

# CORPORATE PRESENTATION

IAB SPAIN | 2025







# WHO WE ARE?

IAB is an **advertising business organization**, that empowers the marketing industry to thrive in the digital economy. IAB develops industry standards, conducts research, and provides legal support.

The IAB Global Network brings together **45 national IABs** and three regional IABs to share challenges, develop global solutions and advance the digital advertising industry worldwide.

IAB Spain was founded in **2001** to work with the industry to achieve greater social and economic development in our country.

IAB Spain is a member of:



# TYPE OF MEMBERS

- **Agencies** (Media, Advertising, Communication, Content, Inbound Marketing, Influencers Representation, and specialized in general)
- **Advertisers and Brands**
- **Consulting Companies** (general, digital, eSports)
- **Online Audio Companies**
- **DOOH Companies**
- **Mobile Companies**
- **Connected TV Companies**
- **Retail Media Networks**
- **Media and Publishers**
- **AdTechs and MarTechs**
- **Advertising and Affiliation Networks**
- **Others** (eCommerces, Research Institutes, Law Firms, etc.)

# OUR SERVICES

**iab** spain

**COMMITTEES**

**COMMUNICATION**

**RESEARCH**

**INTERNATIONAL**

**EDUCATION**

**EVENTS**

**LEGAL**



# 01.

# COMMITTEES

Meetings of members and professionals to work on **development, definition and regulation** of specific aspects of digital advertising in order to enhance the value of the industry through the creation of tools such as market research, white papers, guides or standards.

We have **16 Committees**

# COMMITTEES

1. ADVERTISING ATTENTION

2. AFFILIATE  
MARKETING

3. ARTIFICIAL INTELLIGENCE

4. BRANDED CONTENT

5. BRANDFORMANCE

6. CONNECTED TV

7. DATA

8. DIGITAL AUDIO

9. DIGITAL MEDIA\*

10. DOOH

11. INFLUENCERS

12. LEGAL

13. PROGRAMMATIC

14. RETAIL MEDIA &  
ECOMMERCE

15. SOCIAL NETWORKS

16. SUSTAINABILITY

\* Only for Digital Media

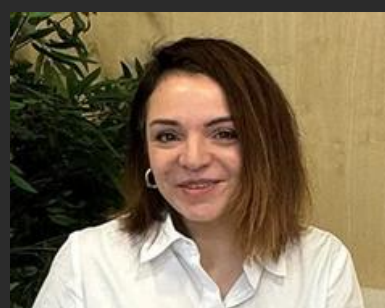


# LEADERSHIP IN THE COMMITTEES



**ADVERTISING ATTENTION**

**Carmen Aparicio**  
**IKREATE**



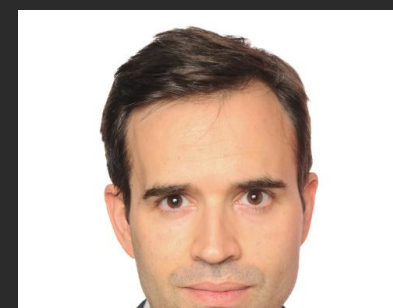
**AFFILIATE MARKETING**

**Nancy de Castro**  
**MADZ DIGITAL BUSINESS**



**ARTIFICIAL INTELLIGENCE**

**Cristina Lera**  
**IPG MEDIA BRANDS**



**BRANDED CONTENT**

**Javier Oliveros**  
**DISNEY+**



**BRANDFORMANCE**

**Nacho Álvarez**  
**NEW MALL MEDIA**



**CONNECTED TV**

**Maribel Vivancos**  
**WPP MEDIA**



**DATA**

**Mónica Rodríguez**  
**UTIQ**



**DIGITAL AUDIO**

**Juan Corrales**  
**FLYABIT**



**DIGITAL MEDIA**

**Manuel Castro**  
**PRISA MEDIA**



**DOOH**

**Yolanda García**  
**JCDECAUX**



**INFLUENCERS**

**Sara Vicioso**  
**WPP MEDIA**



**LEGAL**

**Javier Arnaiz**  
**ECIJA**



**PROGRAMMATIC**

**Benito Marín**  
**INTEGRAL AD SCIENCE**



**RETAIL MEDIA & ECOMMERCE**

**Silvia Orofino**  
**WPP MEDIA**

# 02.

# RESEARCH

## RESEARCH & DOCUMENTS

We make a large number of annual studies and documents related to the digital sector that are a reference in our industry.

