
iab. TECH LAB
Navigating the Agentic Frontier:
The 2026 IAB Tech Lab
AI & Agentic Initiatives


AI
agents
AI

Augmentation; Not Rip & Replace





MCP and A2A are protocols, they need utility schemas and reference implementations to establish context.

Agents thrive on Standardized Schemas

Standards are needed for referenceable context, so the agents are trained to execute the action asked in a natural language with **repeatable accuracy.**



Agentic Advertising Management Protocols

AAMP

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Build On Existing Battle Hardened Open Standards

Agentify existing standards

MCP A2A

Existing Tech Lab Standards	→	2026 Agentic Extensions
OpenDirect	→	Agentic Direct
RTB	→	Agentic Bid
Deals API	→	Agentic Deals
AdCom	→	Agentic Ad Objects
Ad Management API	→	Agentic Creative
ARTF	→	ARTF V2 (reference implementations, defined intents)

Program Inputs

- Homegrown Tech Lab work
- Member contributions & Donations
- Aligned Supporting Initiatives
- Use Case research with all industry Stakeholders
- Agentic Task Force creation to accelerate deliverables

Supporting Initiatives

- Creative Readiness Agent
- Agent Registry
- Buyer & seller agent reference implementations
- MCP-server reference implementation
- Taxonomies act as Agentic Guardrails

