**IAB, 4A's and ANA Push for Industry-Led Ban on Poor Ads**

The Interactive Advertising Bureau, the American Association of Advertising Agencies and the Association of National Advertisers have written to the Coalition for Better Ads to urge that the industry adopt a self-regulatory framework to stop the use of digital ad formats known to provide a bad consumer experience. "The Better Ads Experience Program" would eliminate the use of four desktop and eight mobile ad units that coalition research indicates consumers find "annoying, interruptive or obstructive."

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<https://www.mediapost.com/publications/article/308673/ana-4as-and-iab-include-browsers-in-self-regulato.html>