012.
- Companies ranked 26th to 50th accounted for 7% in Q2 2013, down slightly from the 8% reported in Q2 2012.

### % share of total revenues



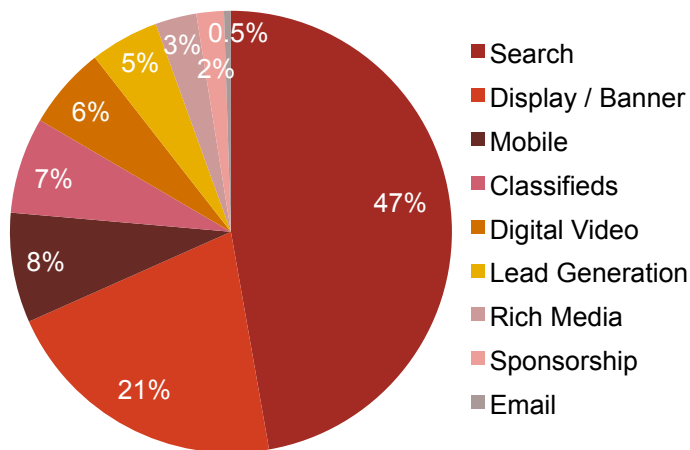
# Ad format – second-quarter 2013 results

## Search and Display continue to lead ad formats, while Mobile growth remains strong

- Search accounted for 43% of Q2 2013 revenues, down from 47% in Q2 2012, as mobile devices have shifted Search-related revenues away from the desktop computer. Search revenues totaled \$4.4 billion in Q2 2013, up 6% from Q2 2012, when Search totaled \$4.1 billion.
- Display-related advertising accounted for \$3.1 billion or 30% of total revenues during Q2 2013, up 8% from the \$2.9 billion (33% of total) reported in Q2 2012. Q2 2013 Display-related advertising includes Display/Banner Ads (19% of revenues, or \$1.9 billion), Rich Media (3% or \$329 million), Digital Video (7% or \$676 million), and Sponsorship (2% or \$181 million).
- Mobile revenues totaled 16% of Q2 2013 revenues, or \$1.6 billion, up 149% from the \$661 million (8% of total) reported in Q2 2012.
- Classifieds revenues totaled \$644 million or 6% of Q2 2013 revenues, up 10% from the \$583 million (7% of total) reported in Q2 2012.
- Lead Generation revenues accounted for 4% of Q2 2013 revenues, or \$441 million, up 2% from the \$431 million (5% of total) reported in Q2 2012.
- Email revenues accounted for 0.4% of Q2 2013 revenues or \$40 million, down 5% from the \$42 million (0.5% of total) reported for Q2 2012.

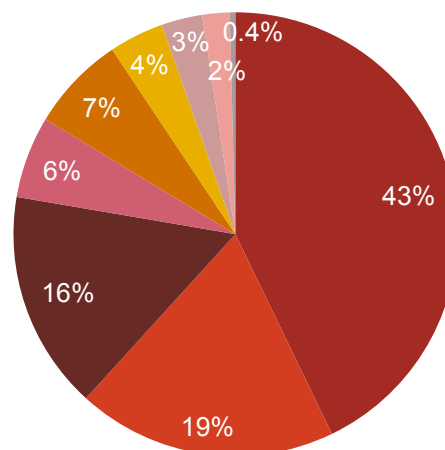
### Ad formats – Q2 2012

Total - \$8.7 billion\*



### Ad formats – Q2 2013

Total - \$10.3 billion\*



\* Amounts may not equal 100% due to rounding.