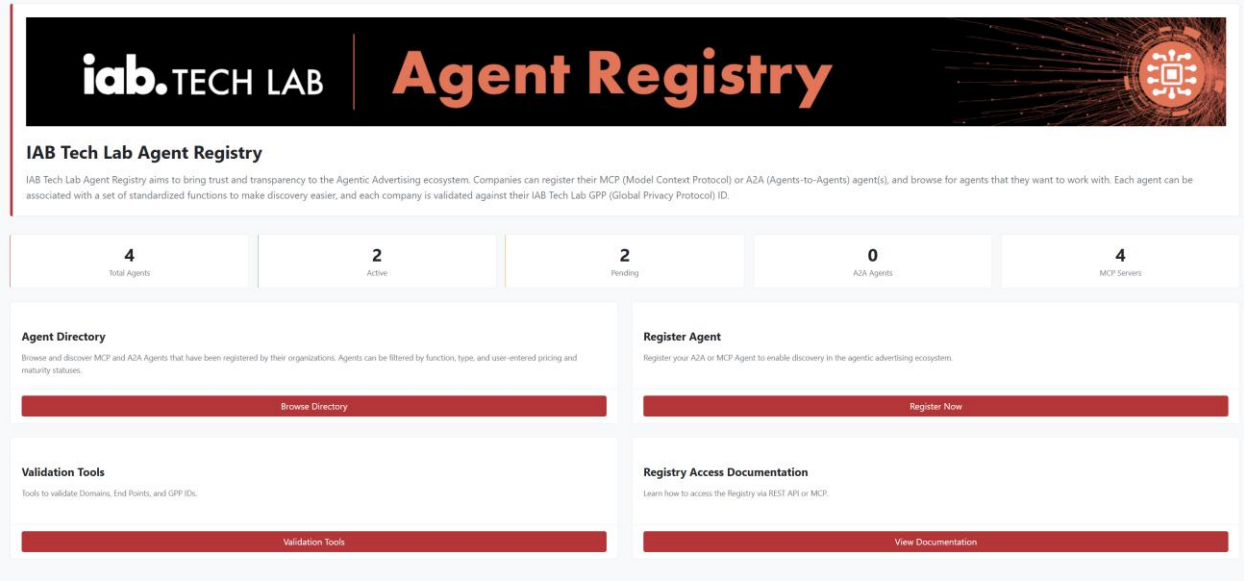
Donations

Agentic Mobile (MobileCP)
CloudX

Agentic Audiences (UCP)
/LiveRamp

Tech Lab Agent Registry: Creating Trust and Transparency



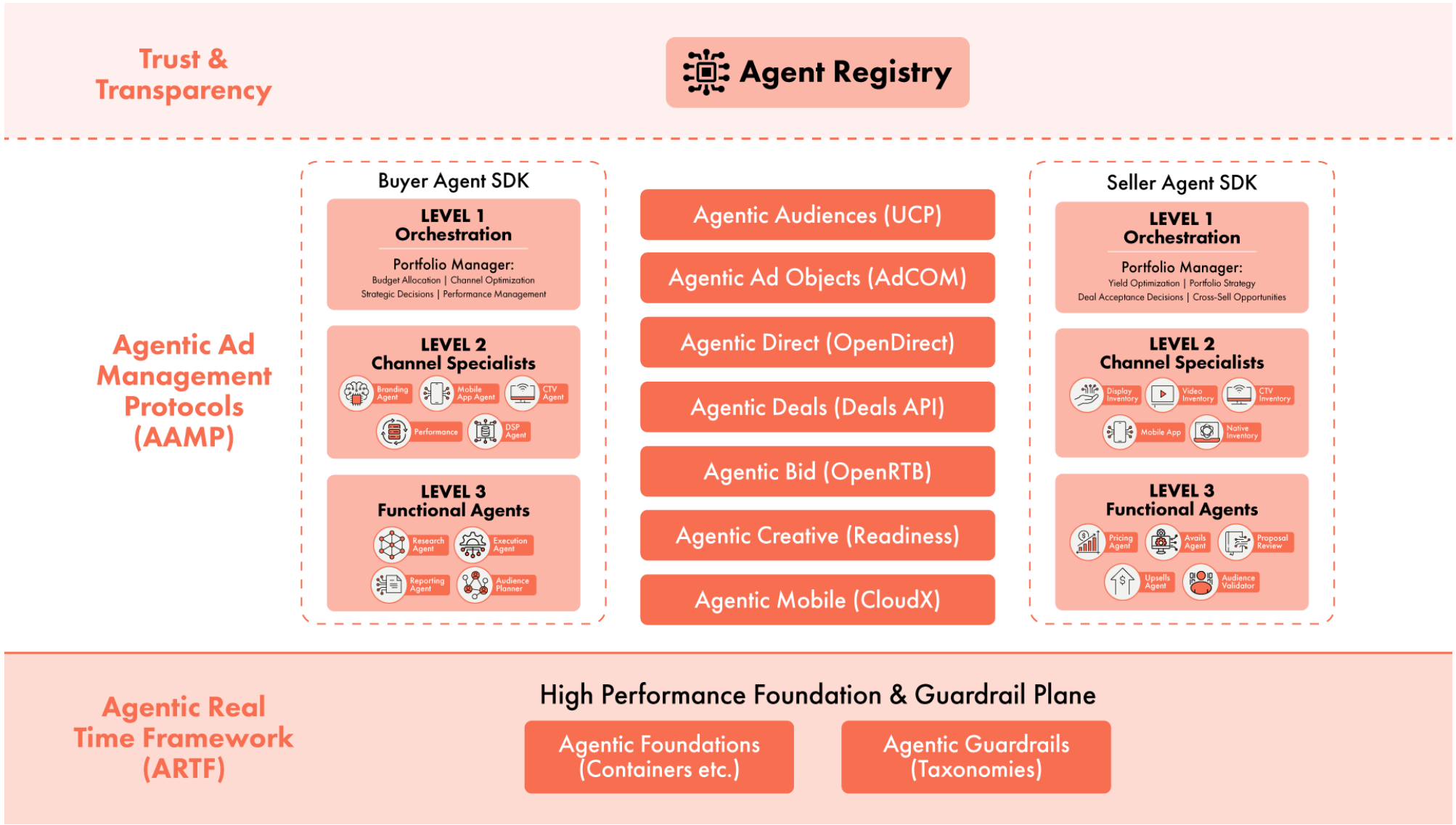


Now LIVE in the IAB Tech Lab Tools Portal!

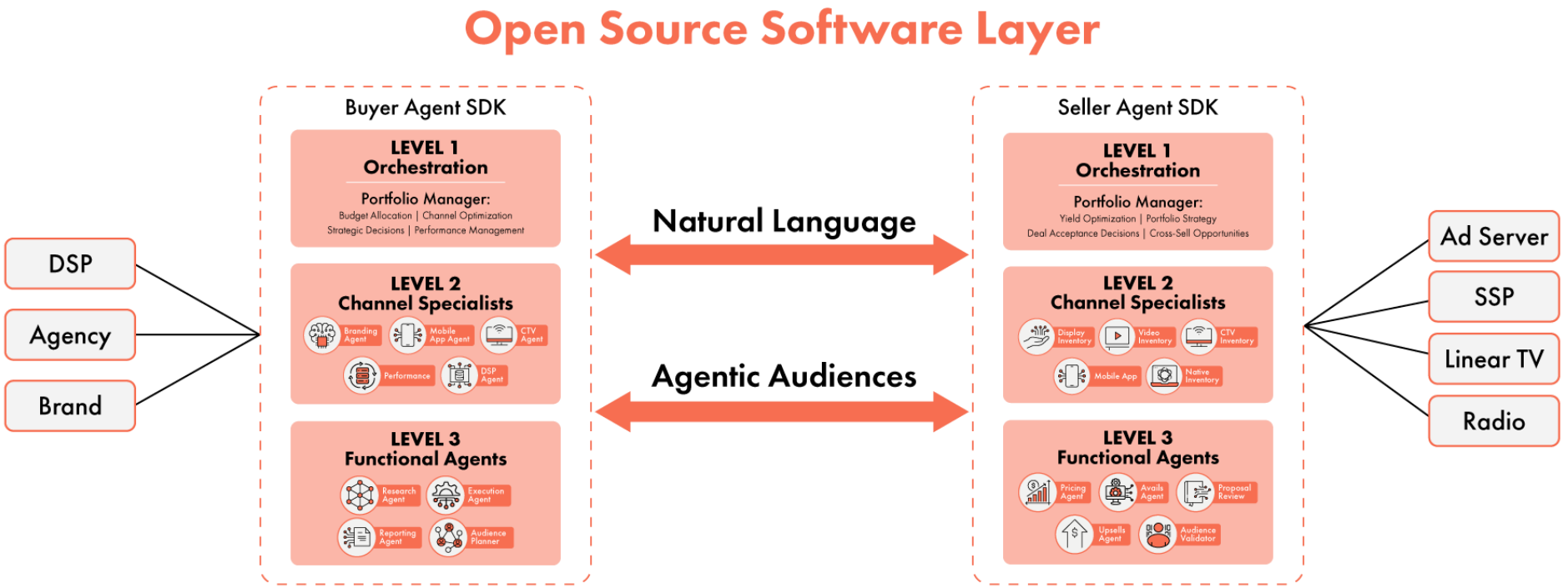
Register YOUR Agents Today!

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Agentic Advertising Management Protocols Overview



AAMP: Two Layers; Software & Object Models





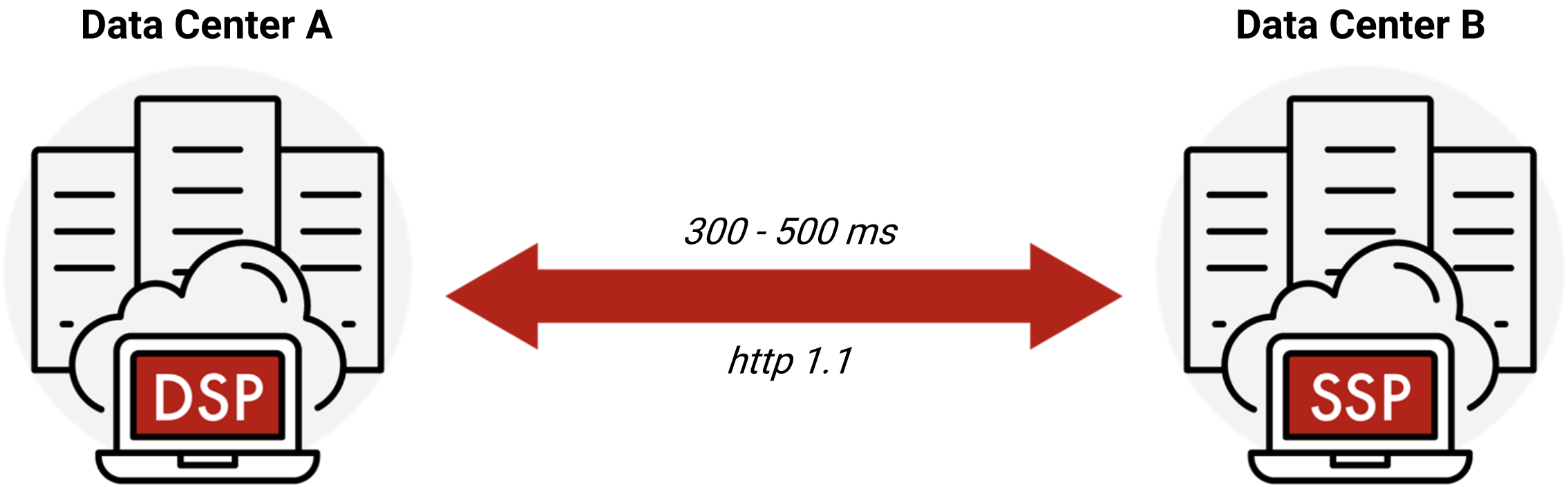


Agentic RTB Framework

ARTF

Learn More!

