

# REAL-TIME ADVERTISING SUMMIT

19 - 20 NOV 2014 / LONDON

Demystifying Programmatic Media Buying and Getting it Right

## KEY TOPICS

Mobile and Video Real-Time Bidding (RTB)  
Transparency: Strategies for Brands to Get More Visibility of their Media Budget Spend  
Brand Safety in the Real-Time Advertising Ecosystem  
Designing a Real Time Cross-Channel Advertising Strategy  
Publishers View on Programmatic  
Choosing the Right DSP & DMPs  
Bid Optimisation to Achieve Improved ROI from Your RTB Campaigns  
Attribution in Real-Time Audience Targeting

## WHO SHOULD ATTEND

Brands | Agencies | Ad Networks | Agency Trading Desks | DSPs | SSPs | Publishers | Ad Exchanges

## COMMERCIAL PARTNERSHIPS

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ACI's Real-Time Advertising Summit taking place on 19th & 20th November 2014, is a two day event focussed on addressing key opportunities and challenges in the rapidly evolving programmatic landscape.

Led by senior industry experts through case study presentation, panel discussions, interactive and networking sessions the event aims to provide you with a peer-to-peer learning and networking platform to address the latest trends in programmatic media trading including:

- Understanding the Programmatic Ecosystem
- Taking Programmatic In-House
- The Return on Investment of Programmatic Buying for Advertisers
- Transparency: Strategies for Brands to Get More Visibility of their Media Budget Spend
- Mobile and Video Real-Time Bidding (RTB)
- Addressing Brand Safety & Transparency Concerns in Programmatic
- Designing a Real Time Cross-Channel Advertising Strategy
- The Publishers View on Programmatic
- Choosing the Right DSP, SSPs & DMPs
- Bid Optimisation to Achieve Improved ROI from Your RTB Campaigns
- Attribution in Real-Time Audience Targeting and more

Join us in London, the digital advertising hub in Europe and the business gateway to Europe for US, network with your peers, learn all there is to know about real-time advertising and take your media trading strategies to the next level.

## Who Will You Meet

- Brands
- Agencies
- Ad Networks
- Ad Exchanges
- DSP Providers
- Publishers & SSPs

## Registration

If you would like to register for this event or wish to find out more information, please contact **Mohammad Ahsan** on:

☎ +44 (0) 203 141 0606

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www http://www.acieu.net

🏠 ACI Europe, 5/13 Great Suffolk Street, London, SE1 0NS

## Chairmen

- Paul Frampton, CEO, **Havas Media**
- Americo Campos Silva, Global Media Manager, **Shell**

## Speakers

- Laurent Nicolas VP of Viewability, **AppNexus**
- Richard Dunmall, Group MD, Advertising, **Bauer Media UK**
- Tom Bowman, SVP Sales Operations and Commercial Production, **BBC Worldwide**
- Mark Butterfield, Global Head of Media, **Boehringer Ingelheim**
- Victor Malachard, CEO and Co-founder, **Byyd**
- Martin Brown, Vice President Managing Director UK and Nordics, **DataXu**
- Alan Fagan, Group Sales Director, EMEA, **ESPN**
- Matthijs Keij, CEO, **FlxOne**
- John Snyder, CEO, **Grapeshot Limited**
- Khurram Hamid, Global Director Digital Media, **GlaxoSmithKline**
- Steve Chester, Director of Data & Industry Programmes, **IAB UK**
- Martin Kelly, CEO and Co-founder, **Infectious Media Ltd**
- Matt Adams, Chief Media Officer, **iProspect**
- David Ellison, Marketing Services Manager, **ISBA**
- James Bournier, Head of Display & RTB, **Jellyfish Online Marketing**
- Dan Plant, Group Strategy Director and Real Time Planning Director, **MEC Global**
- Oliver Gertz, Managing Director Interaction EMEA, **MediaCom**
- Steve Richards, COO & European President, **MOFILM**
- Chris Actis, Managing Director, **Neo@Ogilvy**
- Victoria Swainson, Programmatic Trading Manager, **News UK**
- Karim H. Attia, CEO, **nugg.ad**
- Leon Gurevich, Commercial Director, **OpenX**
- Liz Rutgeresson, Head of Real-Time Bidding Display, **Periscopix**
- Gareth Shaw, Commercial Director, **PulsePoint**
- Gavin Stirrat, COO, **StrikeAd**
- Gordon White, Programmatic and Data Director, **Time Out**
- Shane Keane, Media Manager EMEA/APAC, **Shazam**
- Paul Gill, Head of Real-Time Bidding (RTB), **Search Laboratory**
- Gavin Wilson, Managing Director Northern And Southern Europe, **Sociomantic Labs**
- Tom Barnett, CEO, **Switch Concepts Limited**
- Dominic Barry, Country Manager UK & Nordics, **StickyADS.tv**
- Chris Dobson, Executive Chairman, **The Exchange Lab**
- Fiona McKinnon, VP, Global Operations and Partnerships, **The Exchange Lab**
- James Patterson, Client Services Director, **The Trade Desk Inc**
- Andy Bush, International Publisher, **Time & Fortune**
- Nick Reid, UK Managing Director, **TubeMogul**
- Paul Rostkowski, President Varick Media Management, **Varick Media**
- Rich Astley, Managing Director UK, **Videology**
- Marco Bertozzi, President Audience On Demand EMEA and North American Client Services, **VivaKi**
- Daniel Young, International Yield & Programmatic Director, **The Weather Channel**
- Nick Hugh, Vice President, Display Solutions, EMEA, **Yahoo!**

