



IASH Press Release  
2<sup>nd</sup> June 2010

## **IASH ELECTS NEW STEERING COMMITTEE FOR THE NEXT 12 MONTHS**

Internet Advertising Sales Houses (IASH) – the council established to police the activities of ad networks in the UK - has voted in a newly elected Steering Committee to come into effect from 1<sup>st</sup> June 2010. The Steering Committee serves to provide leadership and direction to the IASH Council and facilitate the effective working of the group ensuring it remains committed to brand safety and technical developments in the market.

The newly elected members of the Steering Committee – as voted for by all 26 members of the council - are Harvey Sarjant – Addvantage Media, Brandon Keenon – AOL Advertising, George Odysseous – Tribal Fusion, Gareth Stapp – Yahoo DR and Andrew Goode - Clickbrokers.

The evolving structure reflects the maturation of the group, making it more akin to other industry trade bodies such as the IPA and IAB. Julia Smith remains head of IASH, with Matt Whaley, Jemm Media, as chair alongside Guy Phillipson, IAB and Richard Foan, Managing Director of ABCe, the independent auditors for IASH.

Julia Smith, head of IASH said: “With such a dynamic and constantly evolving group, strong leadership and a real vision is essential. Our new steering committee will be tasked with the challenge of keeping IASH timely, relevant, and one of the cornerstones of the digital industry. We are dedicated to delivering key objectives over the next year – including research on the ad network industry and reviewing key technologies to improve the prevention of ad misplacement. The Steering Committee will be heavily involved in driving change within IASH this year. ”

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### **About IASH**

IASH exists to encourage best practice among online advertising sales houses through the adoption of an effective code of conduct. IASH also exists to promote the real benefits of the online advertising network business model.

IASH members wish to ensure that display ads placed via their networks do not appear on websites which could jeopardize advertisers' brands. This Code provides a formal framework for best practice for IASH Members to follow when dealing with advertisers, agencies, networks and site owners. The purpose of the Code is to give those buying, selling or broking internet advertising space a clear understanding of the types of inventory which can and cannot be used when fulfilling an ad insertion order.

The ABCe audit checks a representative sample of publisher terms and conditions, site vetting and inventory delivery according to the permissions set by advertiser insertion orders.

### **About ABCe**

ABCe is the industry owned, non-profit distributing organisation, which works on behalf of advertisers, media buyers and media owners, to provide third party independent certification for digital media. ABCe's role is to manage standards through its work with JICWEBS (Joint Industry Committee for Web Standards – [www.jicwebs.org](http://www.jicwebs.org)). ABCe provides a rigorous audit to help ensure that all IASH members meet and continue to adhere to, key elements of the strict requirements set out in the IASH Code of Conduct.

For more information please visit [www.abc.org.uk](http://www.abc.org.uk)