

# Advanced Advertising

October 19, 2016 / Grand Hyatt

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8:00 – 9:00 **Networking Breakfast**

9:00 – 9:05 **Welcome**

Louis Hillelson

VP/Group Publisher

**Broadcasting & Cable/Multichannel News/Next TV**

9:05 – 9:35 **Opening Keynote – Donna Speciale, President – Turner: We've Got Results**

As one of the leaders in using data to find target audiences for clients, Turner has dozens of Advanced Advertising campaigns and they show big lifts in recall, intent to buy and sales. Speciale will talk about how data-driven campaign benefit advertisers.

**Moderator:**

Jon Lafayette

Business Editor

**Broadcasting & Cable**

**Keynote Speaker:**

Donna Speciale

President

**Turner Ad Sales**

9:35 – 10:20 **Addressing Ad to the Household: What has to happen Next?**

The TV industry has long sought the ability to target advertising to individual households, based on demographics and buying habits, not just what shows they watch. That day is coming closer as more pay-TV providers enable the technology beyond a current universe of about 40 million homes and an estimated \$500 million or so in ad spend – and the return on investment has been demonstrated across a range of consumer products. But what will it take to move to the next level and capture a bigger swath of the \$70-billion tv-advertising market? A panel of experts working in the category today will give us their views & predictions.

**Moderator:**

Kent Gibbons

Editor

**Multichannel News**

**Panelists:**

Jonathan Bokor

SVP, Director of Advanced Media

**MediaVest | Spark**

Maria Mandel Dunsche

VP, Head of Marketing

**AT&T AdWorks**

Mark Lieberman

President & CEO

**Viamedia and Placemedia**

Eric Schmitt

EVP, Communications, TV & Media

**Acxiom**

Nick Troiano

CEO

**Cadent TV / Tech**

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10:20 – 11:05

**Making Programmatic Plays Pay 1 – What Goes Into Building A Programmatic Ad Buying Program**

Once a technology sideshow ripe for experimentation that grew out of the world of the Web and digital video, more automated, programmatic advertising models continue to seep into the world of more traditional on-demand and linear TV. This panel will discuss and debate the ingredients needed to set up a programmatic regimen and reach targeted consumers using programmatic ad strategies.

**Moderator:**

Matt Spiegel

Senior Vice President/GM, Marketing and Technology Solutions

**MediaLink**

**Panelists:**

Tim Castree

Managing Director, North America

**Videology**

Brendan Condon

CEO

**AdMore**

Arun Kumar

Global President

**Cadreon**

Jes Santoro

SVP, Programmatic & Advanced TV Sales

**TubeMogul, Inc**

11:05 – 11:30

**Networking Break in the Exhibit Showcase Area**

11:30 – 12:15

**Making Programmatic Plays Pay 2 – What Makes Campaign Successful and Will Programmatic Spending Grow?**

As programmatic buying grows, the efficiency and the effectiveness of data-driven television campaigns become easier to track. This panel will analyze what made campaigns successful and forecast whether the success justifies increased spending and more commercial inventory being made available by skeptical programmers.

**Moderator:**

Tim Hanlon

Founder & CEO

**The Vertere Group LLC.**

**Panelists:**

Doug Fleming

Head of Advanced TV

**Hulu**

Adam S. Gaynor

Vice President, Media Sales and Analytics

**Dish Media Sales**

Eric Mathewson

Founder & CEO

**WideOrbit**

Brad Smith

SVP – Revenue and Operations

## Videa

12:15 – 1:00

### **Measurement in Focus: How Close is the TV Business to Settling on a Universal Cross-Platform Currency?**

As Nielsen works to fine-tune its Total Audience Measurement Tools and newly fortified competitor comScore rolls out its own, many networks are also continuing to invest in their own custom solutions. What will become universal currency? Or will the future look much like the mosaic of approaches being used in today's marketplace? For this session, we aim to offer predictions for the 2017-18 upfront season, along with taking stock of the 2016 test-drive of cross-platform has gone, gauging sentiment from stakeholders at networks, third-party measurement companies and tech innovators.

#### **Moderator:**

Dade Hayes

Editor

**Broadcasting & Cable**

#### **Panelists:**

Randy Cooke

VP of Programmatic TV

**SpotX**

Colleen Fahey Rush

Executive Vice President and Chief Research Officer

**Viacom**

Joan FitzGerald

Vice President, Product Management & Business Development

**TiVo**

Andrew Feigenson

Managing Director

**Nielsen**

Carol Hinnant

SVP, National Television

**comScore**

1:00 – 2:15

### **Networking Topic Table Lunch**

Advanced Advertising dives deeply into the hottest discussion topics around the future of advertising and will explore the impact of data and automation in TV advertising with this structured, curated networking session inside the main session room. Every table will have a themed discussion led by an expert on the topic, for 30 minutes, the leaders will then witch tables for a second round of networking. Every registered attendee will have a chance to request in advance which topic tables they will be assigned to.