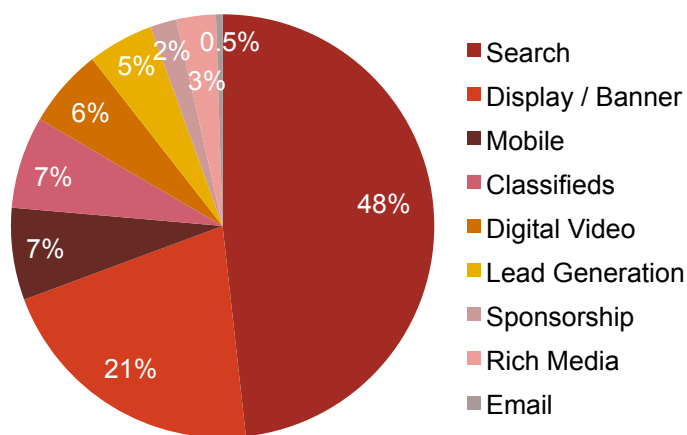
# Ad format – first-half 2013 results

## Mobile revenues continue to increase format share

- Search revenues accounted for 43% of HY 2013 revenues, down from 48% in HY 2012. Search revenues totaled \$8.7 billion in HY 2013, up 7% from HY 2012, when Search totaled \$8.1 billion.
- Display-related advertising accounted for \$6.1 billion or 30% of total revenues during HY 2013, up 9% from the \$5.6 billion (33% of total) reported in HY 2012. HY 2013 Display-related advertising includes Display/Banner Ads (19% of HY 2013 revenues, or \$3.8 billion), Rich Media (3% or \$640 million), Digital Video (7% or \$1.3 billion), and Sponsorship (2% or \$351 million).
- Mobile revenues totaled 15% of HY 2013 revenues, or \$3.0 billion, up 145% from the \$1.2 billion (7% of total) reported in HY 2012.
- Classifieds revenues totaled \$1.3 billion or 6% of HY 2013 revenues, up 11% from the \$1.2 billion (7% of total) reported in HY 2012.
- Lead Generation revenues accounted for 4% of HY 2013 revenues, or \$853 million, up 2% from the \$834 million (5% of total) reported in HY 2012.
- Email revenues accounted for 0.4% of HY 2013 revenues or \$78 million, flat relative to the \$78 million (0.5% of total) reported in HY 2012.

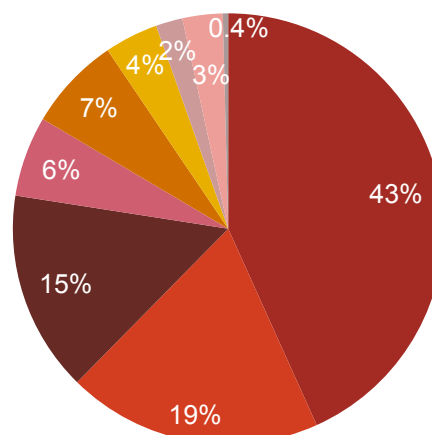
### Ad formats – first-half 2012

Total - \$17.0 billion



### Ad formats – first-half 2013

Total - \$20.1 billion



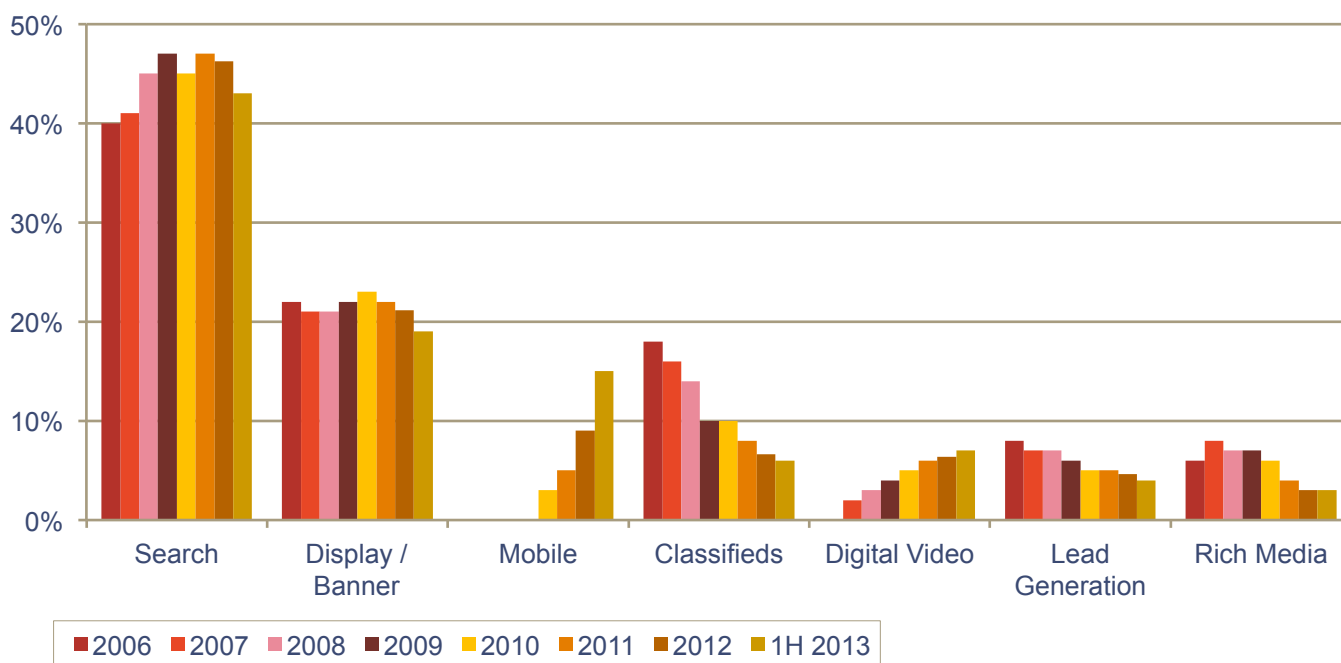
\* Amounts may not equal 100% due to rounding.

