



## IFABC Executive Board – Year-End Newsletter 2025

General Assembly Tokyo – 27 to 30 October 2026

Dear colleagues,

As we approach the end of 2025, we would like to share a comprehensive overview of the key discussions, challenges, and strategic initiatives addressed by the IFABC Executive Board throughout the year. Our focus has remained on supporting our members through a rapidly evolving media landscape and preparing the Federation for the opportunities that lie ahead.

### **Industry Challenges: Navigating a Transforming Media Ecosystem**

This year has brought renewed pressure on publishers across many IFABC member markets. Declining print circulation continues to affect several organizations, while the digital environment has undergone major disruption due to recent changes introduced by Google. Updates related to AI-driven search, algorithm modifications, and adjustments in Google's applications have significantly reduced advertising impressions, impacting publisher revenues worldwide.

At the same time, concerns are increasing regarding the dominance of large digital platforms, the spread of misinformation, and the accelerated rise of generative AI tools trained on media content without proper licensing or compensation. These developments reinforce the importance of transparency, independent verification, and credible measurement standards—areas where IFABC members continue to play a critical role.

### **Preparing for the 2026 General Assembly in Tokyo**

A key focus of the Executive Board this year has been the preparation of the next IFABC General Assembly, to be held in Tokyo from 27 to 30 October 2026. Throughout 2025, we held several coordination meetings with ABC Japan to shape the programme, identify keynote speakers, and select the core strategic themes for discussion.

We warmly encourage all members to plan their attendance early, ensuring full representation at this important event. To help, the Board has approved a subsidy of US\$600 as a contribution to costs, available to any IFABC member bureau with a representative travelling to Japan for the event.

### **Expanding Audit Services in Emerging Media Channels**

Several initiatives developed by member organizations this year highlight the growing relevance of independent audit services in strengthening trust and transparency in the advertising ecosystem:

- Journalism Trust Initiative (JTI) accreditation audits in the United States, Taiwan and Spain.
- Retail Media advertising audits promoted by IAB Europe, with ABC UK actively involved.
- YouTube advertising campaign audits successfully launched in Brazil.
- Public-sector advertising campaign audits, continuing to expand in Spain.

These innovations demonstrate the capacity of IFABC members to adapt to new market demands and contribute meaningfully to credible communication practices.



### **Participation in International Measurement Projects**

IFABC members have also taken part in several high-impact global initiatives:

- WFA Cross-Media Measurement, with active participation from ABC UK.
- Audience Measurement Coalition in Europe, represented by members in Switzerland, Germany, and Austria.

These collaborative efforts support harmonised, transparent measurement standards that help address evolving regulatory requirements in key markets.

### **Changes within the Executive Board**

In 2025, the Executive Board welcomed Jason Chiang (ABC Taiwan), who joined following the retirement of Hormudz Masani (India). We are grateful for Hormudz's longstanding contributions to IFABC.

In May, the Executive Board also welcomed Marc Selé (WEMF Switzerland), who succeeded Jean Paul Dietsch (ACPM France) as IFABC Europe Chairman. We sincerely thank Jean Paul for his contributions and enthusiasm.

We also wish to acknowledge Tom Drouillard, representing AAM (United States & Canada), who stepped down in August 2025 after many years of dedicated service. His leadership and commitment have been greatly appreciated.

### **Looking Ahead to 2026**

The coming year presents exciting opportunities for IFABC. New audit services, regulatory developments, and continued digital transformation open pathways for innovation and growth across our member organizations. The Executive Board remains committed to supporting these advancements and ensuring the relevance and impact of the Federation in a rapidly changing media environment.

On behalf of the Executive Board, we extend our warmest wishes for a Merry Christmas and a prosperous New Year.

Manuel Sala

President