BUILDING TOWARD AN AI-NATIVE ECOSYSTEM

AI is changing where advertising creates value

2026 INDUSTRY REPORT · A FIRST LOOK

iab canada

ONE KEY SHIFT FOR EACH PART OF THE INDUSTRY



01 AGENCIES

From media operators to

Orchestrators of intelligence

Automation makes human judgment the differentiator.

02 MARKETERS

From campaign owners to

Orchestrators of growth

AI pilots need clear links to business outcomes.

03 ADTECH

From optimization to

Agentic infrastructure

Buying needs connected, explainable systems.

04 PUBLISHERS

From content fuel to

Signal advantage

Trusted signals must be readable by automated buyers.

95% of publishers say LLMs are already reshaping their business

½+ of marketers used generative AI for creative and targeting in 2025

4 stakeholder workshops, January–March 2026

Agencies · Marketers · AdTech · Publishers

FOUR THEMES ACROSS THE ECOSYSTEM

Value is moving
Toward judgment, trusted data and signals.

Operating models must catch up
Staffing, pricing and stacks were built pre-AI.

Trust is infrastructure
Provenance and accountability are now required.

Standards matter more
Agents need common ways to identify and transact.

Human judgment. Trusted signals. Connected systems.

READ THE FULL REPORT

Building Toward an AI-Native Ecosystem

Stakeholder SWOTs, practical priorities and global standards in a Canadian context.

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