

Code of Practice on  
Disinformation – Report of  
IAB Europe for the period  
from 16 December 2022 to  
16 January 2023

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## Executive summary

IAB Europe (Transparency Register: 43167137250-27) is the European-level association that represents the broad digital advertising and marketing ecosystem, with 25 national associations whose 5000+ members include advertisers, agencies, publishers, and technology companies.

IAB Europe understands the complexity of combating disinformation and recognizes its importance for the digital ecosystem to continue to offer reliable information and perspectives. This is in the best interest of all parties involved, as access to truthful information promotes confidence in the digital space and benefits the overall health of the digital ecosystem.

The Association and a number of its members were original signatories of the first Code in 2018. Since then, IAB Europe, in its role as a trade association signatory, has been promoting the Code within the industry and advocating for ongoing collaboration on it throughout the digital ecosystem.

After the signing of the 2022 CoP, IAB Europe remained participative in the after-signing at the Taskforce Group and became part of the Ad Scrutiny, Monitoring and Reporting and, Outreach and Integration Subgroups of the Taskforce. In those, the association has been serving its point of view from the digital advertising ecosystem when needed.

In this baseline report, IAB Europe, in its role as a trade association, reports on its continuous engagement in the Taskforce Subgroups and its support of actions to accomplish the commitments within its areas of expertise.

IAB Europe will continue to educate the industry on the significance of the CoP and its commitments to maintaining a digital space that offers accurate information and viewpoints that are accessible and affordable to all citizens.

### Guidelines for filling out the report

Baseline reports are detailing how Signatories have implemented their Commitments under the Code and provide the Qualitative Reporting Elements (QREs) and Service Level Indicators (SLIs), as they stand one month after the implementation. The baseline report should also include a comparison between the measures in place under the previous Code to the measures taken to implement the new Code. The measures taken to implement the new Code should be outlined per commitment in the dedicated field of the reporting template.

### Reporting period

The reporting period to be covered in the baseline reports is from 16 December 2022 to 16 January 2023 for all Signatories. (The implementation period of the Code from 16 June 2022 to 16 December 2022 is followed by a one-month reporting period from 16 December 2022 to 16 January 2023.) Signatories shall submit baseline reports outlining policy updates and actions taken to implement the Code during the implementation period. Data, e.g. on the number of actions taken under a specific policy, should be reported on from the end of the implementation period (16 December 2022) until the cut-off date of 16 January 2023. In case specific data is not available for the first reporting period (from 16 December 2022 to 16 January 2023), please provide the monthly average based on the previous quarter, clearly outlining the methodology used in the relevant field. The submission date for baseline reports is January 31, 2023.

### Adjusting the reporting template

Non-VLOPs can adapt the template to specific commitments and measures they subscribed to. This may include adapted wording for commitments, measures, QREs and SLIs. Non-VLOPs signatories will report only on commitments and measures they subscribed to and provide Member State-level data only if feasible.

### Reporting per Service

When filling in a report for several services, use colour codes to clearly distinguish between services. At the beginning of the report, clarify what colour is used for which service.

### Reporting in text form

Reporting in the form of written text is required for several parts of the report. Most of them are accompanied by a target character limit. Please stick to the target character limit as much as possible. We encourage you to use bullet points and short sentences. Links should only be used to provide examples or to illustrate the point. They should not be used to replace explanations or to provide data in the forms. All relevant explanations and data must be included in the table directly, in written form.

### Reporting SLIs and data

Reporting on Service Level Indicators requires quantitative information to be reported in the reporting template. We ask you to report data in the format provided by the reporting template, not on external links.

### Reporting on TTPs

If subscribed to Commitment 14, Integrity of Services, we ask you to report on each identified TTP individually. The number of identified TTPs may vary per service. Where more than one TTP are reported under the same action, clarify the reasoning in the methodology. Where input is not provided, keep the placeholder for the relevant TTP and explain reasons and planned remedial action. Additionally, as with all other SLIs, data can be provided per Member State for each individual TTP.

### Missing Data

In case that at the time of reporting there is no data available yet, the data is insufficient or the methodology is lacking, please outline in the dedicated field (i.e. in the field about further implementation measures planned) how this will be addressed over the upcoming six months, being as specific as possible. Please also indicate inconsistencies or gaps regarding methodology in the field dedicated to methodology.