# Historical format trends

## Search retains largest share of revenue, while Mobile grows fastest

- Search remains the leading format, representing more than double the share to the next closest format (Display / Banner). Decline in its overall share is attributed to growth in Mobile and Mobile Search, which is included in the Mobile category.
- All formats other than Digital Video are down slightly as a percentage of total revenue due to the substantial growth of Mobile.
- Mobile revenues continued to quickly gain share, representing 15% of total revenues in HY 2013, as compared with 9% reported in FY 2012 and 5% in FY 2011. First half 2013 Mobile revenues represent 90% of total 2012 Mobile revenues.

Advertising format share, 2006 - 1H 2013\* (% of total revenue)



\* Format definitions may have changed over the time period depicted, both within the survey process and as interpreted by survey respondents.

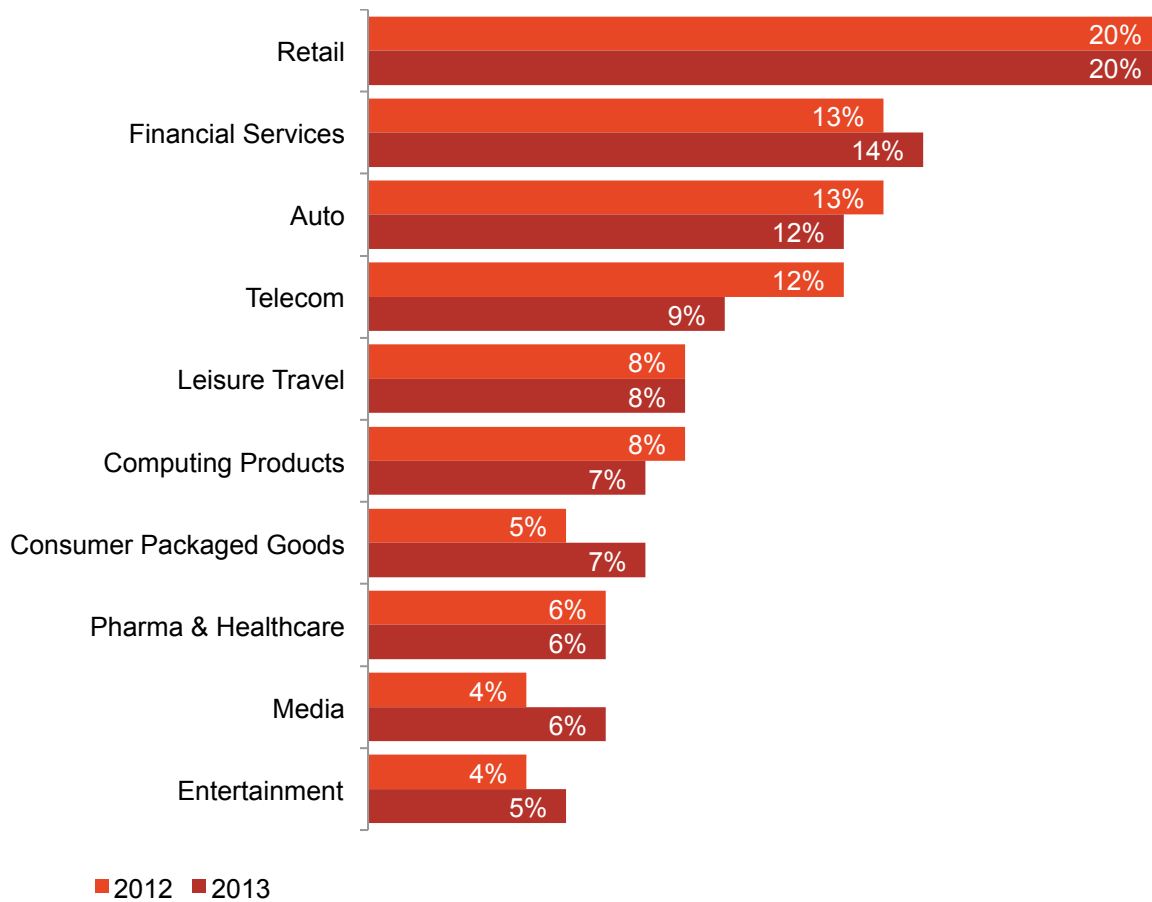
## *Ad revenues by industry category*

### *Retail drives advertising, as dollars shift to digital*

- Retail advertisers continue to represent the largest category of internet ad spending, accounting for 20% of total revenues in the first half of 2013, consistent with the 20% reported in HY 2012.
- Financial Services advertisers accounted for 14% of revenues in HY 2013, up slightly from the 13% reported in HY 2012.
- Automotive advertisers accounted for 12% of revenues in the first half of 2013, down slightly from the 13% of total reported in HY 2012.
- Telecom companies accounted for 9% of 2013 first six months' revenues, down from the 12% reported in HY 2012.
