



Brussels, 17 February 2022

Signatories of the Memorandum of Understanding (MoU) on online advertising and IPR

- 1) Adform
- 2) Amobee
- 3) Associação Portuguesa de Anunciantes (APAN)
- 4) Associazione Italiana Commercio Estero (Aice)
- 5) comScore
- 6) Hrvatsko udruženje društava za tržišno komuniciranje - Croatian Association of Communications Agencies (HURA)
- 7) DoubleVerify
- 8) European Association of Communications Agencies (EACA)
- 9) European Gaming and Betting Association (EGBA)
- 10) Google
- 11) GroupM
- 12) Havas Media Group
- 13) Integral Ad Science (IAS)
- 14) Internet Advertising Bureau Europe (IAB Europe)
- 15) Internet Advertising Bureau Italy (IAB Italy)
- 16) Związek Pracodawców Branży Internetowej (IAB Poland)
- 17) Internet Advertising Bureau Slovakia (IAB Slovakia)
- 18) Internet Advertising Bureau Spain (IAB Spain)
- 19) ISBA
- 20) OpenX
- 21) Publicis Groupe
- 22) Sovrn
- 23) SpotX
- 24) Sports rights owners coalition (SROC)
- 25) Trustworthy Accountability Group (TAG)
- 26) Uniunea Agentilor de Publicitate din Romania (UAPR, Romanian Association of Communications Agencies)
- 27) Utenti Pubblicità Associati (UPA)
- 28) whiteBULLET
- 29) World Federation of Advertisers (WFA)