



## **MEDIA STATEMENT**

**8 May 2020:** Media Federation of Australia CEO Sophie Madden said released the following statement in response to the ISBA's Programmatic Supply Chain Transparency Study, May 2020.

*The MFA welcomes the Programmatic Supply Chain Transparency Study by the Incorporated Society of British Advertisers (ISBA), which highlights the complexity of the programmatic value chain. While the study is UK-based, it makes important recommendations for greater data standardisation and transparency across the Ad Tech ecosystem and highlights the importance of creating industry-wide solutions that can be applicable to all markets.*

*The MFA and our members, working closely with other industry bodies, have made significant gains in delivering greater transparency and will continue to play an important role in driving future industry-wide initiatives. We see this as critical to building trust in programmatic advertising and look forward to examining the ISBA learnings more closely and how they can be applied to our market. As highlighted in the ISBA's report, we all need to work together in collaboration with Ad Tech vendors, to facilitate a shared understanding and application of transparency.*

**For more information, please contact:**

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### **About the MFA**

The Media Federation of Australia (MFA) is the peak body representing media communication companies. The MFA is a non-for-profit organisation established in 1997 with a current membership base that represents over 90% of all media billings placed by media agencies in Australia. The MFA's vision is to encourage operational excellence in the field of media communication connections and to define and develop best practice standards to support its members and the role they play in servicing their clients.