

COLLABORATE TO ACCELERATE
MAY 11TH-12TH, 2016 / LISBON, PORTUGAL



European ID Innovation
Digital Congress

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Events**



COLLABORATE TO ACCELERATE

Online advertising spend in Europe is poised to pull ahead of its historic competitor, television. But this major milestone brings with it challenges, including tighter regulatory scrutiny and issues around transparency and reliability of the delivery chain and user experience. With new frontiers opening in the creative use of data and the possibilities for advertisers to connect with consumers in novel, exciting and enduring ways, all players need to work together to address the challenges and leverage the opportunities. Interact's high-level, two-day State of the Industry conversation will have something for everyone!

WEDNESDAY, MAY 11TH

8.30 am - DIGITAL DETOX SESSION TO START YOUR DAY IN A HEALTHY STRESS-FREE WAY! (RUNNING OR CYCLING)

8.30 am - 9.30 am - IAB EUROPE GENERAL ASSEMBLY (MEMBERS ONLY)

9 am - 10 am - REGISTRATION

10 am - 1 pm - KEYNOTES & PANELS

IAB EUROPE WELCOME & INTRODUCTION: Constantine Kamaras Chairman of the Board of Directors - IAB Europe

POLITICAL FIRESIDE CHAT: 21st century policy-making to protect and empower digital citizens

KEYNOTE: Putting Users First: Lessons from the Front Lines of the Digital Ad Industry

- **Randall Rothenberg**, President & CEO - Interactive Advertising Bureau USA
▷ He will share key trends and insights from the US digital advertising industry, addressing some of the biggest issues and discussing opportunity the industry is facing.

MASTERCLASS: Programmatic Mobile Video: the marriage of creativity and programmatic - held by Tabmo

According to Mary Meeker & e-marketer last study, more than 50% of online videos are now viewed on mobile screens. This brings new challenges in terms of creative standards, data segments, and mobile media buying. TabMo European team and founders will walk you through this new ecosystem

KEYNOTE: 2016-2017 forecast - Analyst's view of the online advertising industry

- **Daniel Knapp**, Senior Director Advertising - Research bei IHS

PANEL: Vision of The Future

- **Mascha Driessen**, Senior Director Strategic Search Western Europe, Microsoft

WORKSHOP: EU's new Data protection rules: what you need to know led by IAB Europe

This session lays out what the new European Data Protection Regulation means for European businesses.

DRIVING QUALITY IN DIGITAL ADVERTISING

KEYNOTE:

- **Paul Barford**, ComScore Chief Scientist & Professor - University of Wisconsin.

PANEL: IAB Europe's quality framework: Pan-European viewable impressions initiative

Moderated by • **David Tiltman**, Head of Content - WARC



1 pm - 2.30 pm - OFFICIAL LUNCH

2.30 pm - 6.30 pm - KEYNOTES & PANELS



HAVAS



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MEDIA GROUP
mestic

OOYALA

DTVH
DOGAN TV HOLDING A.S.



adways



SESSION: The Mobile imperative

INTERVIEW: Linking digital exposure to real world behaviour

- **Alex Newman**, Head of mobile EMEA - OMD EMEA

KEYNOTE:

- **Marco Rigon**, Global Head of Mobext - Havas

KEYNOTE: The next influencer strategy

- **Ana Andjelic**, SVP, Global Strategy Director - Havas Lux Hub

▷ Mass awareness is out, micro-targeting is in. To get new customers, it is better to pay million "regular" people a dollar, than give a million dollars to a celebrity. The niche, local, highly trusted persons make us try new brands. As the fashion, culture, art and design markets evolve, what is the role of these micro-celebrities, and how they can shape brands' market expansion?

PANEL: Women Digital Media players in a gender-neutral landscape

- **Rui Almeida**, Data Insights Director - Havas Media Group
- **Aude Demange Fouque**, Acquisition Marketing Director Southern Hub - FR/NL/IT/ES/PT/BE - Meetic

ONLINE VIDEO SESSION: INNOVATION & OPPORTUNITIES SPONSORED BY OOYALA

PANEL: Context and trends of the Online Video Industry

KEYNOTE: Monetization of online video content

- **Raghav Gupta**, General Manager, EMEA - Ooyala

KEYNOTE: Video Monetization

- **Haymi Behar**, Group Vice President - Digital Advertising & Sales - Dogan TV Holding

KEYNOTE: How to survive the post-advertising apocalypse

- **Dan'I Hewitt**, Managing Director, UK - Maker Studios Inc

▷ Around 90% of content is funded through advertising, yet conversely, the rise of content blockers on desktop and mobile continues at alarm pace. As the worlds largest creator and distributor of digital video, Maker Studios helps brands validate investment in content, allowing them to connect deeply with global audiences in relevant and measurable ways.

KEYNOTE: How can interactivity really help outperform in the video advertising landscape?