Current state of OpenRTB

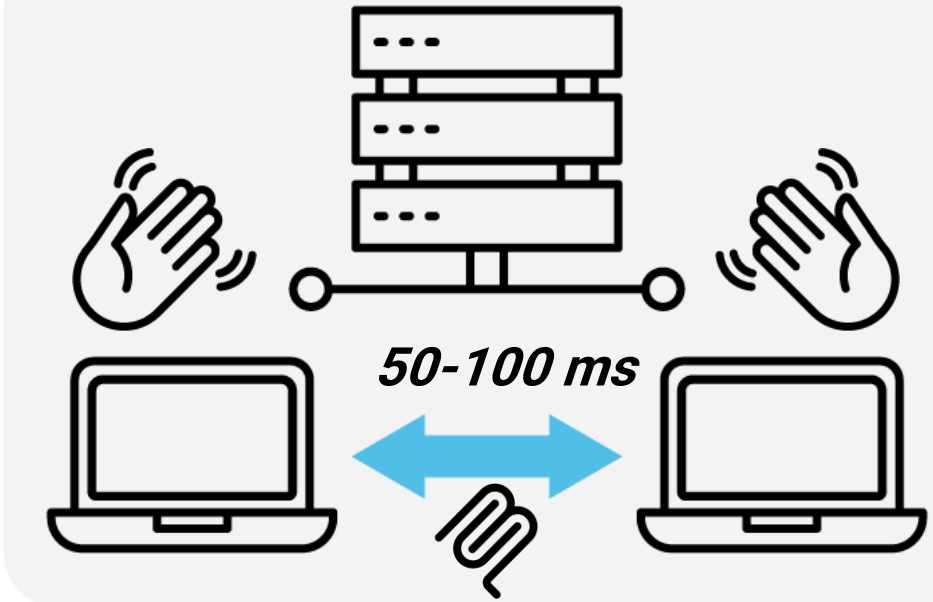


Agentic Future State

Same Data Center
(Same Server?)