### Attachments

We ask you not to enclose any additional attachments to the harmonised reporting template.

### Uploading data to the Transparency Centre

After the submission of the baseline reports and the launch of the Transparency Centre website, all data from the reporting template must be uploaded to the Transparency Centre within maximum 7 days, allowing easy data access and filtering. It is the responsibility of the Signatories to ensure that the uploading takes place and is executed on time. Signatories are also responsible to ensure that the Transparency Centre is operational and functional by the time of the reports' submission, that the data from the reports are uploaded and made accessible in the Transparency Centre within the above deadline, and that users are able to read, search, filter and download data as needed in a user-friendly way and format.

## II. Scrutiny of Ad Placements

### Commitment 1

Relevant signatories participating in ad placements commit to defund the dissemination of disinformation, and improve the policies and systems which determine the eligibility of content to be monetised, the controls for monetisation and ad placement, and the data to report on the accuracy and effectiveness of controls and services around ad placements. [change wording if adapted]

Measure 1.1	[insert wording if adapted]			
<b>QRE 1.1.1</b> [insert wording if adapted]	Outline relevant actions [suggested character limit: 2000 characters] As a trade association, IAB Europe participated in the Ad Scrutiny Subgroup of the Taskforce and provided input and views from the digital advertising ecosystem to help to develop a methodology to report on demonetisation efforts. During the working group meeting, it was acknowledged that reporting financial values would be challenging for all signatories due to their varied positions in the advertising chain. To address this challenge, the group agreed to work in arriving at an agreed-upon conversion factor that will allow all signatories to translate media metrics into financial values.			
<b>SLI 1.1.1 – Numbers by actions enforcing policies above (specify if at page and/or domain level)</b> [change wording if adapted]	N/A			
	N/A	N/A	N/A	N/A
<b>Level</b>	Page/Domain	Page/Domain	Page/Domain	Page/Domain
<b>Data</b>				
<b>Member States</b> [example, insert only if feasible]				
Austria				
Belgium				
Bulgaria				
Croatia				
Cyprus				
Czech Republic				
Denmark				
Estonia				
Finland				
France				
Germany				
Greece				
Hungary				

Ireland				
Italy				
Latvia				
Lithuania				
Luxembourg				
Malta				
Netherlands				
Poland				
Portugal				
Romania				
Slovakia				
Slovenia				
Spain				
Sweden				
Iceland				
Liechtenstein				
Norway				
<b>Total EU</b>				
<b>Total EEA</b>				
This additional Service Level Indicator provides an estimated financial value of the actions taken by Signatories to demonetise disinformation sources (under SLI 1.1.1). It is based on media metrics available to Signatories (query/bid <sup>1</sup> or impression <sup>2</sup> ) and applying an agreed-upon conversion factor provided by a third party designated by the Task-force of the Code (Ebiquity plc.).				

## II. Scrutiny of Ad Placements

### Commitment 3

Relevant Signatories involved in buying, selling and placing digital advertising commit to exchange best practices and strengthen cooperation with relevant players, expanding to organisations active in the online monetisation value chain, such as online e-payment services, e-commerce platforms and relevant crowd-funding/donation systems, with the aim to increase the effectiveness of scrutiny of ad placements on their own services. [change wording if adapted]

<sup>1</sup> Request placed between a seller and buyer of advertising that can detail amongst other things website, specific content, targeting data inclusive of audience or content.

<sup>2</sup> Comprehensive calculation of the number of people who have been reached by a piece of media content by passive exposure (viewing a piece of content) or active engagement (visiting a destination).

Measure 3.2	[insert wording if adapted]
<b>QRE 3.2.1</b> [insert wording if adapted]	Outline relevant actions [suggested character limit: 2000 characters] Part of the IAB Europe’s mission is to promote industry collaboration and share best practices. The Association is a relevant forum to facilitate exchanges amongst market players, building on existing discussions with members, including, those related to brand safety, transparency and quality. IAB Europe is committed to supporting industry exchanges within the remit of the CoP and remains committed to this in the future.

<b>III. Political Advertising</b>	
Commitment 4	
Relevant Signatories commit to adopt a common definition of “political and issue advertising”. [change wording if adapted]	
Measure 4.2	[insert wording if adapted]
<b>QRE 4.1.2 (for measures 4.1 and 4.2)</b> [insert wording if adapted]	Outline relevant actions [suggested character limit: 2000 characters] Signatories keep monitoring developments of the proposal for a regulation of the European Parliament and of Council on the transparency and targeting political advertising, which includes a part on definitions.

