

# AGENDA

8:30-9:30AM Networking Breakfast

9:30-9:50AM **WHAT'S NEXT FOR AD TECH? 2017 & BEYOND**

Join PubMatic's co-founder and CEO as he presents an overview of how the digital media landscape has changed over the past 6- to 12-months and the impact on ad tech business models, industry consolidation, and the potential future of publishing.

**Rajeev Goel, Co-Founder & CEO, PubMatic**

9:50-10:20AM **EARNING CONSUMER ATTENTION IN TODAY'S MULTI-SCREEN WORLD**

As an industry, we've made great strides in finding better ways to get our ads in front of the right consumers. The biggest challenge, however, is getting people to *pay attention* to those ads across the many screens and devices consumers are using. In addition to great storytelling and entertainment, what tools should marketers be using? Join digital media experts as they discuss the finite nature of consumer attention, the ongoing battle to capture it, and the cost of this persuasion amongst infinite content.

**Moderator: Peter Horan, Founder, Horan MediaTech Advisors**

10:20-10:30AM **INDUSTRY INSIGHTS: AD TECH TAX**

10:30-11:00AM **THE REALITY OF THE "AD TECH TAX"**

Death and taxes are a reality, even in media. As advertisers and brands hurriedly shift their ad spend to programmatic channels, the call for transparency around pricing and the overall value exchange has reached a fever pitch. Join the conversation as this panel tries to shed light on this divisive subject and address a range of topics, including the need for fee transparency, the future of ad tech arbitrage, what constitutes a fair take rate, and more.

**Moderator: Joey Trotz, Global Head of Advertising Technology, The Weather Company, an IBM Business**

Morning Break

11:00-11:15AM **THE SUPPLY CHAIN FROM HELL? RAISING THE BAR ON DIGITAL MEDIA QUALITY**

From Procter & Gamble to JPMorgan Chase, big brands are finally voting "No" on a digital supply chain they are describing as "murky at best and fraudulent at worst." Are fake news, botnets, impression fraud, security breaches, privacy fears, and user abuse all facets of the same problem - and can that problem be solved? Is programmatic advertising itself teetering on the precipice? Four digital industry leaders join the IAB's outspoken CEO to clean up the supply chain from hell.

**Moderator: Randall Rothenberg, President & CEO, IAB**

11:45<sub>AM</sub>–1:00<sub>PM</sub> Networking Lunch

1:00–1:10<sub>PM</sub> **INDUSTRY INSIGHTS: DIVERSITY**

1:10–1:40<sub>PM</sub> **DIVERSITY AND THE CREATIVE COST OF LIMITING VARIETY**

At a time when advertising needs to be more creative than ever in order to connect with consumers successfully, many companies are limiting their ability to address this challenge by failing to embrace a diversity of ideas and expertise. MediaLink Vice Chairman Wenda Harris Millard and leaders from across digital media take a hard look at the reality of diversity in digital media, including the role that each of us should play in fostering various backgrounds and perspectives in our workforce—and the high price companies pay when they don't take advantage of diverse skillsets and opinions.

**Moderator: Wenda Harris Millard, Vice Chairman, MediaLink**

1:40–2:10<sub>PM</sub> **IS DATA DONE? REACHING ANALOG BEINGS IN A DIGITAL WORLD**

Are we beginning to treat individuals as nothing more than an accumulation of data? With the number of connected devices capable of delivering messages to consumers and data to marketers expected to reach 50 billion globally by 2020, we have more information than ever before. But how much is too much, and where do we draw the line when it comes to reaching our audience? Join experts from the digital media industry as they address the role of data in increasing—or decreasing—the value of digital media and advertising today.

**Moderator: Steven Wolfe Pereira, Chief Marketing & Communications Officer, Neustar**

2:10–2:30<sub>PM</sub> Afternoon Break

2:30–2:40<sub>PM</sub> **INDUSTRY INSIGHTS: BRAND SPEND**

2:40–3:10<sub>PM</sub> **THE PROGRAMMATIC EVOLUTION DRIVEN BY BRAND SPEND**

As more brand dollars shift to programmatic channels and the benefits of automation are extended to direct buys, the technologies and strategies used by digital media buyers and sellers have evolved in order to drive value for both sides of the industry. Join the conversation with industry experts as they discuss the impact of these changes on the ways they structure their teams, their training needs and the overall strategies they employ and how this new environment continues to shift the dynamics of control between publishers and media buyers.

**Moderator: Kyle Dozeman, VP Advertiser Solutions, PubMatic**

3:10–3:30<sub>PM</sub> **THE PRICE OF PERSUASION**

PubMatic's president ties expected outcomes for the day to the conference theme, "The Price of Persuasion."

**Kirk McDonald, President, PubMatic**