Data Center A



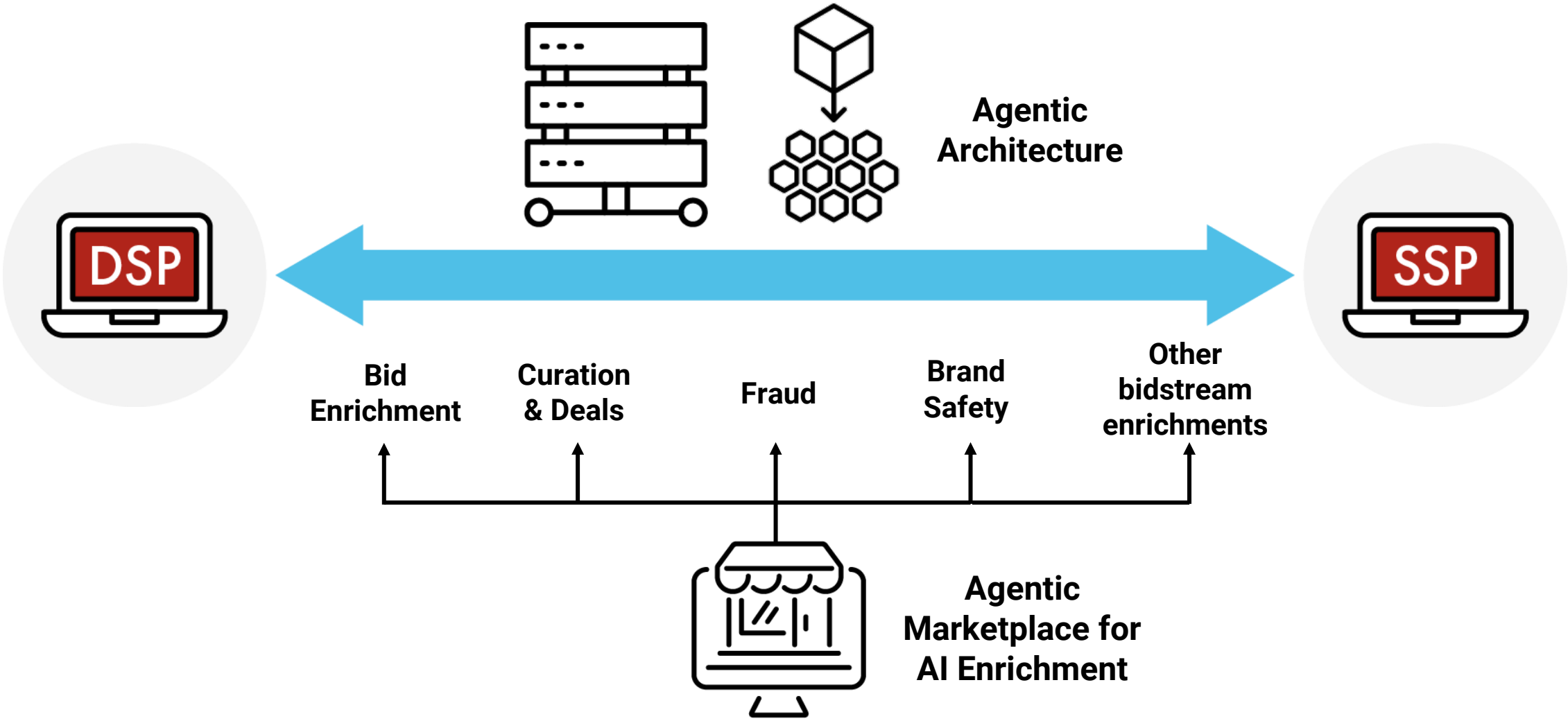


Data Center B

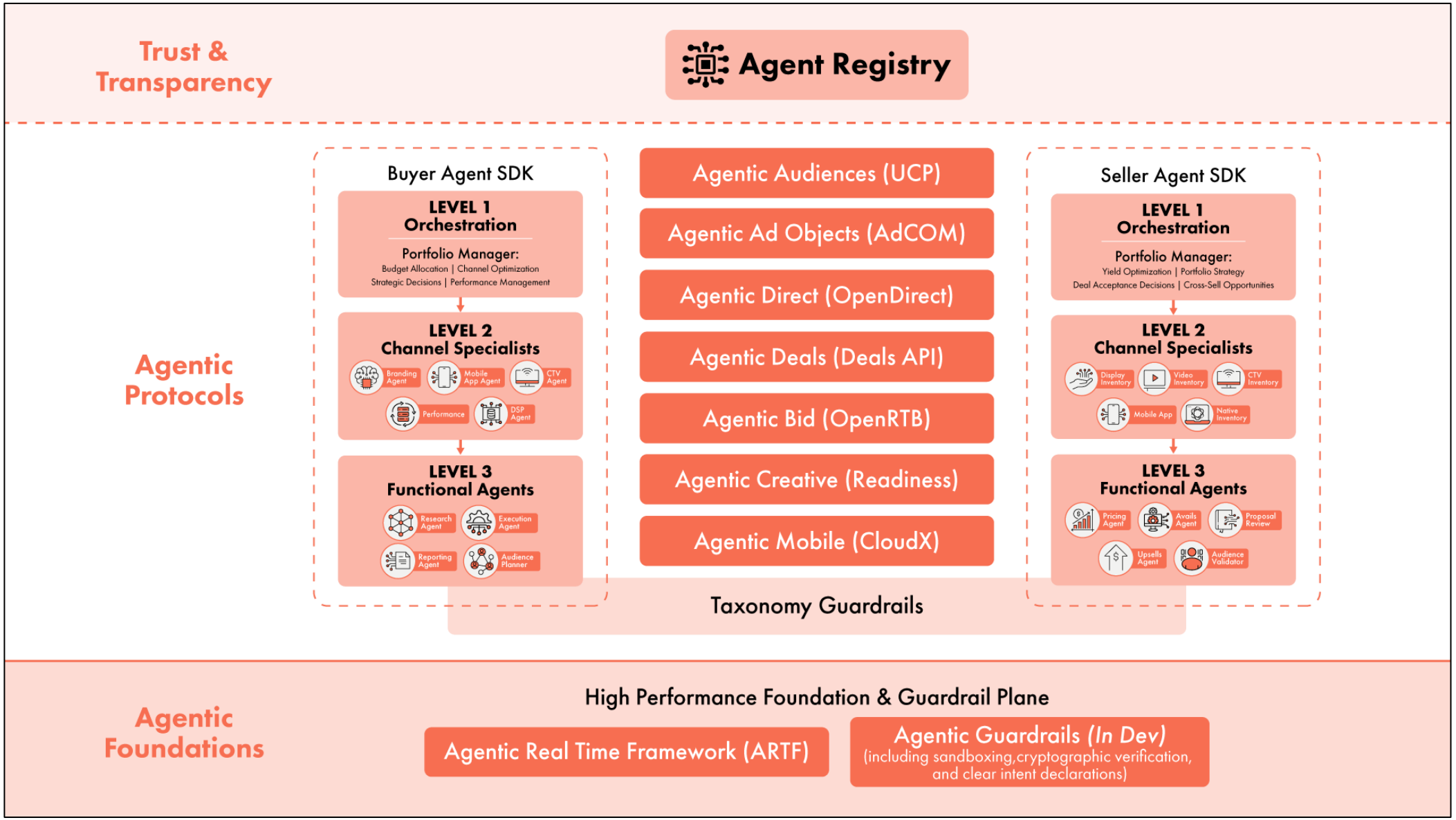


gRPC, HTTP/2, Protobuf
&
MPC

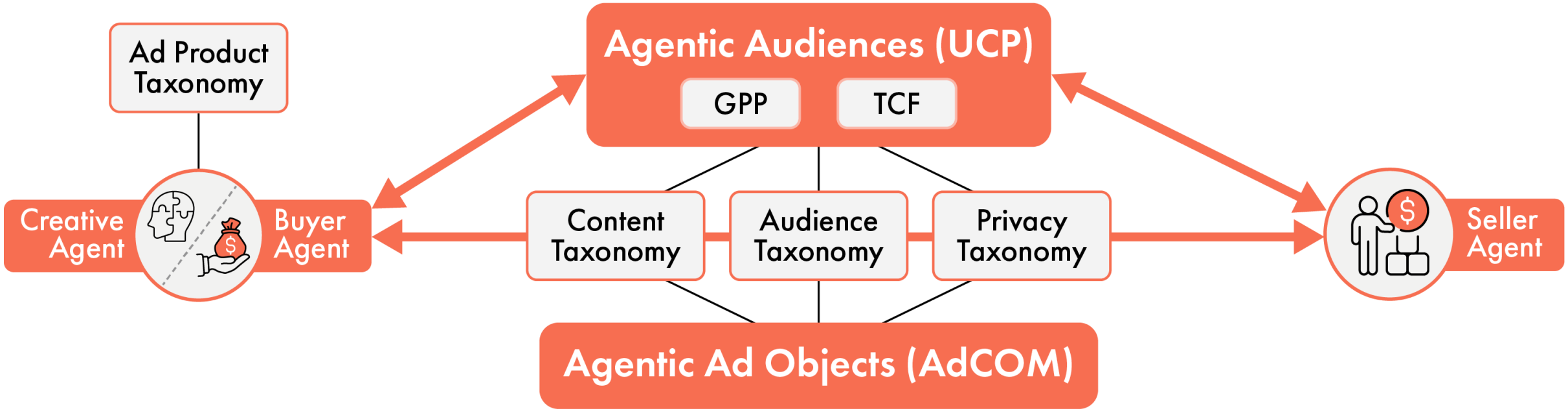
Time efficiencies are transformative



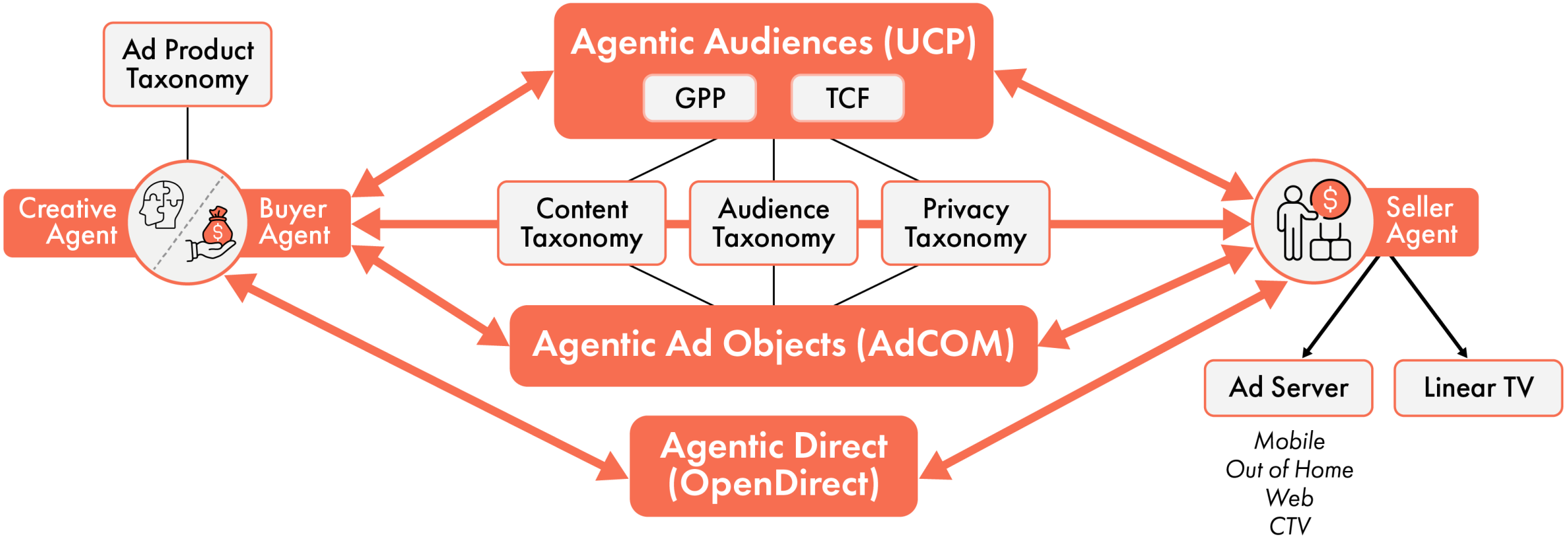
AAMP Ties It All Together