<b>III. Political Advertising</b>	
Commitment 13	
Relevant Signatories agree to engage in ongoing monitoring and research to understand and respond to risks related to Disinformation in political or issue advertising. [change wording if adapted]	
Measure 13.1	[insert wording if adapted]
Measure 13.2	[insert wording if adapted]
Measure 13.3	[insert wording if adapted]
<b>QRE 13.1.1 (for measures 13.1-13.3)</b> [insert wording if adapted]	Outline relevant actions [suggested character limit: 2000 characters] Signatories keep monitoring developments of the proposal for a regulation of the European Parliament and of Council on the transparency and targeting political advertising, which includes a part on definitions.

<b>VIII. Transparency Centre</b>	
Commitment 34	
To ensure transparency and accountability around the implementation of this Code, Relevant Signatories commit to set up and maintain a publicly available common Transparency Centre website. [change wording if adapted]	
Measure 34.3	[insert wording if adapted]

<b>VIII. Transparency Centre</b>	
Commitment 35	
Signatories commit to ensure that the Transparency Centre contains all the relevant information related to the implementation of the Code’s Commitments and Measures and that this information is presented in an easy-to-understand manner, per service, and is easily searchable. [change wording if adapted]	
Measure 35.3	[insert wording if adapted]

<b>IX. Permanent Task-Force</b>	
Commitment 37	
Signatories commit to participate in the permanent Task-force. The Task-force includes the Signatories of the Code and representatives from EDMO and ERGA. It is chaired by the European Commission, and includes representatives of the European External Action Service (EEAS). The Task-force can also invite relevant experts as observers to support its work. Decisions of the Task-force are made by consensus. [change wording if adapted]	
Measure 37.1	[insert wording if adapted]
Measure 37.2	[insert wording if adapted]
Measure 37.3	[insert wording if adapted]
Measure 37.4	[insert wording if adapted]
Measure 37.5	[insert wording if adapted]
Measure 37.6	[insert wording if adapted]
<b>QRE 37.6.1</b> [insert wording if adapted]	Outline relevant actions [suggested character limit: 2000 characters] IAB Europe was part of the discussions at the Ad Scrutiny Subgroup, of the Monitoring and Reporting Subgroup and of the Outreach and Integration Subgroup.



**X. Monitoring of Code**

**Commitment 40**

Signatories commit to provide regular reporting on Service Level Indicators (SLIs) and Qualitative Reporting Elements (QREs). The reports and data provided should allow for a thorough assessment of the extent of the implementation of the Code's Commitments and Measures by each Signatory, service and at Member State level. [change wording if adapted]

Measure 40.2	[insert wording if adapted]
Measure 40.4	[insert wording if adapted]
Measure 40.5	[insert wording if adapted]
Measure 40.6	[insert wording if adapted]

**X. Monitoring of Code**

**Commitment 41**

Signatories commit to work within the Task-force towards developing Structural Indicators, and publish a first set of them within 9 months from the signature of this Code; and to publish an initial measurement alongside their first full report. To achieve this goal, Signatories commit to support their implementation, including the testing and adapting of the initial set of Structural Indicators agreed in this Code. This, in order to assess the effectiveness of the Code in reducing the spread of online disinformation for each of the relevant Signatories, and for the entire online ecosystem in the EU and at Member State level. Signatories will collaborate with relevant actors in that regard, including ERGA and EDMO. [change wording if adapted]

Measure 41.1	[insert wording if adapted]
Measure 41.2	[insert wording if adapted]
Measure 41.3	[insert wording if adapted]

**X. Monitoring of Code**

**Commitment 42**

Relevant Signatories commit to provide, in special situations like elections or crisis, upon request of the European Commission, proportionate and appropriate information and data, including ad-hoc specific reports and specific chapters within the regular monitoring, in accordance with the rapid response system established by the Taskforce. [change wording if adapted]

## **X. Monitoring of Code**

### Commitment 43

Relevant Signatories commit to provide, in special situations like elections or crisis, upon request of the European Commission, proportionate and appropriate information and data, including ad-hoc specific reports and specific chapters within the regular monitoring, in accordance with the rapid response system established by the Taskforce. [change wording if adapted]