- **From Committees**
- **Industry generics / Cobranded**

In addition to valuable documentation for understanding the industry.





# RESEARCH FROM THE COMMITTEES

- Adblocking Study
- Online Audio Study
- Branded Content Study
- DOOH Study
- eCommerce Study
- Data Study
- Social Networking Study
- Connected TV study
- Social Media Brand Observatory





# INDUSTRY GENERICS / COBRANDED STUDIES

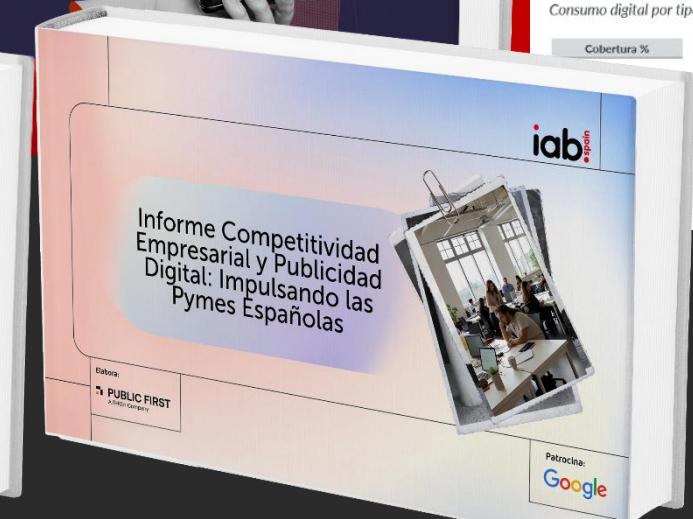
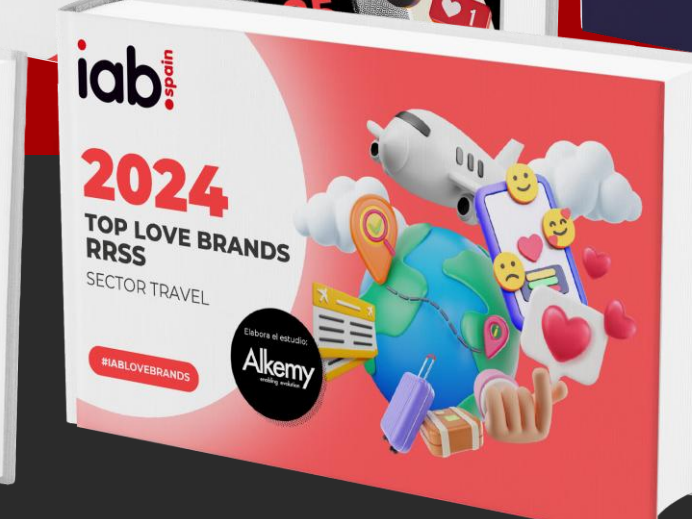
- Adex Benchmark Report
- Digital Marketing Labor Market Study
- How to connect with Generation Z Guide
- Sectorial studies:
- Digital Marketing Observatory of the Retail sector
- Digital Marketing Observatory of the Finance sector
- Digital Marketing Observatory of the Automotive sector
- Digital Advertising Observatory
- Top Digital Trends



SECTORES			
	spend	marcas	campañas
Ocio Y Entretenimiento	9,2 %	464	1.122
Automocion	8,5 %	459	2.893
Editorial	7,0 %	256	20.217
Finanzas	5,7 %	200	602
Distribucion	5,5 %	1219	76.343
Industrial	5,0 %	275	1.516
Moda / Ropa	4,8 %	554	3.766
Instituciones	4,5 %	386	1.071
Electronica De Consumo	4,2 %	245	1.012
Alimentacion	4,0 %	353	742