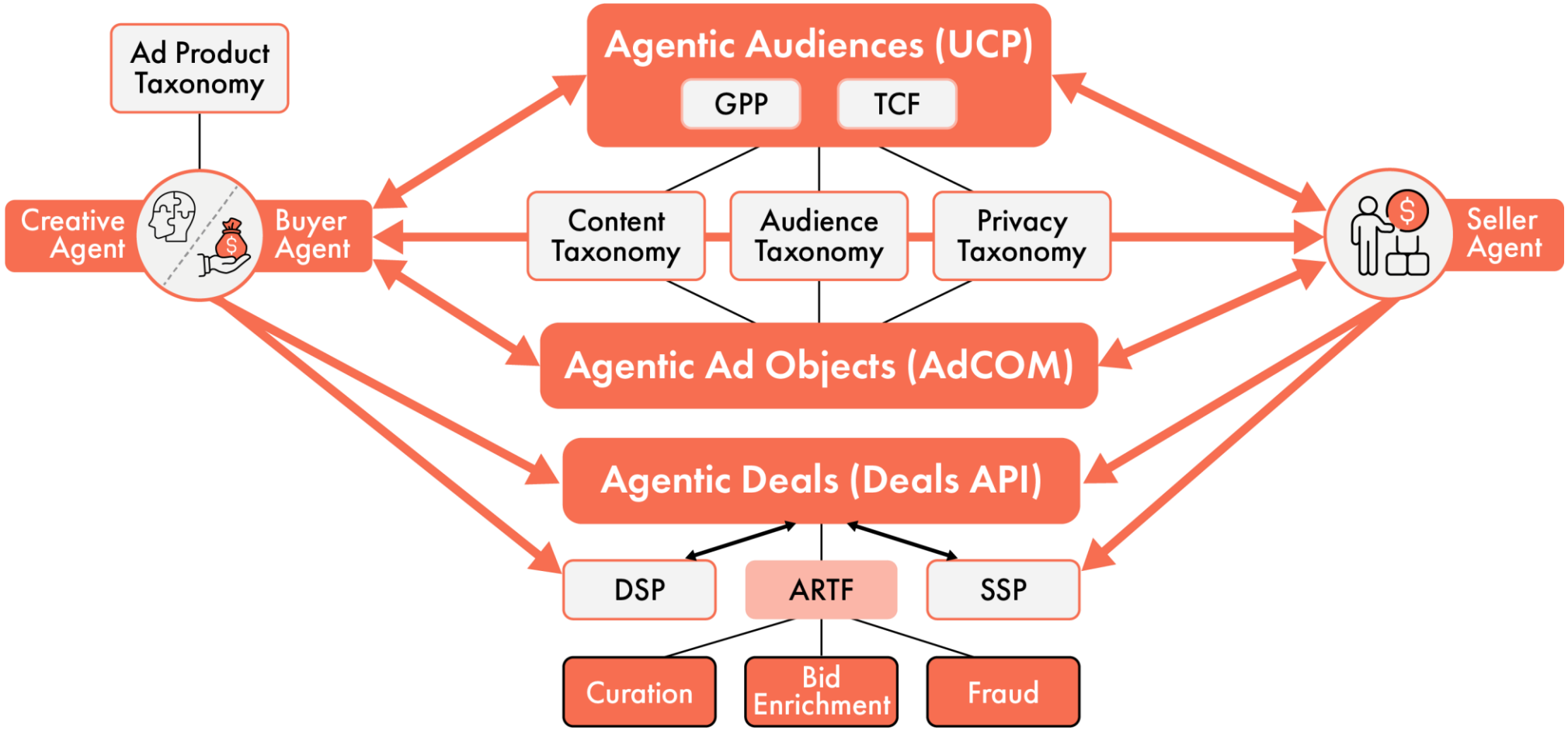
Agent Discovery and Negotiation



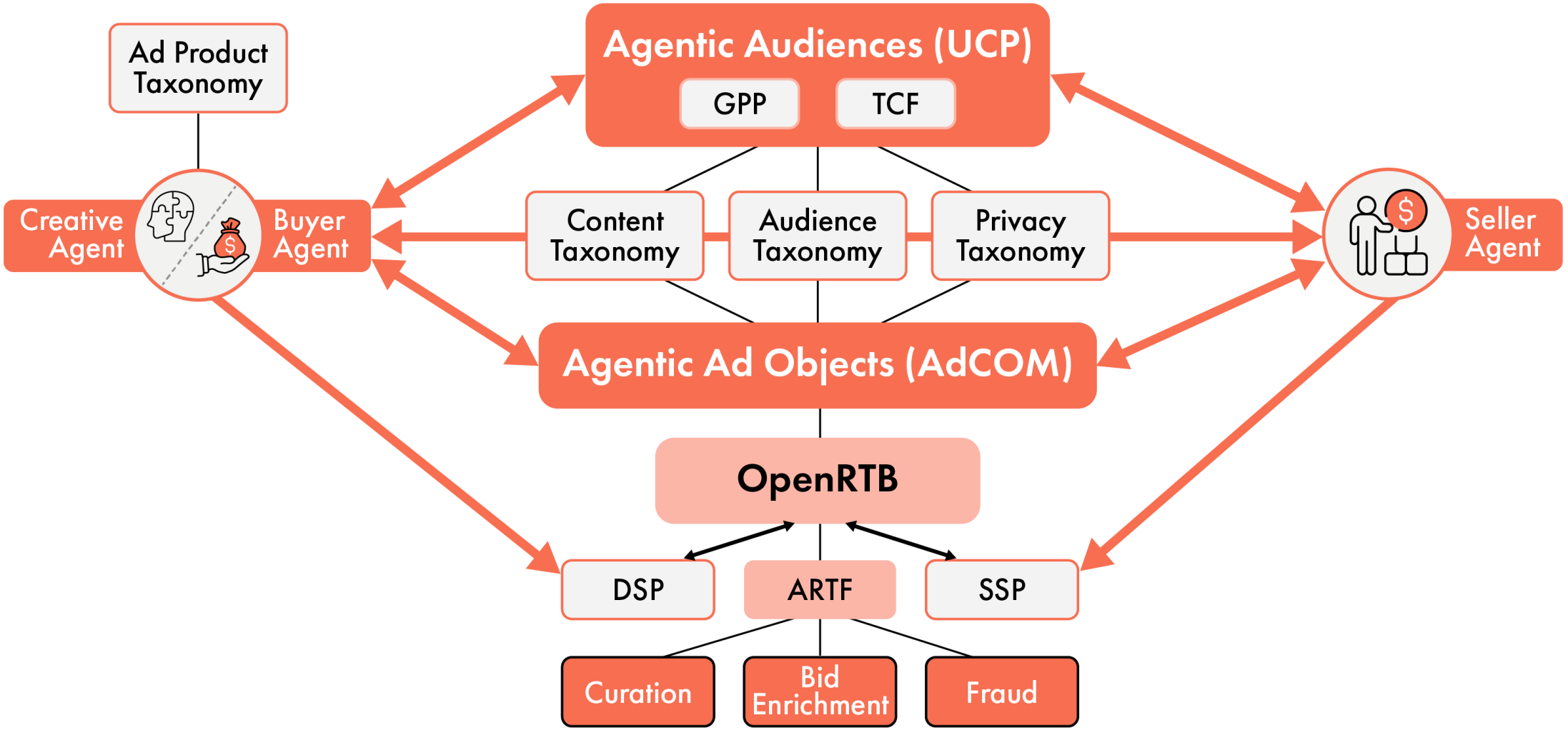
Agentic Direct Transactions



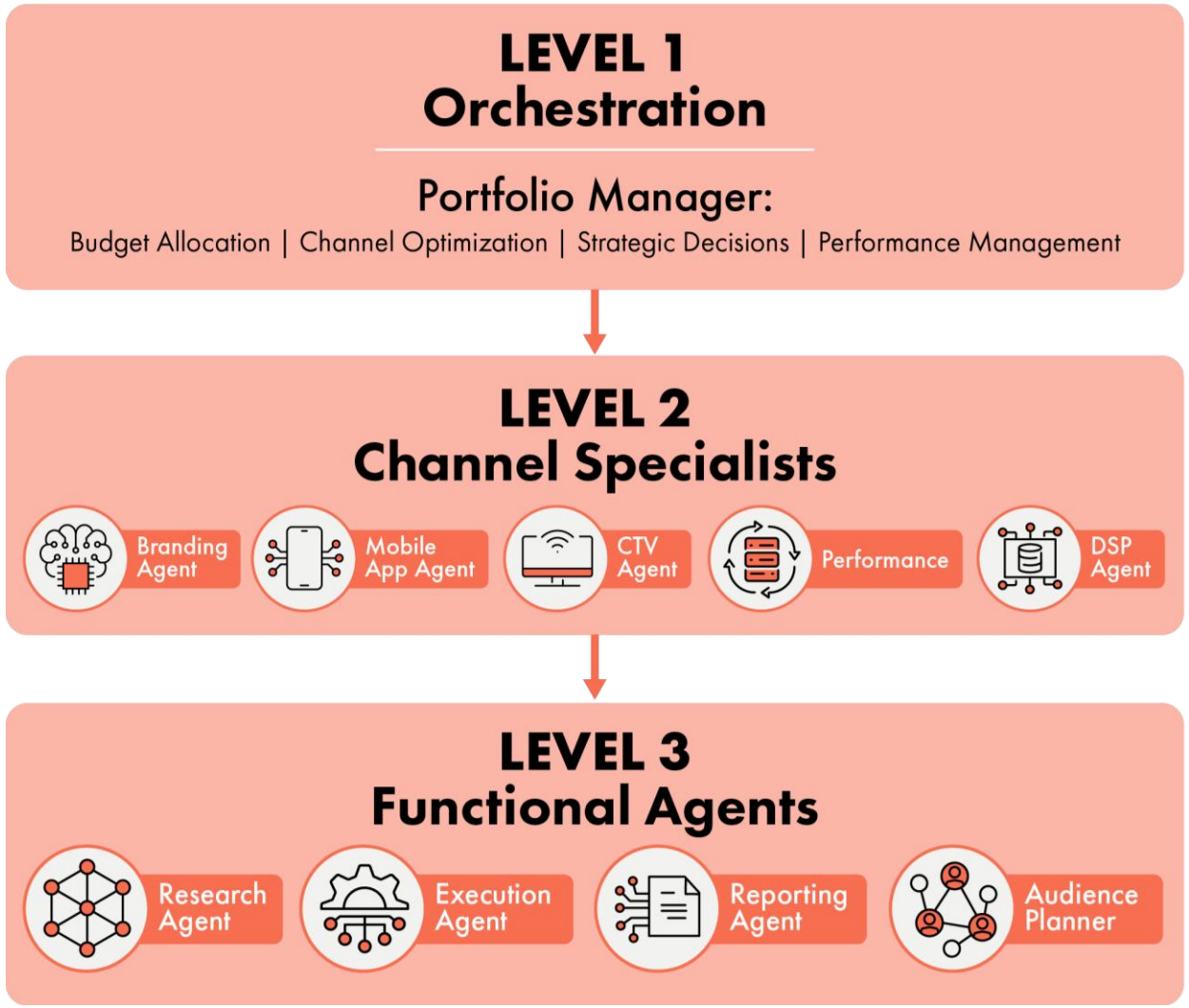
Transacting with Agentic Deals

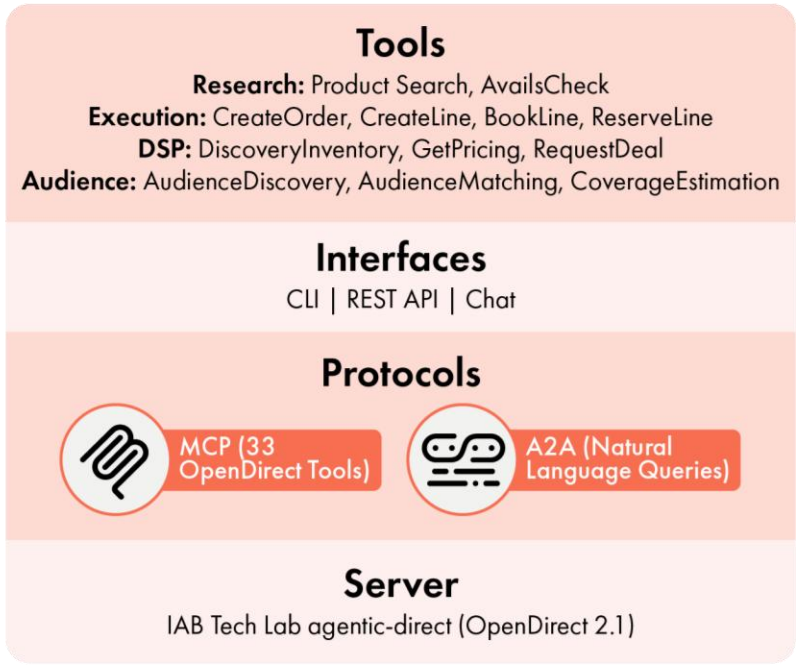


Agentic Open Bidding

