

Delivering Safer Online Advertising with IASH



Setting the standard

What is IASH?

IASH (Internet Advertising Sales Houses) is the ad network council of the IAB in the UK. It was set up to encourage best practice among online sales houses and advertising networks through the adoption, and independent audit, of an effective Code of Conduct.



IASH Members wish to ensure that display ads placed via their networks do not appear on websites which could jeopardize advertisers' brands. They do this by submitting their business to a rigorous audit conducted by us.

Who are we?

We are ABC, the impartial, UK industry-owned auditor for the media industry. We've worked closely with IASH since its creation in November 2005 to help develop the IASH Code of Conduct. We deliver third party, independent auditing of key elements of this Code for all IASH Members.

We work with a number of media industry groups e.g. the GSMA, BMWG, NORAS, COUNTER and are the chosen provider for the UK Government in auditing their websites. All our data is prepared to industry-agreed standards as approved by JICWEBS.

What is JICWEBS?

JICWEBS (Joint Industry Committee for Web Standards) is the body created by the UK and Ireland media industry to ensure independent development and ownership of standards for measuring electronic media.

Its members represent media owners, media buyers and advertisers from the following industry bodies: AOP, IAB, IPA, IPA Digital, ISBA, NPA and NS.

What do we deliver for media buyers?

Only businesses that have successfully completed our IASH audit become IASH Members. For a list of the current IASH Members please see the IASH website: www.iash.org.uk

Only IASH Members can use the ABC/IASH kitemark. The kitemark is a symbol of trust and transparency, providing confidence and reassurance to advertisers and agencies. Look for this when you trade, it's your industry stamp of trust.



Find out more...

If you have any questions or would like more information on IASH or our services please contact:

Laura Foscett, Senior Account Manager.
Tel: 01442 200835
Email: laura.foscett@abc.org.uk
www.abc.org.uk