- **Jacques Cazin**, CEO - Adways

KEYNOTE:

- **Jakob Stigler**, Managing Director - Nordics Be On, a Division of AOL Networks

PUBLISHERS TRACKS: A BLURRING OF ROLES AND BOUNDARIES BETWEEN PUBLISHERS & ADVERTISERS

KEYNOTE: AdTech As A Key Driver For Revenues For Publishers

- **Chechu Lasheras**, Director General Desarrollo Ingresos Digitales - PRISA

WORKSHOP: The European advertising sales network

▷ How does linear TV optimise inventories for online video across devices? The Top leaders of European advertising sales network will share experiences around the latest digital advertising innovations & formats which generate revenue notably on the replay.

WORKSHOP: Ad exchanges in Europe - actors & challenges

▷ Understanding the publishers coalition & pointing out how multiple media groups should react.

FIRESIDE CHAT: State of the industry

Hosted by • **Guy Phillipson**, CEO, IAB UK

8.30 pm - OFFICIAL DINNER (PRIVATE NETWORKING WITH MEDIA AGENCIES & ADVERTISERS)

THURSDAY, MAY 12TH

8.30 am - DIGITAL DETOX SESSION

10 am - 1 pm - KEYNOTES & PANELS



PROGRAMMATIC ADVERTISING EVOLUTION: DATA AND CREATIVITY

KEYNOTE: The programmable future

- **Nigel Gilbert**, VP, Strategic Development, EMEA - AppNexus



PANEL: Is there a European approach on programmatic?

- **Ben Hancock**, Global Programmatic Trading, CNN International - Turner
- **Anthony Rhind**, Chief Strategy Officer - Adform



KEYNOTE: Understanding the Audience Ecosystem

- **Jacob Lachmann**, CEO - AudienceProject

▷ Big data and data science are maxing out on the buzz level scale. However the truth is that actionable and free flowing data are far from the norm in the media industry. Get at broader perspective of the Audience Ecosystem and understand the barriers and opportunities.



WORKSHOP: Enhancing user experience through industry initiatives

- **Scott Cunningham**, IAB US - Tech Lab - L.E.A.N



CROSS-MEDIA MEASUREMENT

KEYNOTE: Nielsen, Total audience/cross-device



KEYNOTE: Why Cross-Device Measurement is Today's Holy Grail

- **Jennifer Kattula**, Head of Marketing for Ad Tech - Facebook

▷ Discover five things every marketer needs to know to transform data insights into real business value in a cross-device world.



KEYNOTE: Adapting measurement strategies for modern marketing

- **Adit Abhyankar**, Head of Google Analytics 360 Sales

▷ Consumer behaviour presents a tremendous opportunity: it's easier than ever to gather customer data, but it's harder than ever to make sense of it all.



LAB CORNER & INTERACTIVE WORKSHOP: Test apps, digital solutions, virtual reality devices, IOT.

Products is the new media, why marketers should care ?

- **Glen Drury**, Chief Commercial Officer EMEA - Blippar

▷ It's a competitive & expensive world for brands trying to engage their audiences and reach new ones. With the many digital marketing channels to choose from, traditional packaging is often overlooked as a viable platform for consumer engagement. While real estate on packaging is limited, a new technology has emerged that is changing the game for the biggest brands across all industries: augmented reality (AR).



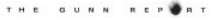
Experiment Virtual Reality

- **Simon Gosling**, Creative Evangelist - Happy Finish

▷ Everyone is talking about VR, but is it really here to stay or is it just a fad? TED Speaker, Simon Gosling - Creative Evangelist at Happy Finish shows how VR is changing the world and shares some immersive experiences his company has created for major brands including Samsung/ Rihanna, Honeywell, Subway, Walmart and AB INBev. He'll also look at the maturing of storytelling VR. It's not all rollercoaster rides anymore! VR places consumers at the heart of your campaign and can deliver great ROI.

1 pm - 2.30 pm - OFFICIAL LUNCH

2.30 pm - 6 pm - CONFERENCES AND DEBATES



MIXX AWARDS SPEED-PITCHING SESSION: Brands & agencies co-presenting the best European case studies

KEYNOTE: The Attention Economy, the shift from clicks and impressions to transacting on attention

• *Jonah Goodhart, CEO and Co-founder - Moat*

PANEL: Policy & Regulatory Challenges privacy / data protection and user serenity - the role of transparency

Moderated by • *Townsend Feehan, CEO, IAB Europe*

KEYNOTE: Empower Creativity Through Technology in Digital Advertising

• *Salvatore Bruno, MassMotionMedia*

EUROPEAN START-UP CONTEST: 10 shortlisted start-ups pitching 5 minutes on stage followed by a Q&A

SHOWCASE: The best innovative & Digital Media campaigns of the Gunn report for Media

• *Isabelle Musnik, Publisher Gunn Report for Media*

7 pm - 8 pm - COCKTAIL RECEPTION

8 pm - GALA DINNER AND AWARDS CEREMONY