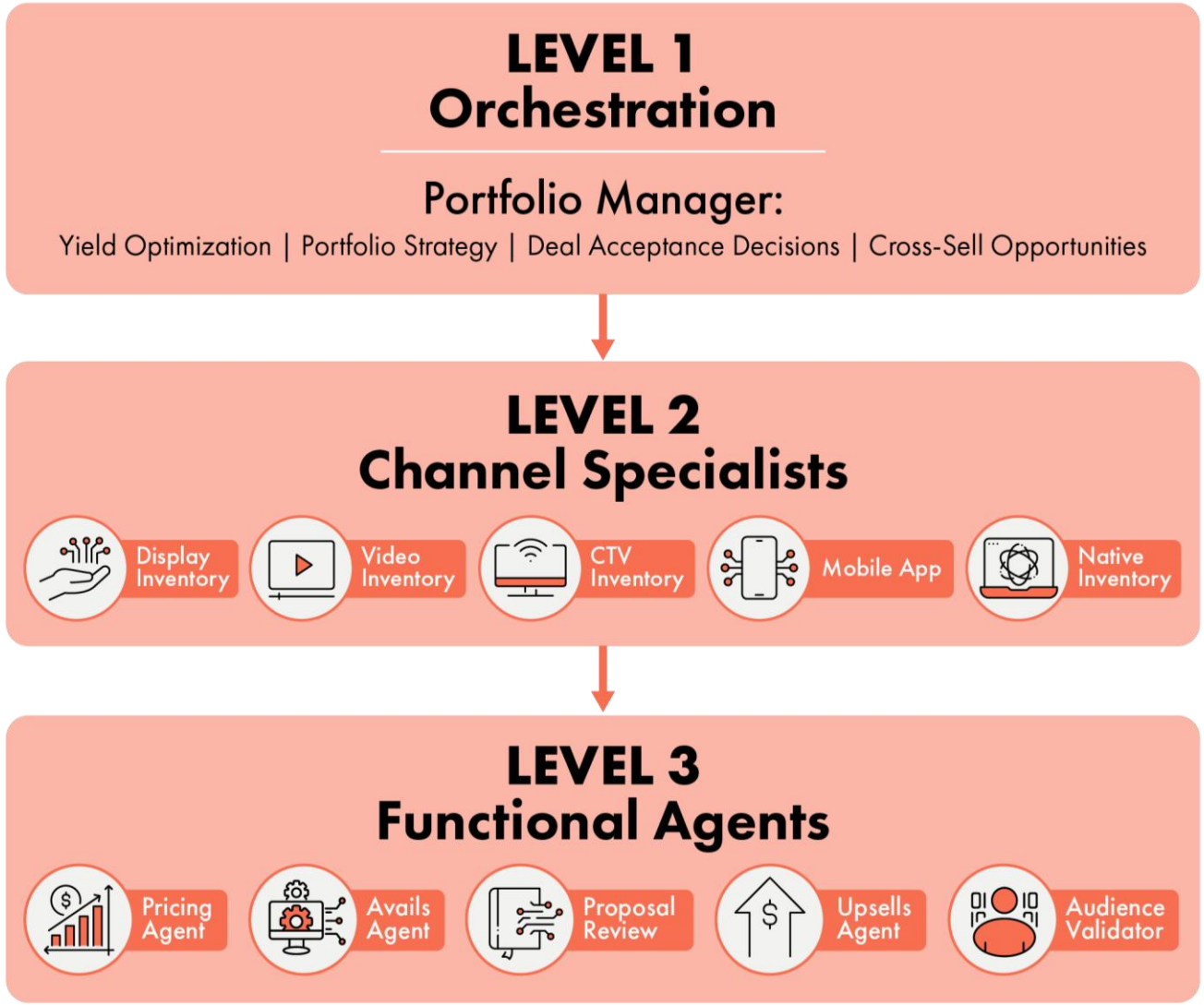


Ad Buyer Reference Architecture





Ad Seller Reference Architecture



Tools

Pricing: PriceCalculator, FloorManager, DiscountEngine
Inventory: AvailsChecker, CapacityForecaster, AllocationManager
Deals: ProposalGenerator, CounterOfferBuilder, DealIDGenerator
Audience: AudienceValidation, AudienceCapability, CoverageCalculator
GAM: ListAdUnits, CreateOrder, CreateLineItem, BookDeal, SyncInventory

Interfaces

CLI | REST API | Chat

Protocols

MCP (33 OpenDirect Tools)

A2A (Natural Language Queries)

Server

IAB Tech Lab agentic-direct (OpenDirect 2.1)