FORMATOS			
Display	61,4 %	Video	38,4 %
		Native	0,2 %

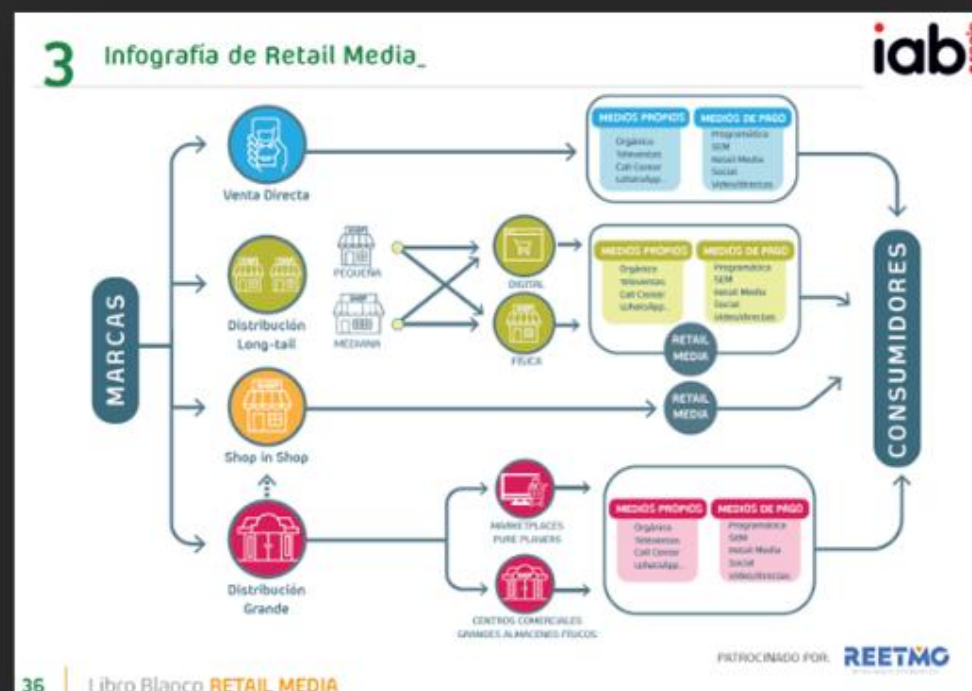
PLACEMENT		SECTORES	
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## REFERENCE DOCUMENTS

- Infographics
- White Papers
- Industry Standards
- Best practices
- Standard Formats





A black and white photograph of a stack of books with a graduation cap (mortarboard) on top, featuring a tassel. The image is positioned on the left side of the slide.

# 03.

# EDUCATION

iab.<sup>spain</sup>

Education at IAB Spain has a useful focus, with relevant and highly demanded topics in the sector.

**ADVANCED COURSES**

**ESSENTIALS COURSES**

**INTENSIVE COURSES**

**AD HOC EDUCATION  
'IN COMPANY'**



# DIFFERENT PROGRAMMES



- Discounts for members: [formacion@iabspain.es](mailto:formacion@iabspain.es)
- Check [here](#) our training programmes



# 04.

## EVENTS

### WEBINARS , SEMINARS / CONFERENCES, INSPIRATIONAL

We organize and collaborate in different events related to the industry with the aim of showing the sector the latest news, trends and practices.