- Leisure Travel (airfare, hotels, and resorts) accounted for 8% of revenues in the first six months of 2013, consistent with the 8% of revenues reported in HY 2012.
- Computing products advertisers represented 7% of revenues in the first six months of 2013, down slightly from the 8% reported in HY 2012.
- Consumer Packaged Goods represented 7% in HY 2013, up from the 5% reported in HY 2012.
- Pharmaceutical/Healthcare accounted for 6% in HY 2013, consistent with the 6% of revenues reported in HY 2012.
- Media accounted for 6% in HY 2013, up from the 4% reported in HY 2012.
- Entertainment accounted for 5% of HY 2013 revenues, up from the 4% reported in HY 2012.

# Industry advertising – year-over-year comparison

Internet ad revenues by major industry category\*, year to date: 2012 vs. 2013



\* Industry category definitions may have changed over the time period depicted, both within the survey process and as interpreted by survey respondents. Amounts do not total to 100% as minor categories are not displayed.



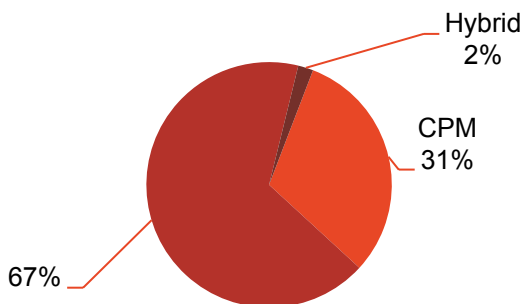
# Revenues by pricing model

## Performance-based pricing gains interest

- Approximately 65% of HY 2013 revenues were priced on a performance basis, down from the 67% reported in HY 2012.
- Approximately 33% of HY 2013 revenues were priced on a cost per medium/thousand (CPM) or impression basis, up from the 31% reported in HY 2012.
- Approximately 2% of HY 2013 revenues were priced on a hybrid basis, consistent with the 2% reported in HY 2012.

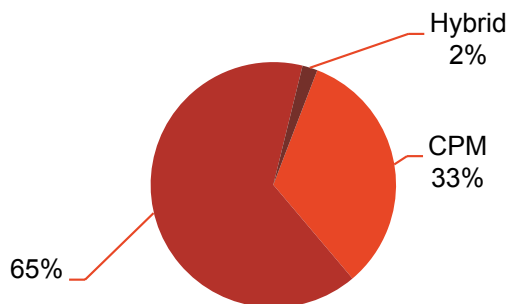
### Pricing models – first six months 2012

Total - \$17.0 billion



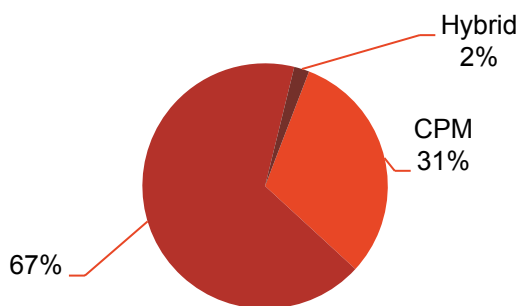
### Pricing models – first six months 2013

