



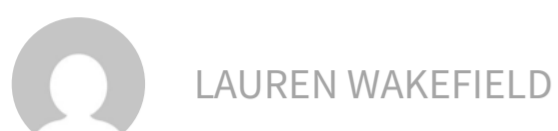
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IAB Europe's Guide to Programmatic for CTV

APR 01, 2026



Developed by our CTV and Programmatic Working Groups, **IAB Europe's Guide to Programmatic for CTV** offers a clear and practical overview of the programmatic CTV landscape. It covers key ecosystem fundamentals, regional nuances, and real-world case studies, alongside guidance on technical standards and requirements for live and SSAI-enabled environments.

The guide also highlights best practices for media quality, fraud prevention, and consent signalling, with actionable recommendations on measurement, data usage, and targeting.

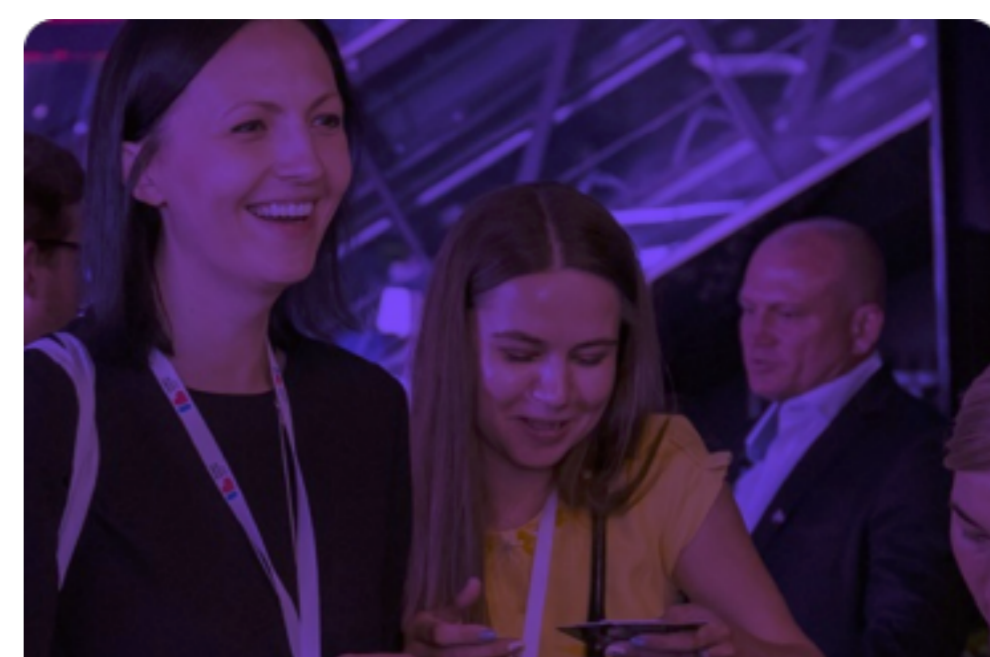
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