

2019 MEDIA AD SALES SUMMIT AGENDA

:: Wednesday January 23, 2019 ::

5:00 PM Welcome Cocktail Reception / Registration (sponsored by WideOrbit)

:: Thursday January 24, 2019 ::

8:00 AM Breakfast / Registration

9:00 AM Day 1 Opening Remarks

Mark Gorman, CEO, Matrix Solutions

Brenda Hetrick, CRO, Matrix Solutions

9:10 AM OPENING KEYNOTE Presentation/Interview

Tim Hanlon, Founder & CEO, The Vertere Group - Interviewer

9:35 AM PANEL: TV & Digital Video Ad Sales Convergence

A discussion of the current state of "TV" ad sales and the organizational challenges of fusing the classic value propositions of traditional linear television advertising with the fast-growing/fragmenting opportunities of digital video.

Dave Morgan, Founder & CEO, Simulmedia - Moderator

Frank Friedman, VP, Local media, E.W. Scripps – Panelist

Sean Robertson, GM, Programmatic & Addressable Advertising, Dish Media Sales - Panelist

10:10 AM CASE STUDY #1: What's Behind Credits and Write-offs on Radio, TV & Digital Ad Sales

It's the dirty little secret no one likes to talk about. This case study reveals how a lack of industry standardization results in communication breakdowns between agencies and stations that result in costly credits and write offs due to ads not airing on time.

Jinny Laderer, President, vCreative - Presenter

10:25 AM PANEL: Radio & Digital Audio Ad Sales Convergence

A discussion of the current state of "radio" ad sales and the organizational challenges of fusing the classic value propositions of traditional terrestrial radio advertising with the rapid growth and burgeoning opportunities in digital audio.

Adam Jacobson, Editor, TVBR – Moderator

Andy Lipset, VP Sales, Pandora

John Rosso, COO, Triton Digital – Panelist

Rob Williams, SVP, Local Media, Townsquare Media – Panelist

10:55 AM NETWORKING BREAK

Learn more here: matrixformedia.com/MediaAdSalesSummit

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11:10 AM PANEL: Automating Ad Buy/Sell Processes

Automating the processes of ad buying and selling, while improving cost efficiencies, are crucial to keeping up with an increasingly complicated and sophisticated set of digitally-infused workflows. We check in with some of advertising's leading players to see where things stand in ad sales' programmatic evolution.

Joe Lampert, EVP Media Practice, Edge Technology Services - Moderator

Lorne Brown, CEO, Operative – Panelist

Kevin McEvilly, SVP Technology, Canvas Worldwide – Panelist

Fraser Woollard, VP Global Business Development, MediaOcean - Panelist

11:45 AM PANEL: Demystifying Buy-Side TV/Video Planning/Buying

As video content expands exponentially across an increasing array of distribution environments, advertisers and their agencies continue to struggle with how to reach viewers in a unified and holistic manner that optimizes ad budgets for effectiveness and efficiency across the historically misaligned metrics of “TV” and “digital.” A look inside where things stand on the “buy side.”

Tim Hanlon, Founder & CEO, The Vertere Group - Moderator

Jessica Hindlian, Head, Advanced TV, LiveRamp – Panelist

Joanne Miguel, VP, Product Strategy & Development, Strata/FreeWheel - Panelist

Jay Prasad, Chief Strategy Officer, VideoAmp - Panelist

12:15 PM Networking Lunch

1:20 PM LUNCHTIME KEYNOTE CONVERSATION: “The MVPD Advertising Equation”

1:45 PM PANEL: Streamlining TV/Video Transaction Workflow

A deeper dive into the intricacies of blending the processes and technologies of traditional television ad sales with that of an increasingly sophisticated digital video landscape – where automated and programmatic solutions reign supreme.

James Southern, Principal, Front Row Advisory – Moderator

Joe Fiveash, former EVP, Digital Media & Strategy, Raycom - Panelist

Al Lustgarten, VP, Technology & Information Services, Hearst Television – Panelist

2:20 PM CASE STUDY #2: Advocate for Innovation and Change

Archie Gianunzio, VP, Sales, Videa - Presenter

Helena Stylianou, National Sales Coordinator, WDIV Local4/ Graham Media - Presenter

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2:35 PM PANEL: “Local” Programmatic Ad Sales

A discussion around how programmatic selling technologies and techniques have evolved in the local broadcast and cable spot TV categories, and the implied opportunities/tensions with similarly evolving “national” TV ad sales workflows.

Tom O’Brien, Senior Advisor, McKinsey & Company - Moderator
Archie Gianunzio, VP Sales, Videa – Panelist
Nicole Meade, Programmatic and Sales Manager, EW Scripps - Panelist

3:05 PM NETWORKING BREAK

3:20 PM PANEL: Advancing the Sell-Side Ad Tech Stack

We dig into the challenges involved in building out effective and nimble ad sales tech stacks that incorporate the increasingly interdependent (and mission-critical) functions of data management, inventory management, trafficking & billing, audience targeting, and viewer/performance measurement.

Tom O’Brien, Senior Advisor, McKinsey & Company – Moderator
Glen Ceniza/Jason Witt, CTO/COO, Operative - Panelist
Bunker Sessions, VP, Sell-Side Solutions, Extreme Reach - Panelist
Tim Swift, VP, Platform Services, WideOrbit - Panelist

3:55 PM SPONSOR PRESENTATION #1

Jonathan Muzio, VP Business Development, Adcellerant

4:15 PM PANEL: Media + Blockchain

As programmatic automation technologies become increasingly mainstream in ad buying/selling processes, the “transparently distributed” allure of blockchain infrastructure promises an even higher standard of accuracy and efficiency. We discuss the how blockchain is already starting to help enhancing ad transactions, and the broader media industry.