Total - \$20.1 billion



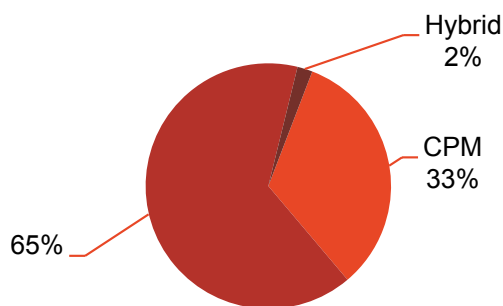
### Pricing models – Q2 2012

Total - \$8.7 billion



### Pricing models – Q2 2013

Total - \$10.3 billion

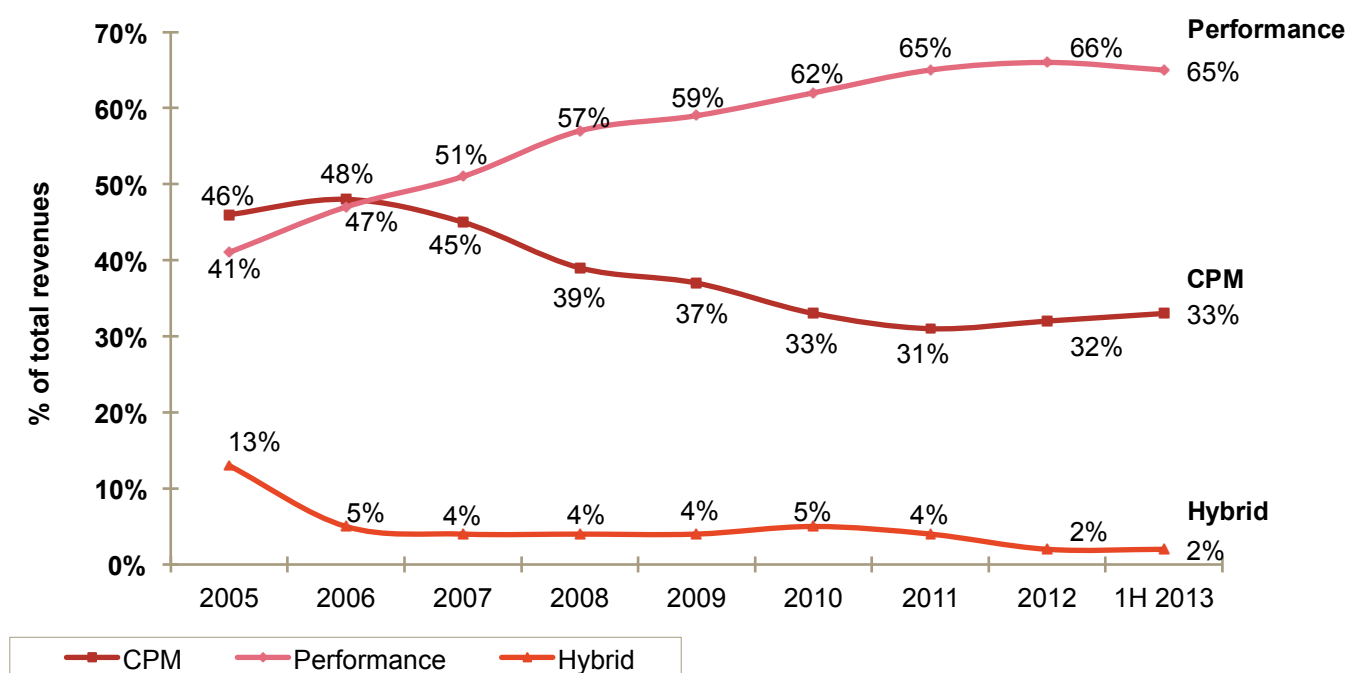


# Historical pricing model trends

## Performance-based pricing remains the preferred model

At 65% of advertising revenues through half-year 2013, performance-based pricing appears to have leveled off, even experiencing a slight decline from its high of 66% for the full year 2012. As a result, CPM/impression-based pricing gained slightly, up to 33% for the half-year, its highest point since 2010. Hybrid pricing witnessed the greatest loss in percentage revenue over the period, dipping sharply from 13% in 2005 to 2% in HY 2013.

### Internet ad revenues by pricing model\*



\* Pricing model definitions may have changed over the time period depicted both within the survey process and as interpreted by survey respondents.

# Appendix

## *Definitions of leading industry categories*

The industry categories used in the "IAB Internet Advertising Revenue Report" were sourced from the North American Standard Industrial Classification (SIC) Manual.<sup>†</sup>

