

2023 IAB MENA HIGHLIGHTS

2023 was our busiest year to date for IAB MENA. Our membership continued to grow and we saw a 13% increase in total membership YoY. Taskforce participation rose to over 135 people representing 65 different companies. We conducted more webinars more events and released more content than in any previous year.

Thank you for your ongoing support which has made this possible.

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Annual Adex Study - 3rd annual report placed MENA as one of the biggest and fastest growing Digital Ad markets in EMEA at 20% YoY and \$5,5Bn. Record participation

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DOOH whitepaper, videos & podcast - 12 companies collaborated to document the DOOH industry in MENA, producing a comprehensive DOOH Whitepaper, Landscape video & Case Study video. A First for MENA

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CTV landscape, whitepaper & Event - The CTV Taskforce added to their 2022 landscape, and key players initiative with a whitepaper on How to get started with CTV in MENA supported by a podcast. Huge interest from the CTV market.

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Attention webinar - Working with the Attention Council our Taskforce hosted an enlightening webinar to bring the latest information and debates to the MENA region. Whitepaper guide to follow

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Attribution Definitions, Survey & Event - The survey highlighted the challenges and limitations of effective attribution (skill set, cost & data access). This was supported by a definitions document, a Measurement Glossary and a well-attended event.

6

Mixed Reality & Gaming - With so much change in the Metaverse and gaming during the year, the Taskforce opted to separate the hype from the Reality with a 2-part Q&A, called Reality Check. Watch out for the Gaming Q&A shortly.

7

AI Insights - Our Insights Taskforce kicked off the first of many planned surveys to better understand the market. In this case the current level of AI adoption and the challenges impacting the future outlook of AI in the MENA region. Next up; Privacy.

8

Diversity, Equity and Inclusion - Hosted a DEI summit in January alongside UN Women leading to IAB MENA and 6 of our members signing up to the UN Women Women Empowerment Principles. Alongside we also joined the Unstereotype Alliance as an Ally.

'Day in the Life' - Our L& D team produced 15 videos where members share the day-to-day activities of their roles demystifying the industry and its opportunities as well as highlighting the skills needed for success.

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Knowledge Hub - This brings together different resources with valuable insights & data to arm you with tools & knowledge to thrive in your career. Includes, training modules, video insights, company profiles, glossaries and other useful resources.