

**To:** BEHRNDT Nils (JUST); [redacted] (JUST); [redacted] (JUST)

**Cc:** [redacted] (JUST); [redacted] (JUST); [redacted] (JUST); [redacted] (JUST); [redacted] (JUST); [redacted] (JUST)

**Subject:** Flash report Meeting with IAB Europe (European-level association for the digital marketing and advertising) on Digital Services Act and [redacted] Out of scope

Meeting with IAB Europe (European-level association for the digital marketing and advertising) on Digital Services Act [redacted] Out of scope -5.11

**Participants:**

**IAB Europe :** [redacted]  
[redacted]  
[redacted]

**DG JUST:** [redacted]

- IAB Europe started the meeting by presenting the association, which groups national industry associations and 80 corporate members, representing media, tech companies and advertisers. The association explained that digital advertising landscape is very complex, involving a number of players and that the size of digital advertising market in Europe is totalling 65 bn in 2019 (see presentation attached for more details).
- IAB Europe presented their position regarding DSA mainly pointing on the following elements:
  - The complexity of the digital advertisement makes very difficult to attribute the full responsibility for illegal content. Therefore, there is a need to recognise existing industry-driven approaches, in terms of ensuring transparency and quality across the digital advertising ecosystem instead of imposing liability in a new legal act.
  - Not adding additional obligations and responsibilities in the DSA but focus on the correct implementation of the GDPR and e-privacy directive which might solve some issues on transparency and content. Consumers should be better informed on how advertisement works because digital advertisement will always be data driven.
  - The EP report on DSA asking for prohibition of targeted advertising is disregarding the benefits of this type of advertising.

[redacted]  
- [redacted]  
- [redacted]  
[redacted] Out of scope