<b>Retail</b>	Includes mail order/catalog, apparel, restaurants/fast food, home furnishings/textiles, toys, pet food/supplies, appliances, jewelry, drugstores, retail stores, and cosmetics stores.
<b>Automotive</b>	Includes all automotive-related categories including sale/purchase of vehicles and parts and maintenance.
<b>Entertainment</b>	Includes film, music, TV, box office, video games, and amusement & recreation.
<b>Consumer packaged goods</b>	Includes packaged goods, food products, household products, and tobacco.
<b>Leisure travel</b>	Includes travel, hotel, airlines, and resorts.
<b>Computing products</b>	Includes hardware (computers, computer storage devices, and computer peripheral equipment), consumer electronics, prepackaged software (operating, utility, and applications programs), local area network systems and network systems integration, computer processing, and data preparation and data processing services.
<b>Financial Services</b>	Includes commercial banks, credit agencies, personal credit institutions, consumer finance companies, loan companies, business credit institutions, and credit card agencies. Also includes companies engaged in the underwriting, purchase, sale, or brokerage of securities and other financial contracts.
<b>Telecommunications</b>	Includes point-to-point communications services, including cellular phone services, paging services, wireless internet access, and wireless video services. Includes multichannel video providers on a subscription fee basis (e.g., cable television, wireless cable television, and direct broadcast satellite services).
<b>Pharmaceutical &amp; Healthcare</b>	Includes pharmaceutical products, facilities, services, researchers, and biological products. Also comprises establishments providing healthcare and social assistance for individuals as well as personal care, toiletries, and cosmetic products.
<b>Media</b>	Includes establishments primarily engaged in radio and television broadcasting (network and station) including commercial, religious, educational, and other radio or television stations. Also includes establishments primarily engaged in publishing newspapers, periodicals, and books.

<sup>†</sup>Survey participants reported results based on the 20 industry categories listed on page 22, which were used specifically for the "IAB Internet Advertising Revenue Report." This is consistent with other relevant industry categorization sources that measure advertising spending by industry. For purposes of this report, PwC classified a number of individual categories under "Retail."

## Definitions of advertising formats

<b>Display Advertising</b>	Advertiser pays an online company for space on one or more of the online company's pages to display a static or linked banner or logo.
<b>Sponsorship</b>	<p>Advertiser pays for custom content and/or experiences, which may or may not include ad elements such as display advertising, brand logos, advertorial, or pre-roll video. Sponsorships fall into several categories:</p> <ul style="list-style-type: none"> <li>• Spotlights are custom-built pages incorporating an advertiser's brand and housing a collection of content usually around a theme</li> <li>• Advergaming can range from an advertiser buying all the ad units around a game or a "sponsored by" link to creating a custom branded game experience</li> <li>• Content &amp; Section Sponsorship is when an advertiser exclusively sponsors a particular section of the site or email (usually existing content) re-skinned with the advertiser's branding</li> <li>• Sweepstakes &amp; Contests can range from branded sweepstakes on the site to a full-fledged branded contest with submissions and judging</li> </ul>
<b>Email</b>	Banner ads, links or advertiser sponsorships that appear in email newsletters, email marketing campaigns and other commercial email communications. This includes both ads within an email or the entire email.
<b>Search</b>	<p>Fees advertisers pay online companies to list and/or link their company site domain name to a specific search word or phrase (includes paid search revenues). Search categories include:</p> <ul style="list-style-type: none"> <li>• Paid listings – payments made for clicks on text links that appear at the top or side of search results for specific keywords. The more a marketer pays, the higher the position it gets. Marketers only pay when a user clicks on the text link.</li> <li>• Contextual search – payments made for clicks on text links that appear in an article based on the context of the content, instead of a user-submitted keyword. Payment only occurs when the link is clicked.</li> <li>• Paid inclusion – payments made to guarantee that a marketer's URL is indexed by a search engine (i.e. advertiser isn't paid only for clicks, as in paid listings).</li> <li>• Site optimization – payments made to optimize a site in order to improve the site's ranking in search engine results pages (SERPs). (For example, site owner pays a company to tweak the site architecture and code, so that search engine algorithms will better index each page of the site).</li> </ul>
<b>Lead Generation</b>	Fees paid by advertisers to online companies that refer qualified potential customers (e.g., auto dealers which pay a fee in exchange for receiving a qualified purchase inquiry online) or provide consumer information (demographic, contact, behavioral) where the consumer opts in to being contacted by a marketer (email, postal, telephone, fax). These processes are priced on a performance basis (e.g., cost-per-action, -lead or -inquiry), and can include user applications (e.g., for a credit card), surveys, contests (e.g., sweepstakes) or registrations.
<b>Classifieds and Auctions</b>	Fees paid to advertisers by online companies to list specific products or services (e.g., online job boards and employment listings, real estate listings, automotive listings, auction-based listings, yellow pages).
<b>Rich Media</b>	<p>Display-related ads that integrate some component of streaming interactivity. Rich media ads often include flash or java script, but not content, and can allow users to view and interact with products or services (e.g., scrolling or clicking within the ad opens a multimedia product description, expansion, animation, video or a "virtual test-drive" within the ad).</p> <p>All IAB Rising Stars ad formats are considered Rich Media. Digital audio ads that appear before, during or after audio content (e.g., streaming radio, podcasts, etc.) are also considered Rich Media. Video commercials that appear in video players are considered Digital Video Ads, not Rich Media. "Interstitials" have been consolidated within the rich media category and represent full- or partial-page text and image server-push advertisements which appear in the transition between two pages of content. Forms of interstitials can include a variation of the following terms:</p> <ul style="list-style-type: none"> <li>• Splash screens – a preliminary page that precedes the regular home page of a website that usually promotes a particular site feature or provides advertising. A splash page is timed to move onto the home page after a short period of time.</li> <li>• Pop-up ads and pop-under ads – an advertisement that appear in a separate window which automatically loads over an existing content window, without an associated banner.</li> <li>• Daughter windows – an advertisement that runs in a separate window associated with a concurrently displayed banner. The content and banner are typically displayed first, followed by the daughter window.</li> <li>• Superstitials – ads that are distinct from interstitials because of the much higher ad quality, and that they play instantly (ads are fully downloaded before they are displayed).</li> </ul>