## DAY 1

Wednesday 19th November 2014

08:00 REGISTRATION & COFFEE

08:30 CHAIRMAN'S OPENING REMARKS



**Paul Frampton**  
CEO  
Havas Media

### SESSION ONE: THE CHANGING PROGRAMMATIC LANDSCAPE

08:45 **Opening Keynote: Programmatic and the Taming of Technology – Why it's Time to Bring Real-Time In-house**

- Overview of the state of programmatic in Europe in comparison to other world markets
- Key trends, opportunities and challenges in the programmatic ecosystem
- The importance of taking programmatic 'in-house' and why it matters right now?
- Guidelines for making technology a core element of your business
- The realities and advantages of successfully navigating from managed- to self-service
- Gaining control that drives superior results and efficiencies



**Rich Astley**  
Managing Director, UK  
Videology

09:05 **The State of Real Time Advertising - The Asia Pacific Perspective**



**Chris Actis**  
Managing Director  
Neo@Ogilvy

09:25 **Understanding the Programmatic Ecosystem**

- The shift in the digital ad ecosystem – what does this mean for media planners and brand owners, the blurring of the lines between the vendors and business models for the ad networks, trading desks, DSPs, DMPs, exchanges and SSPs and what trends are to follow for the future?
- The client of the future and the changing agency model



**Tom Barnett**  
CEO  
Switch Concepts Limited

09:45 PANEL Q&A

### SESSION TWO: MAKING THE MOST OF PROGRAMMATIC

10:00 **Setting Up for Success: Adopting a Solid Programmatic Framework**

- Needs analysis, cost vs. returns – are you ready to take the plunge?
- Breaking down silos and aligning your goals and teams
- Technology and infrastructure evaluation and key factors to consider
- What level of Return on Investment (ROI) should you expect?



**Martin Kelly**  
Co-founder & CEO  
Infectious Media Ltd

10:20 **Getting Creative with Programmatic Ad Buying for Better ROI**

- Strategies to improve campaign performance for programmatic ad buys
- Evaluating ad sizes and diversifying ads and exploring a broader range of ad units
- Which display units will deliver higher CPM, CPC and CPA rates for your brand campaign?



**James Patterson**  
Client Services Director – EMEA  
The Trade Desk Inc.

10:40 **The Return on Investment of Programmatic Buying for Advertisers**

- Planning a successful RTB display strategy in 2014; beating the competition
- Understanding the tools available to enable you to be in a position to make market leading choices for your brand
- ROI is not a given, it is achieved through the choices made
- Utilising consumer data sources; how huge volumes of intelligent data can make RTB strategies more complex but more profitable
- Combining and testing targeting options for greater ROI
- Maintaining premium publisher exposure whilst focusing on your brand's statistically qualified target audience
- Learn who your customers really are



**Paul Gill**  
Head of RTB  
Search Laboratory

## 11:00 Ford Case Study: Customer-Centric Marketing: How Global Brands Are Winning with Data and Analytics

- What stages are there within the media buying maturity lifecycle?
- How do organisations become more mature and ultimately benefit from increased media efficiencies?
- How can brands leverage programmatic technologies to gain valuable insights and increase engagement for improved acquisition and better ROI?



