

The logo for IAB Tech Lab, featuring the lowercase letters 'iab' in a bold, black, sans-serif font with a red dot above the 'i', followed by '.TECH LAB' in a bold, red, sans-serif font.

## Current Industry Standards due for Publication

The IAB Tech Lab are releasing the following 3 industry standards in the next week or two. As the releases are published, we would really appreciate if you could review provide feedback where relevant and meaningful to your business.

Please reach out to [Amit Shetty](#), VP Programmatic & Partnerships, IAB Tech Lab, if you have any questions.

### Content Taxonomy 3.0

The IAB Content Taxonomy is the industry standard used to enable buyers and sellers to use a consistent, easy-to-understand language across the entire advertising ecosystem to segment and categorize all content.

Context Taxonomy 3.0 proposes an update that will help to better support contextual buying within CTV/Video, Podcasts, Games and Mobile App environments. Additionally we we have added more vectors to the taxonomy to better communicate the type of News content being sold which in turn should help buyers better support and monetise News content.

**This was just released for public comment yesterday.** The public comment period is Sept 23 – Oct 22

### ads.cert 2.0

ads.cert is an initiative that uses cryptographic technologies to secure transactions end to end. This initial release of ads.cert 2.0 includes protocols that support secure authentication of partners in the CTV/SSAI environment, where ad fraud has recently been most prevalent. Future releases will work on securing other aspects such as bid requests, Supply Chain Object, Device attestation, etc.

The specification for ads.cert 2.0 will be available for public comment from Sept 30 for 30 days.

## OpenRTB 2.6:

OpenRTB 2.6 is the latest specification of OpenRTB being launched by Tech Lab following the release of OpenRTB 3.0 in 2018.

2.6 recognises the shifted priorities of engineering teams over the last 2 years and provides important updates to OpenRTB 2.x by backporting a number of important OpenRTB 3.0 features, and also to introduce a few new fields to support market needs today (such as fields that support the buying of CTV and DOOH inventory). We are also providing a path for companies to add new features more easily and upgrade to OpenRTB 3.0 and AdCOM in the future.

This document will be released for public comment from early October (date tbd).



The 2021 IAB Tech Lab Summit: Renaissance has been extended to two half days on October 13 and 14 and will be virtual so that anyone can attend - from East Coast to West Coast and globally.

### **Register now to enjoy the early bird rates!**

Three major changes have impacted our industry this past year: the pandemic lifestyle has accelerated the already explosive growth of video streaming and connected TV (CTV) coupled with heightened brand safety challenges for advertisers, global privacy and new data protection regulations, and privacy-first design overhauls of major browsers and operating system platforms.

This event will bring together the entire ecosystem to showcase innovative solutions and standards developed by IAB Tech Lab and its members to enable the foundation of the next generation of digital advertising technology.

### **Discussion topics include:**

- Rearc addressability and accountability
- Global privacy platform
- Server-side ad insertion (SSAI)
- CTV measurement

- Brand suitability
- Ad fraud and programmatic supply chain
- The latest standards, software, and services developed by IAB Tech Lab that are advancing growth and trust in digital advertising

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#### About the IAB South Africa

The Interactive Advertising Bureau is a non-profit, non-government industry body based in over 47 countries around the world with the collective vision to empower the media and marketing industry to thrive in a digital economy. We currently represent over 155 members including online publishers, brands, and educational institutions, as well as creative, media and digital agencies. Our aim is to provide our members with a platform where they can engage and interact with each other and address digital issues of common interest, thereby stimulating learning and growth within the South African digital space. None of this would be possible without both your membership and your participation in our initiatives, platforms, partnerships and projects.

For more information on the IAB [click here](#).

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