



ADVANCED ADVERTISING

PRESENTED BY: **BC** Multichannel NEWS Next|TV

#AdvancedAd

8:30 - 9:25 **Networking Breakfast**

9:25 - 9:30 **Welcome**



LOUIS HILLELSON
VP/Group Publisher
*Multichannel News,
Broadcasting & Cable
& Next TV*

9:30 - 10:05 **Opening Keynote: Nielsen Total Audience Initiative**

Interviewer



MARK ROBICHAUX
Editorial Director
*Multichannel News,
Broadcasting & Cable
& Next TV*

Speaker



MEGAN CLARKEN
President of Global
Product Leadership
Nielsen

10:05 - 10:50 **Taking Addressable to the Next Level**

Moderator



KENT GIBBONS
Editor
Multichannel News

Panelists



MICHAEL BOLOGNA
President
MODI Media



JENNIFER KOESTER
SVP, Advanced
Advertising Product
& Data Analytics
**Cablevision
Media Sales**



MATTHEW VAN HOUTEN
Director, Strategy
and Business
Development,
AT&T AdWorks
**AT&T Entertain-
ment Group**



TRACEY SCHEPPACH
EVP, Precision
Video Director
**Starcom MediaVest
Group**

10:50 - 11:35 **Programmatic Ad Sales and Buying: Beyond the Headlines**

Moderator



TIM HANLON
Managing Director
FTI Consulting

Panelists



BRETT ADAMCZYK
VP, Business Development and Strategy
Videa



DAN AVERSANO
SVP of Ad Innovation and Programmatic Solutions
Turner Broadcasting



ADAM S. GAYNOR
Vice President
DISH Media Sales



CHRIS PIZZURRO
Head of Product, Sales and Marketing
Canoe

11:35 - 11:55 **Break**

11:55 - 12:20 **Keynote: The Race to Deliver Multi-Platform Metrics for the TV Industry**

Interviewer



DADE HAYES
Editor
Broadcasting & Cable

Speaker



THOMAS EAGAN
Managing Director, Senior Research Analyst
The Telsey Group

12:20 - 1:05 **Data-Driven: How Big Data is Boosting the Value of TV Advertising**

Moderator



JEFF BAUMGARTNER
Editor
Next TV

Panelists



HELEN KATZ
SVP, Research Director
Starcom Mediavest Group



KIM NORRIS
Chief Operating Officer
Viamedia



LANCE NEUHAUSER
CEO
4C Insights



ALECK SCHLEIDER
VP, Data & Analytics
Videology



PANKAJ SHROFF
Founder & CEO
Psychability Inc.

1:05 - 2:25 **Networking Lunch: Over the Top-ics**

People Based Measurement
Leader: Dominic Williamson
 Lead, Marketing Science
Facebook

Programmatic Ad Sales and Buying
Leader: Matt Prohaska
 CEO & Principal
Prohaska Consulting

Programmatic Ad Sales and Buying
Leader: Karine McMaster
 Associate Media Director
Amplifi US

Programmatic Ad Sales and Buying
Leader: Chris Raleigh
 Chief Commercial Officer
placemedia

Ad Decisioning & Programmatic Ad Tech
Leader: Peter Dolchin
 Strategic Partner Lead
Google

Programmatic Media & Marketing
Leader: William (Bill) A. Lederer
 CEO
MRP Advisers

The Advertiser Perspective on Sourced Traffic and Programmatic Buying
Leader: Bill Duggan
 Group EVP
Association of National Advertisers (ANA)

Cross Platform Measurement
Leader: Jane Clarke
 CEO, Managing Director
CIMM

Cross Platform Measurement
Leader: Radha Subramanyam
 President of Insights, Research and Data Analytics
iHeartMedia

Addressability
Leader: Jennifer Koester
 SVP, Advanced Advertising Product & Data Analytics
Cablevision Media Sales

Addressability
Leader: Adam S. Gaynor
 VP
DISH Media Sales

Audience Measurement
Leader: George Musi
 Managing Partner - Analytics, Insights, and Attribution
Mindshare

Audience Measurement
Leader: Howard Shimmel
 Chief Research Officer
Turner Broadcasting

Connected TV Advertising
Leader: Scott Rosenberg
 VP of Advertising, Content & Services
Roku

Future of TV Advertising
Leader: Tracey Scheppach
 EVP, Precision Video Director
Starcom MediaVest Group

TV Ad Attribution
Leader: Jeff Storan
 VP, Product Marketing
Simulmedia

2:25 - 2:50 **Keynote**

Interviewer



MARK ROBICHAUX
 Editorial Director
Multichannel News, Broadcasting & Cable & Next TV

Speaker



KRISHAN BHATIA
 EVP, Business Operations and Strategy
NBCUniversal

2:50 - 3:35 **Programmatic Part 2: Making Programmatic Happen**

Moderator



JANE CLARKE
 CEO, Managing Director
CIMM

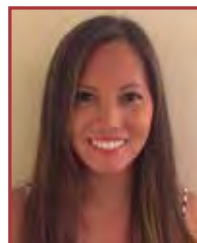
Panelists



JONATHAN BOKOR
 SVP, Director of Advanced Media
Starcom MediaVest Group



BRENDAN CONDON
 President
AdMore, a Division of Cannella Media, LLC



LARENE DE GUZMAN
 Associate Director,
 Advanced TV
Cadreon



DEREK MATTSSON
 President
placemedia



JESSICA ROBINE
 Director,
 Advanced TV
Cadreon

3:35 - 3:55 **Break**

3:55 - 4:40 **Missing A Moving Target: What the TV business is measuring and what it should be measuring**

Moderator

Panelists



JON LAFAYETTE
Business Editor
Broadcasting & Cable



GABE BEVILACQUA
VP of Product Management
Viacom Vantage



JOHN CURRAN
Director, Media Analytics
RSG Media Systems



HOWARD SHIMMEL
Chief Research Officer
Turner Broadcasting



SEAN MULLER
CEO
iSpot.tv



GEORGE MUSI
Managing Partner - Analytics, Insights and Attribution
Mindshare



CHRIS WILSON
EVP, National Television
comScore

4:40 - 5:05 **Closing Keynote: The Future of Advertising in an On-Demand World**

Interviewer



JON LAFAYETTE
Business Editor
Broadcasting & Cable

Speaker



JOE MARCHESE
President, Advanced Advertising Products
Fox Networks Group
Founder true[X]

5:05 - 6:00 **Networking Cocktail Reception**

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