ROUND TABLES



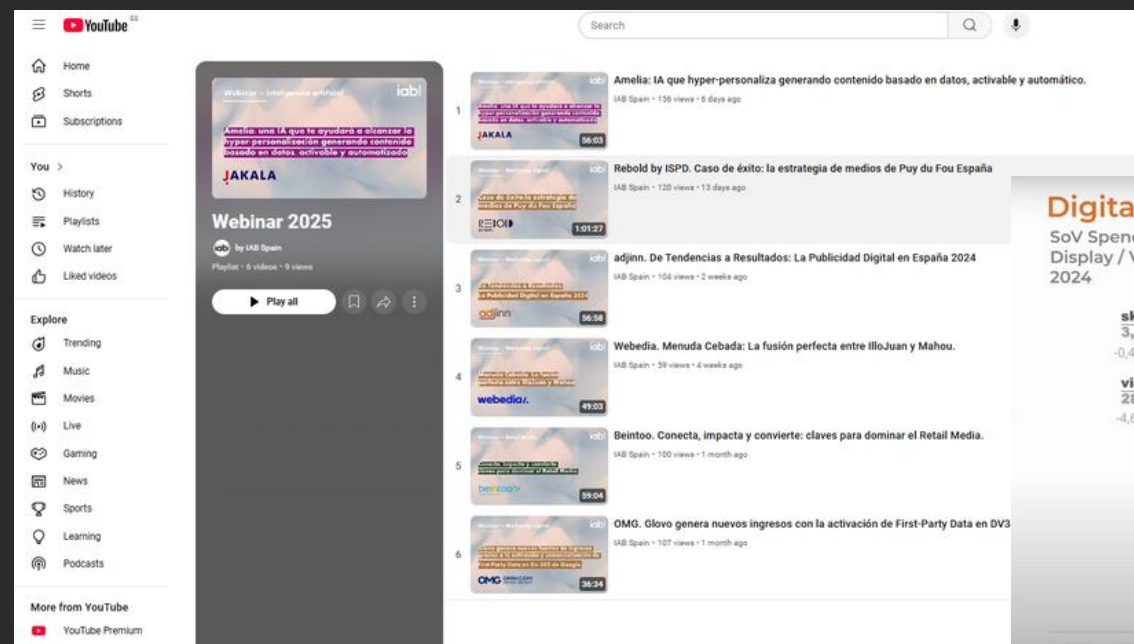
CONFERENCES



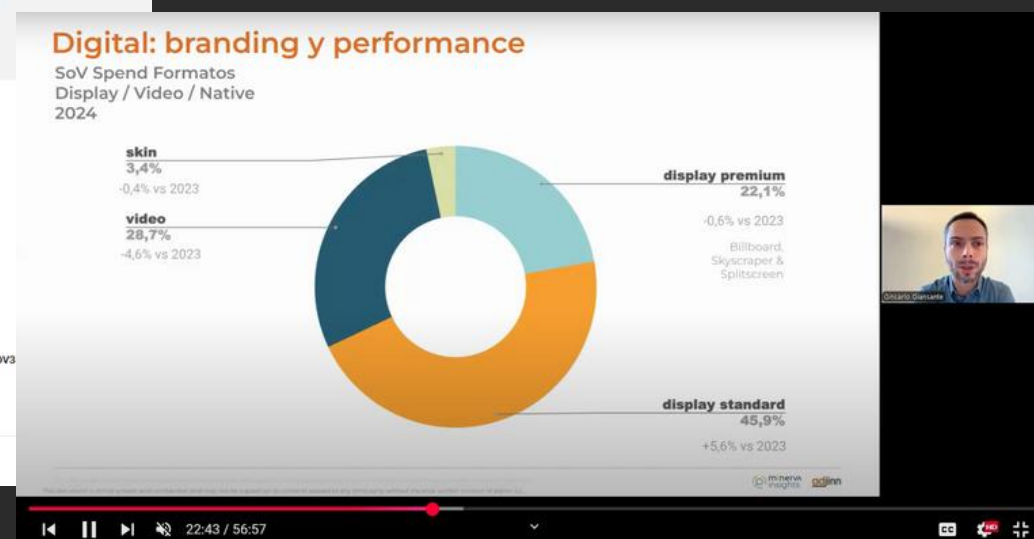
STREAMING



AUDIOVISUAL PRODUCTION



WEBINARS & YOUTUBE



RECORDINGS



# INSPIRATIONAL

**19th Edition: OCTOBER 2026**

- CONFERENCE SERIES
- GALA

- Great annual event dedicated to innovation
- It is the meeting point of our industry
- Trends, innovations and best practices in the digital sector

- **6 simultaneous rooms**
- **+ 100 speakers**
- **+5.000 national and international assistants**
- **Live streaming**



# INSPIRATIONAL



# IAB SPAIN IN THE INDUSTRY

**IAB Spain** has agreements with other organizations and takes part in other leading events for the digital industry:





# 05.

## LEGAL

### FREE LEGAL ADVICE

Our Legal area **works actively with the Spanish and European Administration to promote legislation** that respects the consumer and at the same time guarantees the correct development of the digital advertising industry.

- **Digital regulations:** (GDPR, DSA/DMA, Data Act Audiovisual, ePrivacy...)
- **Standards:** TCF + DSA
- **Interpretation of advertising disciplines:** influencers, branded content, Legitimate interest and consent...