## *Definitions of advertising formats (cont.)*

<b>Digital Video Advertising</b>	<p>Advertising that appears before, during or after digital video content in a video player (i.e. pre-roll, mid-roll, post-roll video ads). Digital Video Ads include TV commercials online and can appear in streaming content or in downloadable video. Display-related ads on a page (that are not in a player) that contain video are categorized as rich media ads.</p> <p>Video Overlays are also categorized as Digital Video Advertising. Video overlays include small ads that appear on top of digital video content. They can appear to be display, video, rich media, text or another ad format but are contained within the video player.</p>
<b>Mobile Advertising</b>	<p>Advertising tailored to and delivered through wireless mobile devices such as smartphones (e.g. Blackberry, iPhone, Android, etc.), feature phones (e.g. lower-end mobile phones capable of accessing mobile content), and media tablets (e.g. iPad, Samsung Galaxy Tablet, etc.). Typically taking the form of static or rich media display ads, text messaging ads, search ads, or audio/video spots, such advertising generally appears within mobile websites (e.g. websites optimized for viewing on mobile devices), mobile apps (e.g. applications for Smartphones running iOS, Android, Windows Mobile or other operating systems), text messaging services (i.e. SMS, MMS) or within mobile search results (i.e., 411 listings, directories, mobile-optimized search engines).</p>

## ***Survey scope and methodology***

### ***Survey scope***

The Interactive Advertising Bureau (IAB) retained PwC to establish a comprehensive standard for measuring the growth of internet/online/mobile advertising revenues.

- The "IAB internet advertising revenue report" is part of an ongoing IAB mission to provide an accurate barometer of internet advertising growth.
- To achieve differentiation from existing estimates and accomplish industry-wide acceptance, key aspects of the survey include:
  - Obtaining historical data directly from companies generating internet/online/mobile advertising revenues;
  - Making the survey as inclusive as possible, encompassing all forms of internet/online/mobile advertising, including websites, consumer online services, ad networks, mobile devices, and e-mail providers; and
  - Ensuring and maintaining a confidential process, releasing only aggregate data.

### ***Methodology***

- PwC performs the following:
  - Compiles a database of industry participants selling internet/online and mobile advertising revenues
  - Conducts a quantitative mailing survey with leading industry players, including Web publishers, ad networks, commercial online service providers, mobile providers, e-mail providers, and other online media companies
  - Acquires supplemental data through the use of publicly disclosed information
  - Requests and compiles several specific data items, including monthly gross commissionable advertising revenue by industry category and transaction
  - Identifies non-participating companies and applies a conservative revenue estimate based on available public sources
  - Analyzes the findings, identifies and reports key trends

### ***Survey industry categories***

Automotive	Financial Services (Banks, Insurance, Securities, Mortgages)	Restaurants/Fast Food
Beer/Wine/Liquor	Personal Care, Toiletries, and	Retail, Mail Order, Catalogs and Apparel
Business Products/Services	Cosmetics	Telecommunications: Telephony, Cable/Satellite TV Services, ISPs
Computers (Hardware/Software) and Consumer Electronics	Drugs and Remedies	Toys/Games
Consumer Packaged Goods, Food, Non-Alcoholic Beverages and Candy	Manufacturing	Leisure Travel (Airfare, Hotels, Resorts)
Educational Services	Media	Business Travel (Airfare, Hotels, Resorts)
Entertainment (Film, Music, TV, Box Office, Video Games, Amusement/Recreational)	Professional Sports and Sporting & Athletic Goods	
	Real Estate	