Alan Wolk, Co-founder/Lead Analyst , TV[R]EV - Moderator
Adam Helfgott, Founder & CEO, MadHive - Panelist
Frank Sinton, President & Founder , Beachfront Media - Panelist

4:50 PM CLOSING REMARKS

Mark Gorman, CEO, Matrix Solutions
Brenda Hetrick, CRO, Matrix Solutions

5:00 PM COCKTAIL RECEPTION ON SPA TERRACE (Sponsored by Videa)

9:00 PM AFTER HOURS PARTY

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:: Friday January 25, 2019 ::

8:00 AM Breakfast / Registration

9:00 AM Day 2 Opening Remarks

Mark Gorman, CEO, Matrix Solutions
Brenda Hetrick, CRO, Matrix Solutions

9:10 AM OPENING KEYNOTE Presentation/Interview

Jill Rosengard Hill, EVP, Magid - Presenter

9:35 AM PANEL: OTT Video/TV Main “Streaming”

Over-the-top TV/video viewing is already a mainstream media activity in the majority of US households, with plenty of growth yet to come. While subscription VOD services like Netflix have driven much of the action, it's clear that ad-supported OTT offerings from incumbent TV networks, digitally native content brands and ad-embracing services like Hulu are poised to attract huge audiences in their own right – and with dynamic IP targeting that gives classic linear TV advertising a run for its money. This panel of front-line experts will discuss what that means for “TV” advertising in the months ahead.

Jill Rosengard Hill, EVP, Magid – Moderator
Joel Fineman, Director, Publisher Development, Premion - Panelist
Ken Ripley, VP, Ad Sales, Newsy – Panelist
Ron Stitt, Head of Product, SyncBak/SBTV – Panelist

10:15 AM CASE STUDY #3: “Best of Breed”

This case study will delve into the pros and cons of a single source vs best of breed system strategy. Additionally, it will highlight dependencies between systems leading to interoperability and integrations throughout the buy-side and sell-side process.

Tim Swift, VP, Platform Services, WideOrbit - Presenter

10:25 AM NETWORKING BREAK

10:40 AM PANEL: Digital Video Publishing/Content

Classic TV network brands aren't the only ones embracing the digital video trend – a plethora of non-TV media brands and digital startups are racing to create compelling TV-like video offerings, in the hopes of grabbing a slice of television's \$75 billion annual ad expenditures. We discuss how digital video content publishers are challenging TV incumbents for viewers and ad dollars.

Sara Fisher, Media Reporter, Axios – Moderator
Chris Hercik, Founder, Former CCO, The Foundry (Time Inc.) – Panelist
Ashish Patel, Chief Insights Officer, Group Nine - Panelist

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11:20 AM SPONSOR PRESENTATION #2: How to Build a High-Performance Sales Organization

As CRO of Vendasta Technologies and host of a top-ranked podcast, ConquerLocal, George Leith knows a thing or two about building and transforming sales organizations and will share his knowledge on how to build "digitally powered" revenue engines.

George Leith, CRO, Vendasta - Presenter

11:40 AM PANEL: International Ad Sales Process/Challenges

We discuss both the commonalities and dissimilarities in digital media ad sales processes in markets outside the US and North America with a representative panel of international ad sales leaders.

Tim Hanlon, Founder & CEO, The Vertere Group - Moderator
Michael Kubin, Executive VP, Media, Invidi - Panelist
Rob Malcolm, Global SVP of Sales for AdTech, Imagine Communications - Panelist

12:15 PM Networking Lunch

1:20 PM LUNCHTIME KEYNOTE CONVERSATION: "Broadcast TV CTO Perspectives"

Kathy Haley, Publisher, TV NewsCheck – Moderator
Jeff Hassan, VP Line of Business Technology, E.W. Scripps - Interviewee
Al Lustgarten, VP, Technology & Information Services, Hearst Television – Interviewee

2:05 PM PANEL: Leaning in on Audience Data

A plethora of first- and third-party data is enticing advertisers and content providers alike to tap into TV's advanced advertising potential by creating more precise marketing target segments – far beyond classic Nielsen ratings or demographic reach proxies. This panel will explore how both sides of the media buying/selling relationship are rethinking their operations for more data-driven value propositions and ROI expectations.

Ben Webb, Head, Data Supply & Strategy, LiveRamp – Moderator
Matt Bostock, CEO, Lake5Media – Panelist
Randa Minkarah, Co-Founder & COO, Transform - Panelist
Dan Schiffman, CRO & Co-Founder, TVision Insights – Panelist

2:45 PM CASE STUDY #4

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3:00 PM PANEL: “Big Data” for Media

We delve into the increasingly complex decision-making processes on both sides of the aisle, as ad buyers and sellers grapple with a host of new data-driven opportunities around inventory management, yield optimization, data integration & visualization, cross-platform viewing measurement, and ROI performance metrics.

Tom Weiss, CTO and Chief Data Scientist, Dativa – Moderator

Mark Gorman, CEO, Matrix Solutions - Panelist

Laura McElhinney, Chief Data Officer, Horizon Media – Panelist

Zach Schwitzky, CEO & Co-Founder, Limbik - Panelist

3:40 PM CLOSING REMARKS

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