**Martin Brown**  
VP, Managing Director UK and Nordics  
DataXu

## 11:20 PANEL Q&A

## 11:40 MORNING REFRESHMENTS

## CONFERENCE PRESENTATION

## 12:10 Programmatic Sophistication: Riding the Next Wave of Innovation

The days of programmatic as the new, but unproven technology are behind us. Given rapid adoption and technological advancements, the industry has moved from its first stage of achieving scale to a new era of programmatic sophistication. What will the next wave of innovation bring? How do important issues like fraud and traffic quality influence the behaviors of brands, agencies and publishers? How do we unleash programmatic's transformative power to capture its full potential promise? During this presentation, OpenX will explore the future of programmatic and the different opportunities for buyers and sellers across new screens, formats, and business models.



**Leon Gurevich**  
Commercial Director  
OpenX

## 12:35 NETWORKING LUNCH

## SESSION THREE: MOBILE RTB

## 13:20 How Agencies and Brands Capitalise on Mobile RTB to Achieve a Deeper Level of Consumer Targeting

- Getting started with Mobile RTB
- Factors to consider to ensure success
- 'How To's' of Mobile RTB



**Gavin Stirrat**  
COO  
StrikeAd

## 13:40 Measuring Mobile Advertising Effectiveness in a Real-Time Bidding Environment



**Victor Malachard**  
CEO and Co-founder  
Byyd

## 14:00 PANEL Q&A

## SESSION FOUR: TRANSPARENCY & BRAND SAFETY

## 14:10 Transparency: Strategies for Brands to Get More Visibility of their Media Budget Spend

- Setting a balanced level of transparency
- Guidelines for transparency
- What questions should you be asking?



**Gavin Wilson**  
Managing Director, Northern and Southern Europe  
Sociomantic Labs

## 14:30 Brand Safety in the RTB Ecosystem

- Dealing with brand safety when it comes to RTB buying
- Choosing the right partners to ensure brand safety
- Industry guidelines and standards in brand safety



**Gareth Shaw**  
Commercial Director  
PulsePoint

## 14:50 PANEL Q&A

## 15:00 AFTERNOON REFRESHMENTS

## SESSION FIVE: OVERCOMING KEY ISSUES WITH PROGRAMMATIC, STANDARDS & GUIDELINES

## 15:30 Benefitting from Industry Initiatives and Working Groups Focused on Programmatic Buying & RTB

- Introduction of current working groups and committees in Europe and their activities, aims and progress
- How can brands, advertisers and publishers benefit from these initiatives?
- Guidelines, standards and audits – where are we now and what will the future look like?



**Steve Chester**  
Director of Data & Industry Programmes  
IAB UK

## PANEL DISCUSSION

### 15:50 Tackling The Programmatic Problems Together

- How can Advertisers, DSPs, SSPs, Publishers, Ad Exchanges, Ad Networks work together as an industry in addressing key issues such as viewability, inventory quality, data concerns, brand safety and transparency?
- Creating frameworks, standards and guidelines
- Guidelines for brands on how to structure media agency contracts around programmatic advertising, to ensure clarity around data ownership
- Exploring steps towards mutually beneficial partnerships

*Panellists:*



**Mark Butterfield**  
Global Head of Media  
Boehringer Ingelheim



**David Ellison**  
Marketing Services Manager  
ISBA



**Matt Adams**  
Chief Media Officer  
iProspect



**Fiona McKinnon**  
VP, Global Operations and  
Partnerships  
The Exchange Lab



**Daniel Young**  
International Yield & Programmatic  
Director  
The Weather Channel

## SESSION SIX: PUBLISHERS ON PROGRAMMATIC

### 16:35 The Publisher's View on Programmatic



**Tom Bowman**  
SVP Sales Operations and  
Commercial Production  
BBC Worldwide

## PANEL DISCUSSION

### 16:55 The Publisher's View on Programmatic & RTB

- The current split between direct vs. programmatic sell
- What are the benefits and challenges of RTB for publishers?