## About the Interactive Advertising Bureau

The Interactive Advertising Bureau (IAB) is comprised of more than 500 leading media and technology companies that are responsible for selling 86% of online advertising in the United States. On behalf of its members, the IAB is dedicated to the growth of the interactive advertising marketplace, of interactive's share of total marketing spend, and of its members' share of total marketing spend. The IAB educates marketers, agencies, media companies and the wider business community about the value of interactive advertising. Working with its member companies, the IAB evaluates and recommends standards and practices and fields critical research on interactive advertising. Founded in 1996, the IAB is headquartered in New York City with a Public Policy office in Washington, D.C. For more information, please visit [www.iab.net](http://www.iab.net).

## Overall report guidance provided by IAB leadership

### Executive Committee

<b>President</b> <b>Randall Rothenberg</b> IAB	<b>Chairman</b> <b>Randy Kilgore</b> Tremor Media	<b>Vice Chair</b> <b>Vivek Shah</b> Ziff Davis
<b>David Moore</b> 24/7 Real Media, Inc. <b>Peter Naylor</b> NBC News Digital	<b>Bill Todd</b> ValueClick Media <b>Lisa Utzschneider</b> Amazon.com	<b>Rik van der Kooi</b> Microsoft Advertising <b>Denise Warren</b> The New York Times Company

### Ex-Officio

<b>Founding Chairman</b> <b>Rich LeFurgy</b> Archer Advisors	<b>Treasurer</b> <b>Bruce Gordon</b> Disney Interactive Media Group	<b>Secretary</b> <b>Joe Rosenbaum</b> Reed Smith LLP
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### Board of Directors

<b>Joe Appendi</b> Collective <b>Tom Arrix</b> Facebook <b>Greg Clayman</b> News Corporation <b>Jean Paul Colaco</b> Hulu <b>Kevin Conroy</b> Univision <b>Henrique de Castro</b> Yahoo! <b>Jory Des Jardins</b> BlogHer <b>Joan Gillman</b> Time Warner Cable Media <b>Curt Hecht</b> The Weather Channel <b>Mark Howard</b> Forbes.com	<b>Cella Irvine</b> Vibrant Media <b>Eric Johnson</b> ESPN.com <b>Mike Keriakos</b> Everyday Health <b>Seth Ladetsky</b> Turner Broadcasting System <b>Leon Levitt</b> CMG Digital <b>Dave Madden</b> Electronic Arts <b>Suzanne McDonnell</b> Discovery Communications <b>Neal Mohan</b> Google <b>David Morris</b> CBS Interactive <b>Jim Norton</b> AOL	<b>Paul Palmieri</b> Millennial Media <b>Mike Peralta</b> AudienceScience <b>Leslie Picard</b> Time Inc. <b>Drew Schutte</b> Condé Nast <b>Tad Smith</b> Cablevision Systems Corporation <b>John Trimble</b> Pandora <b>Jacob Weisberg</b> Slate <b>Mike Welch</b> AT&T AdWorks <b>Grant Whitmore</b> Hearst Magazines Digital Media
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## ***PwC New Media Group with the Entertainment, Media, and Communications practice***

As business, accounting, and tax advisors to many of the world's leading Entertainment, Media, and Communications (EMC) and Technology (Tech) companies, PwC ([www.pwc.com](http://www.pwc.com)) has an insider's view of trends and developments driving the industry. With approximately 1,200 practitioners serving EMC and Tech clients in the United States, PwC is deeply committed to providing clients with industry expertise and resources. In recent years, our pioneering work in EMC and Tech has included developing strategies to leverage digital technology, identifying new sources of financing, and marketplace positioning in industries characterized by consolidation and transformation. Our experience reaches across all geographies and segments of the EMC and Tech sectors, including broadband, wireless, the internet, music, film, television, publishing, advertising, gaming, theme parks, computers and networking, and software. With thousands of practitioners around the world, we're always close at hand to provide deep industry knowledge and resources.

PwC's New Media Group was the first practice of its kind at a Big Four firm. Currently located in New York, Los Angeles, Boston, Seattle, and the Bay Area, our New Media Group includes accounting, tax, and consulting professionals who have broad and deep experience in the three areas that converge to form new media: advanced telecommunications, enabling software, and content development/distribution.

### **Our services include:**

- Business assurance services
- Web audience measurement and advertising delivery auditing and advisory
- IAB Measurement Certification Compliance auditing
- Privacy policy structuring, attestation, and compliance advisory
- Mergers & acquisitions assistance
- Tax planning and compliance
- Capital sourcing and IPO assistance

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