# 06.

# INTERNATIONAL

## IAB SPAIN IN THE INDUSTRY

- Board Chairwoman and Executive Committee Member of **IAB Europe**
- Member of the **Digital Audience Measurement Monitoring Commission** in Spain
- Member of the Board of Directors of **Autocontrol** and its Executive Committee (Adherence to the Code of Conduct on the Use of Influencers in Advertising)
- Collaboration and Advisory with the **Data Protection Agency**
- Collaboration and Advisory with the **Public Administration**





# 07.

# COMMUNICATION

## DIFFERENT CHANNELS

In IAB Spain we have different sources of diffusion:

- **Web**
- **Newsletter**
- **E-mailing**
- **Social Media**





NEWSLETTER



WEB

iabspain.es

+ 1.071.323 total views (+8,5%)  
+ 246.447 uniq global users(+ 11,5%)



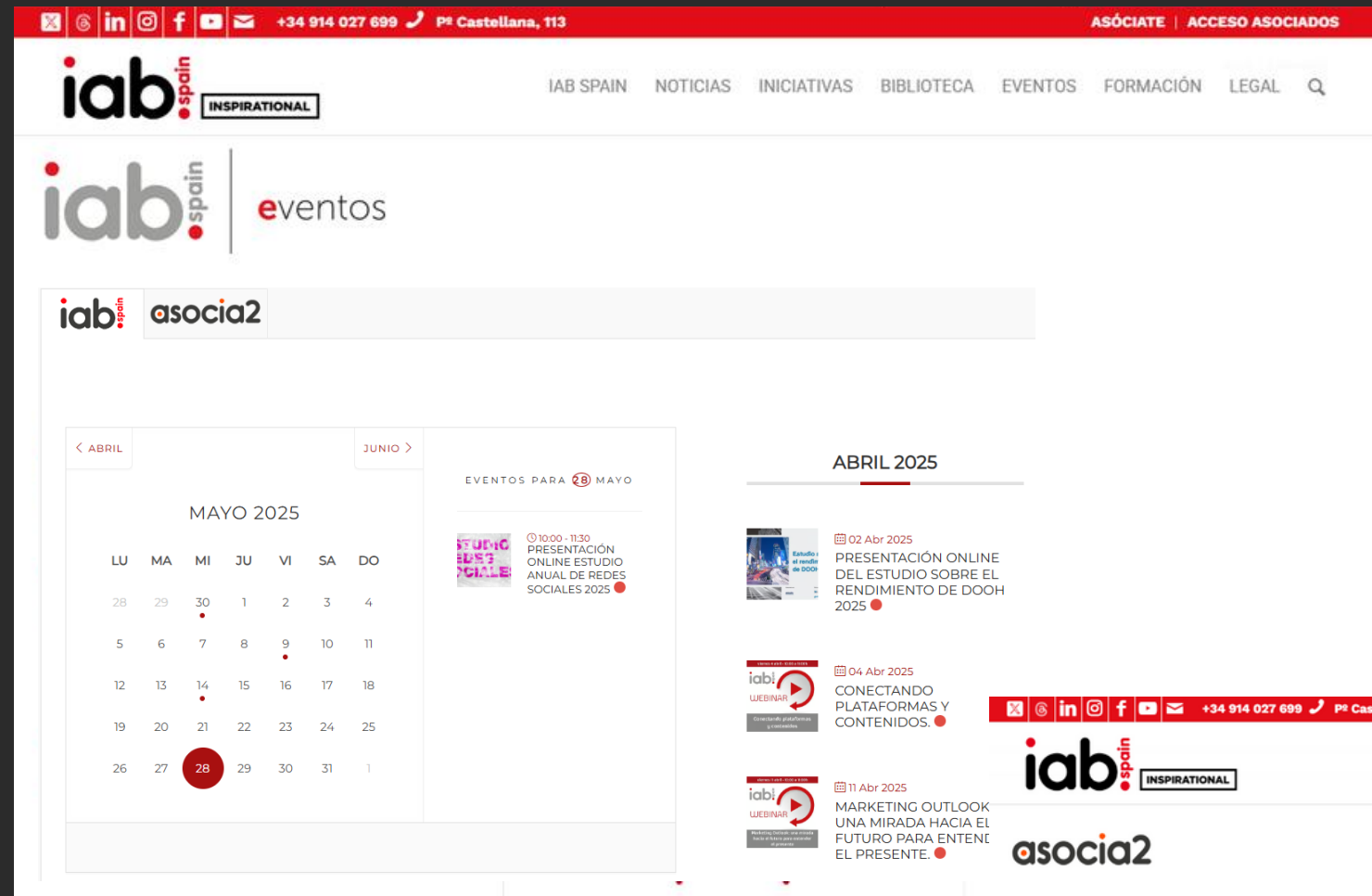
[Analytics jul. 2024 – jun. 2025  
vs. previous year]



