

NEWS

'Look closely at what's on offer': Industry bodies respond to measurement transparency call

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Industry chiefs Gai Le Roy and Josh Faulks weigh in on the measurement transparency debate

The AANA and IAB Australia have endorsed greater transparency in marketing measurement after Mutinex co-founder [Henry Innis](#) [warned the industry risks](#) repeating some of the governance failures of the media rebate era through undisclosed relationships between measurement providers and media owners.

In his column, Innis called on the industry's peak bodies to intervene, writing that "the AANA and the IAB should act on it before we find out the hard way where this road ends."

Although the industry bodies have stopped short of calling for new standards, they encourage marketers to scrutinise how measurement products are funded and structured.

In a statement provided to Mumbrella, IAB chief executive Gai Le Roy defended the role media owners play in measurement, saying they have long supported audience currencies, research and brand lift studies.

"Measurement quality improves when all the stakeholders have a seat at the measurement table, provided everyone can see who's sitting at the table and what they bring," she said.

"On MMM, we encourage marketers to take the time to look closely at what's on offer."

In his statement, AANA chief executive Josh Faulks said advertisers should understand the commercial relationships underpinning measurement products, warning that "undisclosed conflicts risk undermining trust".

Read Henry Innis' full column [here](#). See also [TrinityP3's Darren Woolley on the column](#), which he said "sent a necessary shockwave through the wider marketing and media industry."

Gai Le Roy, IAB CEO:

"IAB supports transparency across the industry, and we encourage marketers to have open conversations with their measurement and media partners about how their relationships work.

"Media owners have a long history of helping advertisers understand the impact of their investments, including by funding the industry's audience measurement currencies, providing consumer insight studies, and enabling brand lift measurement. There's real value in that continuing because media owners can help validate methodology and data inputs using their direct knowledge of inventory, audience behaviour, content environments, and delivery mechanics. Measurement quality improves when all the stakeholders have a seat at the measurement table, provided everyone can see who's sitting at the table and what they bring so that the process is both visible and understood by the client.

"On MMM, we encourage marketers to take the time to look closely at what's on offer. Last September we released our IAB Market Mix Modelling Landscape Report which can help marketers understand the questions worth asking their measurement

vendors. These include how a study is funded, what support sits behind it, whether it's exclusive, and how it's structured. These are standard questions, and any credible partner will answer them without hesitation.

"Our advice is simple: understand how each MMM is funded and built and then choose the partner whose approach fits your business. Don't assume all offerings are the same. Quality measurement is worth budgeting for in its own right, and marketers who treat it that way tend to get more out of it in the long run."

"IAB Australia will continue to keep working across the industry, with other industry bodies, as well as marketers, agencies, media owners, and vendors, to improve transparency and help educate the market on what good measurement practice looks like."

Josh Faulks, AANA CEO:

"Transparent, independent measurement is critical to advertiser confidence. Advertisers should ask what commercial relationships exist, and whether any party have influenced the data, methodology or findings. Undisclosed conflicts risk undermining trust. AANA will continue to engage with the industry to ensure advertisers have the transparency they need to make informed decisions."

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