

	PROGRAMMATIC I/O <b>BUY-SIDE</b>	PROGRAMMATIC I/O <b>SELL-SIDE</b>	PROGRAMMATIC I/O <b>OPS TALKS</b>	PROGRAMMATIC I/O <b>101</b>	SPOTLIGHT:TV
AM	<b>8:00 BREAKFAST AND REGISTRATION</b>				
	<b>9:00 Putting Ghost Ads To Work: Measuring Incrementality At Scale</b> Garrett Johnson, Assistant Professor, Questrom School of Business, Boston University	<b>How to Make Data More Accessible Across Company Channels</b> Karthic Bala, Chief Data Officer Conde Nast	<b>How To Use Blockchain To Keep Your Supply Chain Clean</b> Will Luttrell, Founder & CEO, Amino Payments; Rachel Mervis, Programmatic Lead, Digital Media Team, Sales and eBusiness Unit, Nestlé	<b>Programmatic 101 Workshop</b>	Chris Kane, Founder, Jounce Media Step up your programmatic expertise in this three-hour crash course. Chris Kane, founder of ad tech consultancy Jounce Media, will lead an interactive workshop that describes the “how it works” of programmatic advertising.
	<b>9:30 Special Presentation by Teads</b> Jim Daily, Global President, Teads	<b>Special Presentation by Quantcast</b>	<b>Presented by Dun &amp; Bradstreet: Best Practices For B2B Advertisers: Business Identity</b> Anudit Vikram, SVP, Audience Solutions, Dun & Bradstreet		
	<b>10:00 Using A CDP To Maximize Your Data Assets</b> Yannis Kotziagkouridis, Global Chief Analytics Officer, Wunderman; Abhi Patil, Sr. Director, Customer Analytics and Loyalty Data Management, Air Canada	<b>Programmatic And Publishers: The Latest US Programmatic Forecast</b> Lauren Fisher, Principal Analyst, eMarketer	<b>Streamlining The Ad Tech Stack, For OTT And Beyond</b> Amit Chaturvedi, EVP, Revenue Operations & Product Management, Turner		
	<b>10:30 NETWORKING BREAK</b>				
	<b>10:55 What Marketer Problems Does A DSP Solve — And Who Does It Best?</b> Kevin Mannion, Chief Strategy Officer, Advertiser Perceptions	<b>The State of Programmatic CPMs</b> Matthew Goldstein, Advisor & Consultant, .msg	<b>Optimizing The Programmatic Auction For User Experience, Speed And Revenue</b> John Potter, CTO, Purch	<b>Programmatic 101 Workshop (continued)</b>	Chris Kane, Founder, Jounce Media This session will cover auction dynamics, data management and campaign optimization. Attendees will receive printed copies of Jounce Media’s “Little Black Book of Ads.”
	<b>11:25 Presented by Tremor Video DSP: How To Supercharge Your Programmatic Video With Accurate Data &amp; Advanced Creative</b> Abbey Thomas, CMO, Tremor Video DSP	<b>Special Presentation by PubMatic</b>	<b>Presented by MiQ: Getting Your House in Order: Building Data Infrastructure to Solve Business Challenges</b> Michael Chock, EVP, US, MiQ		
	<b>11:55 Best Practices For Programmatic Brand Building</b> Sarah Warner, Digital Investment Lead, Programmatic and Video, GroupM	<b>Uncovering The Middle</b> Jana Meron, Senior Vice President Programmatic & Data Strategy at Insider Inc.; Liane Nadeau, VP/ Director, Programmatic Media, Digitas	<b>Bridging The Data Gap Between Media And Marketing</b> Angelina Eng, Executive Director, Marketing, Data Solutions, Morgan Stanley		
PM	<b>12:25 LUNCH</b>				
	<b>1:30 Choose Your Own Adventure: In-House Version</b> Josh Palau, VP Digital Strategy and Platforms at Bayer Consumer Health	<b>Top 10 Programmatic Publisher Fireside</b>	<b>Ads.txt And, Now, Ads.cert - What's The Latest?</b> Neal Richter, CTO, Rakuten	<b>SPOTLIGHT: TV</b>	<b>How To Review The “Full Funnel” Of TV Advertising</b> Ben Tatta, President & Co-founder, 605
	<b>2:00 Presented by MightyHive: Where Do You Fall On The Spectrum Of Control?</b> Pete Kim, CEO, MightyHive	<b>Speeding the Plow: Persuasion and Selling for Programmatic Media and Tech Teams</b> Doug Weaver, Founder & CEO, Upstream Group, Inc.	<b>Special Ops Talks Presentation</b>		<b>Special Presentation by FreeWheel</b> Brian Wallach, SVP/Chief Revenue Officer, FreeWheel Markets
	<b>2:30 Targeting Ourselves Into Oblivion</b> Andrew Shebbeare, Co-Founder & Chief Product Officer, Essence	<b>How To Spin Up A Media Property Quickly</b> Kavata Mbondo, Global VP, Consumer Media, Getty Images	<b>Leveraging Revenue Data to Make Smarter Business Decisions</b> Stephanie Layser, VP, Advertising Technology & Operations, News Corp		<b>Best Practices For Addressable Advertising In Cross-Screen TV</b> Jamie Power, COO, oneZone Media
	<b>3:00 NETWORKING BREAK</b>				
	<b>3:20 Worst Case Scenario: Surviving The AdPocalypse</b> Martin Kihn, VP of Research, Dentsu Aegis Network	<b>Best Practices for the Monetization and Measurement of Podcasts</b> Hernan Lopez, Founder & CEO, Wondery	<b>Best Practices For Data Integration</b> Katrin Ribant, CSO and Co-founder, Datorama	<b>SPOTLIGHT: TV</b>	<b>How To Add TV To Your Omni-Channel Strategy</b> Dakota Smith, Head of Growth & Business, Hopper
	<b>3:40 Special Presentation By Salesforce</b>	<b>Better Header Bidding Through AI</b> Ash Dhupar, Chief Analytics Officer, Publishers Clearing House	<b>How To Leverage Your Email Asset In The Privacy Age</b>		<b>The Advanced TV Ecosystem Map</b> Emily Del Greco, Founder, Del Greco Solutions; Sr. Advisor, Consumer Tech & Media Practice, McKinsey; Marc Brodherson, Partner, McKinsey & Company
	<b>4:10 The Unabridged Atlas of Programmatic Supply</b> Chris Kane, Founder, Jounce Media	<b>Post-GDPR/ePrivacy/California Bill — What Regulations Now And Pending Mean For Pubs</b> Paul Cimino, Global Head of Data Strategy, Prohaska Consulting; Matt Prohaska, CEO & Principal, Prohaska Consulting	<b>Navigating Third Party Data</b> Thea Corona, Head of Data Operations, Thomson Reuters		<b>How To Incorporate Connected TV In Media Planning</b> FreeWheel Executive Jasme Bantens, Managing Partner, Audience Science Lead, Wavemaker; Joan FitzGerald, SVP Advanced TV Global Partnerships, PremiumMedia360; Nicole Whitesel, SVP of Enterprise Strategy, Publicis Media; MODERATOR: James Hercher, Reporter, AdExchanger
	<b>4:40 ALL DAY 1 SESSIONS CONCLUDE</b>				
	<b>5:00 WELCOME PARTY</b>				