- The role of industry standards in ensuring publishers can sell their inventory in a transparent environment
- The importance of sustainable rates and speed of adoption of programmatic by publishers for all their inventory

*Panellists:*



**Richard Dunmall**  
Group MD, Advertising  
Bauer Media UK



**Alan Fagan**  
Group Sales Director, EMEA  
ESPN



**Victoria Swainson**  
Programmatic Trading Manager  
News UK



**Andy Bush**  
International Publisher  
Time & Fortune



**Gordon White**  
Programmatic & Data Director  
Time Out

### 17:35 CHAIR'S CLOSING REMARKS

### 17:45 NETWORKING DRINKS RECEPTION

## DAY 2

Thursday, 20th November 2014

### 08:30 REGISTRATION & COFFEE

### 08:55 CHAIRMAN'S OPENING REMARKS



**Americo Campos Silva**  
Global Media Manager  
Shell

## SESSION SEVEN: KEYNOTE SESSION

### 09:00 Designing for a Single Customer View

- Creating engaging content, accessing marketing intelligence, identifying and building audience segments, campaign delivery and measuring marketing performance through a unified platform
- Enabling marketers to collectively plot the smartest path to reach an audience across all disciplines, screens and media



**Marco Bertozzi**  
President of AOD, EMEA and North  
American Client Services  
VivaKi

09:20 **Presentation Title To Be Confirmed**



**Oliver Gertz**  
Managing Director Interaction,  
EMEA  
MediaCom

09:40 **PANEL Q&A**

**SESSION EIGHT: CROSS CHANNEL  
TARGETTING**

09:50 **Advanced Cross-Channel  
Programmatic Brand Advertising**

- Seamlessly reaching audiences across in-stream video, mobile, rich media, and display
- Case studies, lessons learnt and best practices
- Reaching your customers using the right insights and the right tools



**Chris Dobson**  
Executive Chairman  
The Exchange Lab

10:10 **Holistic Approach for Programmatic  
Premium Advertising**

- Defining campaign objectives and identifying target groups for brand advertisers
- Measuring and optimising programmatic premium campaigns with branding KPIs and frequency boosting
- Learning more about your target group with audience-centric web analytics systems & real-time campaign dashboards
- How to you use RTB to reach consumers across multiple channels via a single campaign?



**Karim H. Attia**  
CEO  
nugg.ad

10:20 **Finding New Customers in a  
Programmatic, Cross Channel and  
Multi Format World**

- Changing consumption patterns from the consumer
- The importance of being able to identify users across devices
- The role of 1st and 3rd party data in prospecting through programmatic
- How do native ads fit in with traditional display and why both are critical to success



**Nick Hugh**  
Vice President, Display Solutions,  
EMEA,  
Yahoo!

10:40 **Cross Channel Real-Time Advertising  
Strategies**



**Dan Plant**  
Group Strategy Director and Real Time  
Planning Director  
MEC

11:00 **PANEL Q&A**

11:20 **MORNING REFRESHMENTS**

**PANEL DISCUSSION**

11:50 **The Future of Real-Time Advertising**

- Predictions of trends to follow in programmatic buying in the coming years
- A look at future technology, skills and regulation
- What will the industry look like in comparison to the existing model?

Panellists:



**Steve Richards**  
COO & European President  
MOFILM



**Khurram Hamid**  
Global Director Digital Media  
GlaxoSmithKline



**Paul Rostkowski**  
President  
Varick Media Management



**Shane Keane**  
Media Manager EMEA/APAC  
Shazam



**John Snyder**  
CEO  
Grapeshot Limited

**PANEL DISCUSSION**

12:30 **Understanding Programmatic Video &  
TV**



**Nick Reid**  
UK Managing Director  
TubeMogul

13:00 **NETWORKING LUNCH**

**SESSION NINE: DSPs, SSPs & DMPs**

13:45 **Everything you Must Know about Data  
Management Platforms (DMP)**

- How best to source a DMP or review its performance for your brand/client?

