



## IAB TECH LAB LAUNCHES NEW INTERNATIONAL DIGITAL MEASUREMENT COMPLIANCE PROGRAM

### *Japan's Cyber Communications Inc. Is First to Complete Audit & Secure Verification*

**NEW YORK, NY & TOKYO, Japan (January 24, 2018)** —The IAB Technology Laboratory today officially launched the new IAB Tech Lab Measurement Compliance program, providing a new option for assessing companies' implementations of critical industry measurement standards. The new measurement compliance offering will focus on companies based outside the U.S., supporting 43 national IAB markets.

IAB Tech Lab introduced a range of technology compliance programs last year to verify accurate deployment of OpenRTB, VAST, VPAID, and MRAID standards. As this new program and other Tech Lab compliance offerings gain adoption they will advance global adherence to technical protocols, specifications, measurement guidelines, and best practices through audits, validation, and testing frameworks.

Cyber Communications Inc. (CCI), a Japanese media representative and digital marketing company, is the first business to successfully complete the IAB Tech Lab Measurement Compliance audit for its ad serving platform BEYOND X. CCI has achieved compliance verification across various categories, including impressions and clicks measurement for desktop and mobile web.

“In Japan, as in other markets, issues such as ad fraud, brand safety, and viewability are gaining more and more attention,” said Kensuke Hirokawa, Director and Chief Technology Officer, CCI. “As many players, including ourselves, are urged to tackle those issues, I am pleased to announce that our advertising platform, BEYOND X, has received the first IAB Tech Lab verification in Japan. Delivering more reliable measurement and stronger technology capabilities to the Japanese market is an important mission of CCI. The company is taking vital steps in keeping with its role and responsibility to build a healthier digital advertising market.”

“The IAB Tech Lab Measurement Compliance program will play a critical role internationally in promoting transparency and standardizing the use of vital digital advertising measurement standards,” said Dennis Buchheim, Senior Vice President and General Manager, IAB Tech Lab. “We congratulate CCI on being the first—of what we are sure will be many—companies around the world to gain verification through this program.”

To learn more about the IAB Tech Lab Measurement Compliance program, please go to (<https://iabtechlab.com/technology-compliance-programs/> ).

### **About IAB Technology Laboratory**

The IAB Technology Laboratory is an independent, international, nonprofit research and development consortium charged with producing and helping companies implement global industry technical standards. Comprised of digital publishers and ad technology firms, as well as marketers, agencies, and other companies with interests in the interactive marketing arena, the IAB Tech Lab's goal is to reduce friction associated with the digital advertising and marketing supply chain, while contributing to the safe and secure growth of the industry. The organization's founding member companies include AppNexus, Google, Hearst Magazines Digital Media, PubMatic, Tremor Video, Yahoo, and Yahoo! JAPAN. Established in 2014, the IAB Tech Lab is headquartered in New York City with an office in San Francisco.

### **About CCI**

CCI was established in 1996, the year digital advertising first started in Japan. Since then, as a Dentsu Group's digital marketing company CCI has been a pioneer of Japanese digital market offering a wide range of digital marketing services. Today, CCI has business with over 500 leading ad agencies and over 1500 websites, which is the largest scale for the market. CCI also has wide experience in partnering with international leading publishers and advertising platforms to support their execution of business for the Japanese market.

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