1:00 – 1:20 – Get Lunch

1:20 – 1:45 – Table 1 Discussion

1:50 – 2:15 – Table 2 Discussion

**Table Leaders:** (more to be announced)

#### **Ad Decisioning & Programmatic Ad Tech**

LEADER: Peter Dolchin – Strategic Partner Lead – **Google**

#### **Audience Architecture**

LEADER: Allan Dib – Managing Director – **W2O Group**

#### **Audience Measurement**

LEADER: Joseph Abruzzo – EVP, Chief Exploration Officer – **J. Abruzzo Consulting Inc.**

### **Audience Measurement**

LEADER: David Poltrack – Chief Research Officer, **CBS Corporation** and President of **CBS VISION**

### **Cross Platform Measurement**

LEADER: Julya Fridman – VP, Multiplatform & Distribution Analytics – **A+E Networks**

### **Cross Platform Measurement**

LEADER: Natasha Hritzuk – VP of Client Insights & Content Partnerships Research – **Turner**

### **Cross Platform Measurement**

LEADER: Dominic Williamson – Lead, Marketing Science – **Facebook**

### **Do We Need a New Currency?**

LEADER: Denise Colella – Senior Vice President, Advanced Advertising Products and Strategy – **NBCUniversal**

### **Programmatic Ad Tech**

LEADER: Julian Zilberbrand – Executive Vice President, Audience Science – **Viacom**

### **The Digital Advertising Talent Gap**

LEADER: Will Jerome – Enterprise Account Director – **General Assembly**

### **The Importance of Creative in ROI**

LEADER: Carl Marci – Chief Neuroscientist, Nielsen Consumer Neuroscience – **Nielsen**

### **Monetizing live content beyond the pre-roll**

LEADER: Geert Faber – Vice President Americas – **Ex Machina Group**

2:15 – 2:45

### **Keynote Presentation from NBCUniversal**

#### **Keynote Speakers:**

John Harrobin  
Chief Marketing Officer, Content Innovation Agency  
**NBCUniversal**

Alison Tarrant  
Executive Vice President, Client Partnerships Group  
**NBCUniversal**

2:45 – 3:30

### **Building Marketing Muscle by Adding Branded Content to Advanced Advertising**

With advertisers seeking more impact than 30-second spots alone can deliver, many networks are getting into the branded content business. Special units are producing video that combines brand messaging with elements from network programming in order to keep viewers tuned in and attentive. They're also using data to find the shows and moments that resonate most with consumers. This panel will feature network executives, media buyers and marketers who will discuss how much bang for their buck branded content provides.

#### **Moderator:**

Jon Lafayette  
Business Editor  
**Broadcasting & Cable**

#### **Panelists:**

Geoffrey Campbell  
Senior Director of Branded Content  
**MediaCom**

Mark Lewis  
Vice President, Client and Brand Partnerships  
**Discovery Communications**

Ofer Oved  
Chief Strategy Officer  
**HIRO Media**

Thomas Punch  
Global Executive Creative Director  
**VICE Media**

Babs Rangaiah  
Partner, Global Marketing Solutions  
**IBM | iX**

3:30 – 3:50 **Networking Break in the Exhibit Showcase Area**

3:50 – 4:00 **Advanced Advertising Leadership Awards**

These awards honor companies that are transforming and dominating the world of marketing. The winners are chosen based on metrics including innovation, iSpot.tv's Digital Share of Voice rankings for the first six months of the year, and overall campaign effectiveness.

**Award Winner:** Mountain Dew

4:00 – 4:45 **Panel Introduction:** Sony Joseph – VP, Data Products - FreeWheel

**Big Changes From Big Data**

The TV business is betting big buck that big data will bring big results. What data is needed to make advertising more efficient and accountable and how are organizations changing as they bring in people skilled in accumulating and analyzing mountains of information.

**Moderator:**

Stacey Schulman  
EVP, Strategy and Analytics  
**Katz Media Group**

**Panelists:**

Michael Dean  
VP Data Driven Solutions  
**ABC**

David Ernst  
Vice President, Audience Measurement and Innovation  
**Discovery Communications**

Sony Joseph  
VP, Data Products  
**FreeWheel**

Sean Muller  
CEO & Founder  
**iSpot.tv**

Lance Neuhauser  
CEO

## **4C Insights**

4:45 – 5:15

### **Closing Keynote – Dave Penski, CEO – Publicis Exchange**

Penski will talk about reorganizing to move faster and deal with the changes in the media environment. Also how an agency can leverage scale and still innovate and be a good partner when programmers present new opportunities.

#### **Moderator:**

Jon Lafayette  
Business Editor

***Broadcasting & Cable***

#### **Keynote Speaker:**

Dave Penski  
CEO

**Publicis Exchange**

5:15 – 6:30

**Networking Cocktails**

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