AM	8:00	<b>BREAKFAST AND REGISTRATION</b>
	9:00	<b>Welcome</b> John Ebbert, CEO & Founder, AdExchanger
	9:05	<b>Advertiser Opportunities And Challenges Within Programmatic</b> Oliver Maletz, Head of International Communication and Media Planning VMP, Volkswagen AGr
	9:25	<b>GDPR Compliance So Far</b>
	9:45	<b>Special Presentation By Google</b>
	10:05	<b>Untangling Video Measurement</b> Krishan Bhatia, EVP, Business Operations & Strategy, NBCUniversal Peter Bradbury, EVP, National Media Client Services, Nielsen Bryan Wiener, CEO, Comscore
	10:40	<b>NETWORKING BREAK</b>
	11:10	<b>Building The Publishing Platform Of The Future</b> Chip Schenck, VP, Data & Programmatic Solutions, Meredith Digital
	11:30	<b>Programmatic Values</b>
	11:50	<b>Special Presentation by IBM</b>
PM	12:10	<b>How GDPR, Blockchain, and the Trust Crisis Are Shaping Ad Tech's Next Wave</b> Andrew Frank, VP, Distinguished Analyst, Gartner
	12:25	<b>LUNCH</b>
	1:30	<b>Brand Safe Or Cheap. Take Your Pick?</b> Coleen Kuehn, Chief Media Officer, Merkle Josh Lowcock, Chief Digital & Innovation Officer / Global Brand Safety Office, UM Worldwide Brandon Miller, Digital Marketing Manager, Land O Lakes Paul Wallace, VP Media Solutions, Vice Media
	2:05	<b>Special Presentation by Oath</b>
	2:20	<b>How Tribune Leads In Programmatic</b> Ashley McGee, Sr. Director, Strategic Partnerships, Tribune Publishing
	2:40	<b>The New School Of In-Housing</b> Nemr Elsotary, Lead, Global Digital Media, AirBnB Kari Marshall, VP, Media, T-Mobile Brad Stamulis, Director Digital Marketing, Dish Network
	3:00	<b>NETWORKING BREAK</b>
	3:25	<b>Facebook Fireside</b>
	3:45	<b>Problematic I/O - A Study Of The Investment Market For Ad Tech</b> Terence Kawaja, Founder & CEO, Luma Partners
	4:05	<b>Closing Agency Fireside</b>
	4:25	<b>HAPPY HOUR</b>

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