SOCIAL MEDIA: LinkedIn,  
Twitter, Instagram, Facebook

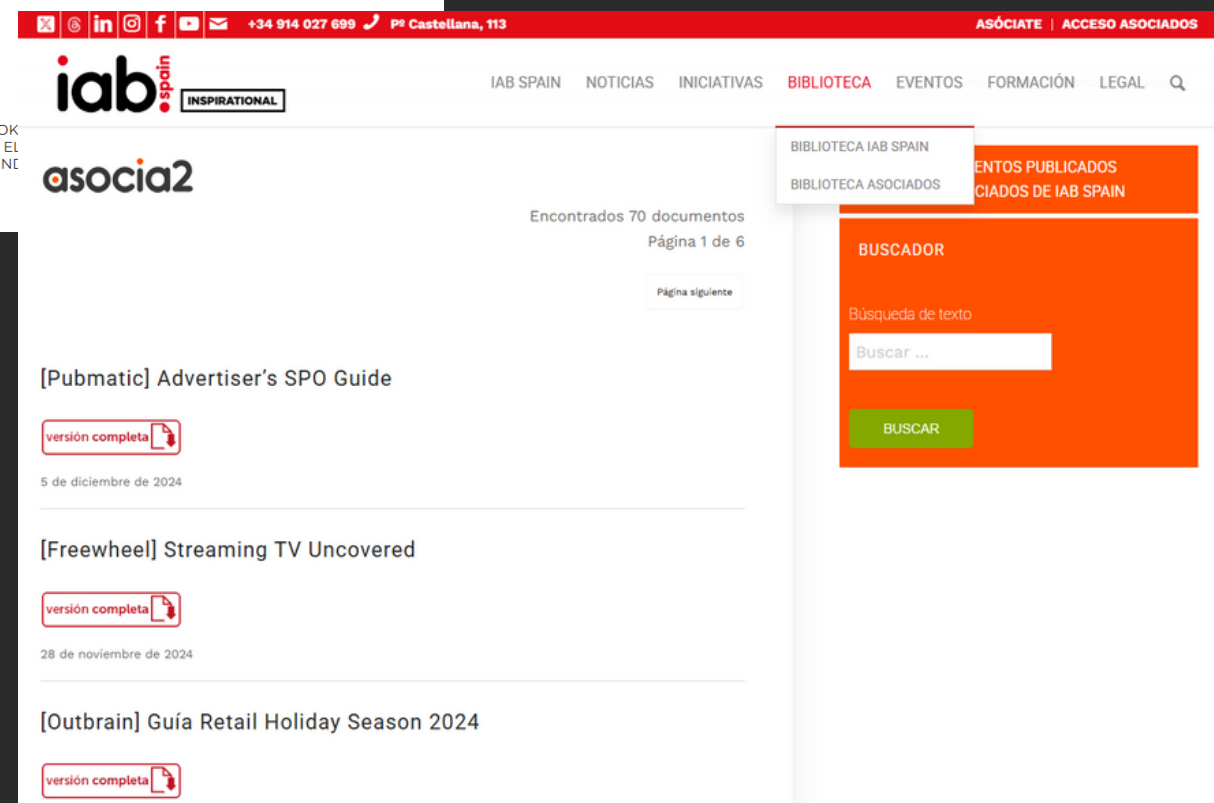




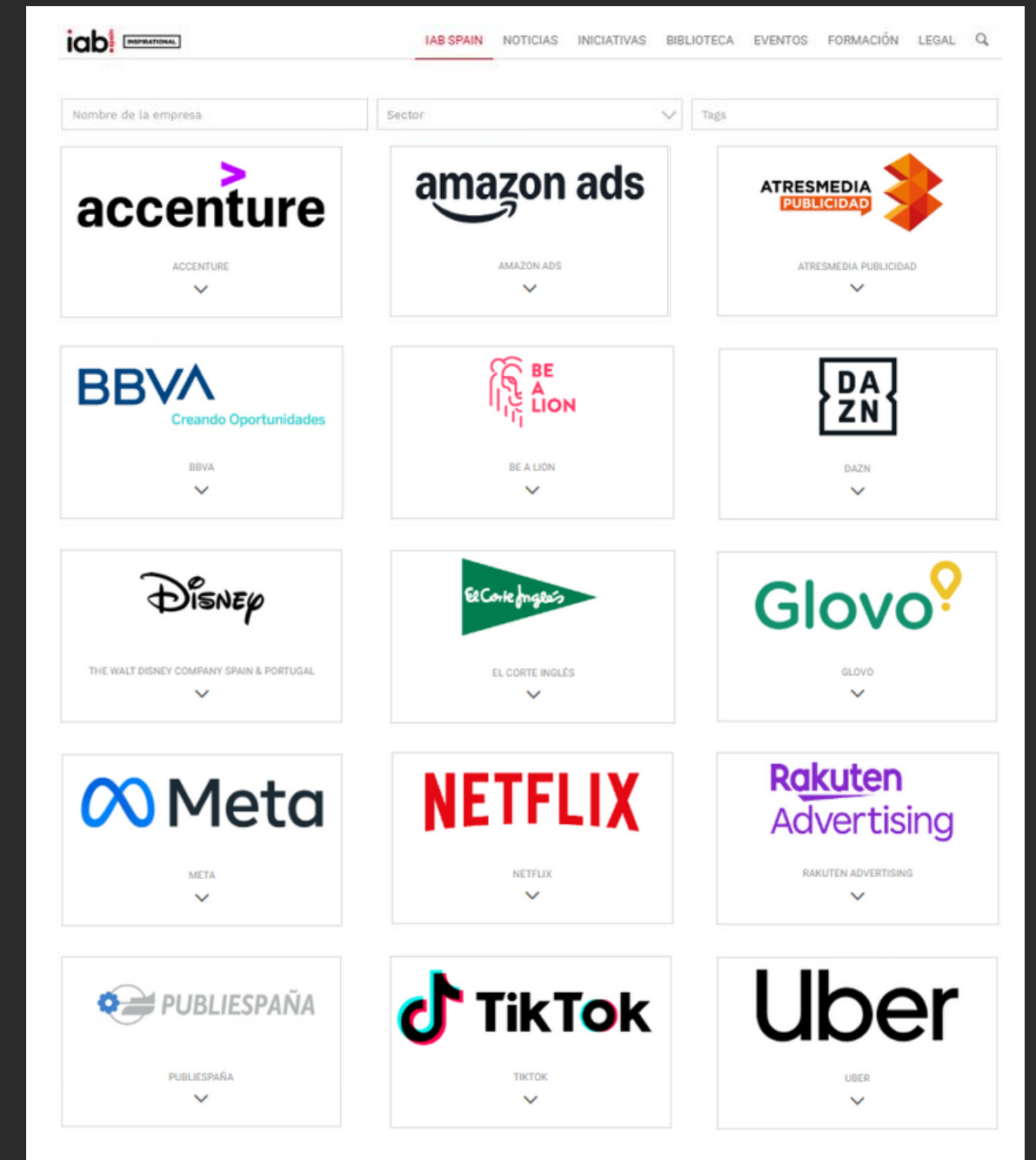


- Private space for members with their own passwords:
  - Partners profile
  - Calendar for partners events
  - Library for partners
  - Job opportunities for partners

WEB



## PARTNERS PROFILE





# BOARD

## BUYERS



**Borja Camerón**  
**ALSEA**



**Rafael Martínez**  
**TREASURER**  
**IKI MEDIA**



**Rafael Torres**  
**IPROSPECT**



**Ana María Alonso**  
**MASORANGE**



**César Alonso**  
**TELEFÓNICA**

## SELLERS



**Rocío Robles**  
**ATRESMEDIA**  
**PUBLICIDAD**



**Jesús Carrera**  
**VICEPRESIDENT**  
**PRENSA IBÉRICA**



**Manuel Castro**  
**PRISA**



**Esther Balbací**  
**PUBLIESPAÑA**



**Beatriz Medina**  
**SPOTIFY SPAIN**

## OTHERS



**Mikel Lekaroz**  
**ADBIBO**  
**TECHNOLOGIES**



**Carlos Sánchez**  
**PRESIDENT**  
**BE A LION**



**Gema Núñez**  
**SECRETARY**  
**GOOGLE SPAIN**



**Alberto de los Santos**  
**TAPTAP**



**Alberto Martín**  
**UTIQ**





¿ANY QUESTION?

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