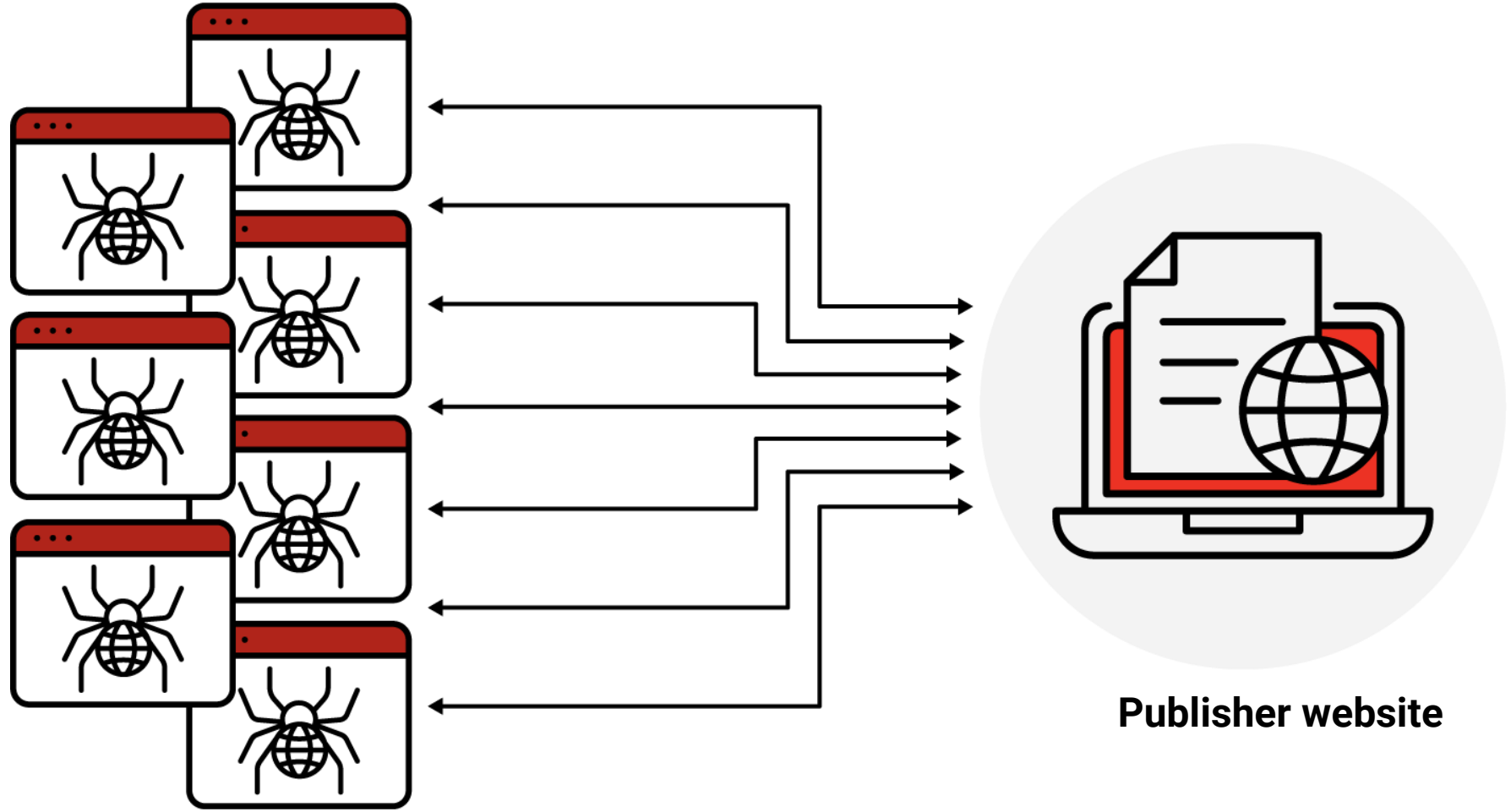

51% of Web Traffic is not Human

LLM Content Monetization Protocols

CoMP

Learn More!

LLMs today have unfettered access to the open web



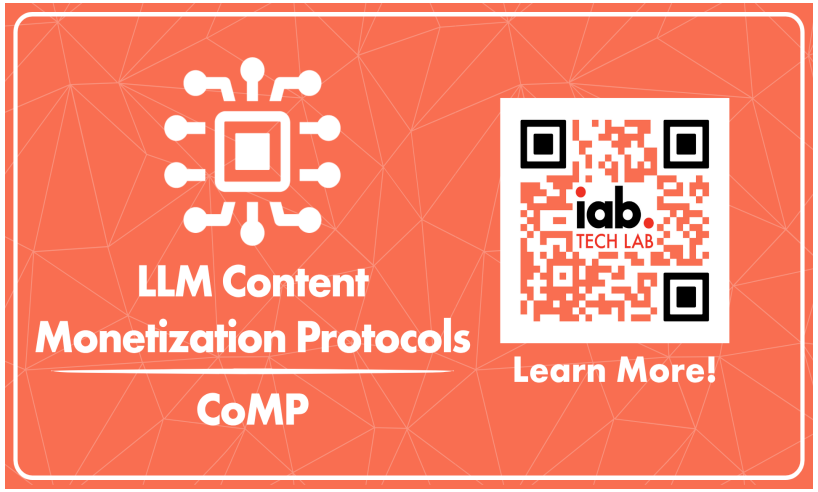
LLM and AI Agent Crawlers

Publisher website

Summary of CoMP initiative

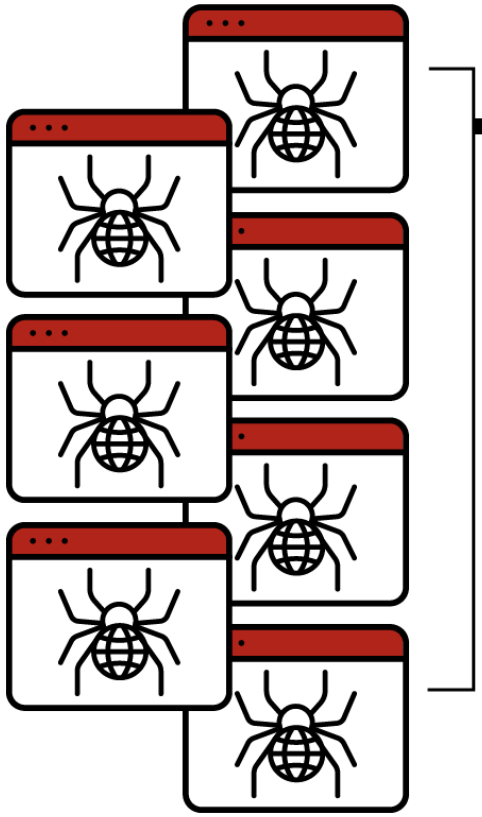
- X Not blocking
- X Not economic models
- ✓ Communication protocol & APIs between Pubs & LLMs







Content Monetization Protocols APIs



LLM or AI Agent Crawlers

1

Content Access Controls

Authorize

Access Controls

Publisher/ LLM Contract

2

Crawler Access Terms

Content Tiers

Basic

Premium

Archival

Payment Options

Cost per Crawl

Unlimited access

Cost per Query

3

Logging & Reporting

LOG

Logging

Publisher Invoices LLM

4

Tokenization & Request Processing

Content & Content Token returned to Authenticate Source of Data & Track Query use for Cost per Query model

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