14:05

## Choosing the Right DSP (Demand Side Platform)

- Selection criteria for choosing the right DSP
- Evaluating your needs and what type of third party data you may need
- The importance of technology and support teams
- Ensuring scalability, optimisation, return on investment (ROI) & transparency from your DSP

14:25

## Getting a Better Understanding of SSPs

- What is the difference between SSPs and DSPs?
- How do SSPs work?
- Choosing the right partners for you

14:45

## PANEL Q&A

### SESSION TEN: BID OPTIMISATION, ATTRIBUTION & VIEWABILITY

15:00

## Attribution in Real-Time Audience Targeting

- Moving beyond the last-ad attribution model
- Challenges in today's attribution model in new ecosystem of RTB
- Prioritising the right touch points for your campaign



**James Bournier**  
Head of Display & RTB  
Jellyfish Online Marketing

15:20

## Bid Optimisation to Achieve Improved ROI from your RTB campaigns

- The importance of continuous bid optimisation and impact on RTB campaigns
- Making good use of proper testing and tracking methods



**Liz Rutgersson**  
Head of Real-Time Bidding Display  
Periscopix

15:40

## RTB & Ad Viewability

- Overcoming key challenges with ad viewability
- Viewable ad accreditation and instating data quality measures
- Strategies and tools to achieve greater ad viewability to improve brand and direct response campaign performance
- How viewability will affect digital display in the coming year?



**Laurent Nicolas**  
VP of Viewability  
AppNexus

16:00

## PANEL Q&A

16:15

## CHAIRMAN'S CLOSING REMARKS

16:20

## AFTERNOON REFRESHMENTS & END OF CONFERENCE

## Host City of London



## Exhibition & Sponsorship Opportunities

With leading companies and organisations in the advertising industry attending and speaking at our event, we have the perfect platform to provide outstanding exposure to a senior level audience.

There are various sponsorship packages available, including sponsorship of a cocktail reception on the first evening of the event and sponsorship of a networking lunch. For further details, please contact:

Victor Kinlock

+44 203 141 0626

[vkinlock@acieu.net](mailto:vkinlock@acieu.net)

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# Real-Time Advertising Summit

LONDON, UK

19-20  
NOVEMBER  
2014

## Registration

If you would like to register for this event or wish to find out more information, about early bird and group bookings please contact **Mohammad Ahsan** on:

+44 (0) 203 141 0606

@ mahsan@acieu.net

http://www.acieu.net

Postal Address:  
ACI Europe, 5/13 Great Suffolk Street, London, SE1 0NS

## IAB, IPA & WARC Members Pricing

2 Day Conference (19th & 20th November 2014 Includes Documentation Packet)	£1,195.00 (Ex VAT)
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## Non-Members Early Bird Pricing

10% Discount Valid Until 19th September 2014 2 Day Conference (19th & 20th November 2014 Includes Documentation Packet)	£1,345.00 (Ex VAT)
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## Non-Members Standard Pricing

For registrations after 19th September 2014 2 Day Conference (19th & 20th November 2014 Includes Documentation Packet)	£1,495.00 (Ex VAT)
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Please Note Prices Exclude VAT.

## Group Bookings

If you would like to register a group, please call **Mohammad Ahsan** on +44 (0) 203 141 0606 or email: [mahsan@acieu.net](mailto:mahsan@acieu.net)

## Documentation Packet Available

Documentation Packet Only	£420 (Ex VAT)
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Real-Time Advertising Summit papers are available at £395 (+£25 P&P). Simply tick the box on the booking form, send it with payment and your copy will be on its way to you after the meeting. This important manual will be a

## About ACI

ACI, a UK owned company, have been running successful conferences for the last 15 years in the USA. Headquartered in Chicago with offices all around the States, they run forums in varied fields and are market leaders in healthcare business conferences. Opening their European head office at the end of 2005, they have expanded rapidly and are launching a series of events covering the maritime, energy, oil & gas, media and advertising industries.

## Terms & Conditions

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