

PROGRAMMATIC TV SUMMIT



Thursday, March 24 | Yale Club NYC

WORKBOOK

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WELCOME!

Welcome to the Cynopsis Programmatic TV Summit. We are excited to have such a prestigious group of attendees and appreciate you taking the time out of your schedules to be with us today.

We want to share with you a few details to help make your day run more smoothly. The conference is designed to be interactive and we encourage you to introduce yourself to fellow attendees and to actively participate in the Q&A sessions. Please contact the Cynopsis Media staff if you have any questions or suggestions throughout the day.

Panels:

Please review the agenda included in this program for panel details. The sessions will run from 12:45 p.m. to 4:15 p.m., with closing remarks at 4:15 p.m.

Meals:

A lunch will be available from 12:15 p.m. to 12:45 p.m. There will also be coffee, soda and snacks available during the 3:00 – 3:15 p.m. Networking Break. If you have special dietary needs, please let the Cynopsis Media staff know.

Miscellany:

Complimentary WiFi is available throughout the day. The network name is 'Yale Club of NY' and password is 6n43x3. If you'd like to tweet during the conference, the hashtag for the event is #Cynopsis. There is an attendee survey in the back and we'd appreciate you giving us feedback on the content of this event.

There is an electronic version of this Workbook available for download at the following url: www.cynopsis.com/2016-programmatic

We want this day to be a success for you. Please let us know if there is anything we can do to help or if you have any questions.

--The Cynopsis Media Team

About Cynopsis Media

Cynopsis Media is what the TV industry reads first every day. The Cynopsis Media family of products includes the media industry's most-read daily, Cynopsis, plus sister dailies Cynopsis Digital and Cynopsis Sports, the Cynopsis Jobs board and special reports. Serving TV, agency and brand professionals, Cynopsis Media produces conferences, webinars, and awards programs that are second to none. Find out more at cynopsis.com.

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Agenda-at-a-Glance

12:00 – 12:15 p.m.	Registration
12:15 – 12:45 p.m.	Networking Lunch
12:45 – 1:00 p.m.	Introduction: The State of Play in Programmatic TV
1:00 – 1:15 p.m.	From one-to-many to one-to-one: How programmatic is programmatic TV?
1:15 – 2:00 p.m.	Where's the Inventory & How Do You Scale It?
2:00 – 2:15 p.m.	Networking Break
2:15 – 3:00 p.m.	Harness that Data!
3:00 – 3:15 p.m.	Networking Break
3:15 – 3:30 p.m.	Research Spotlight from the ANA
3:30 – 4:15 p.m.	How to Measure Up: Efficiently Reading Markets & Audience Segments

A portion of the ticket proceeds will be donated to:

Thank you for your contribution!



12:00 – 12:15 p.m. | **Registration**

12:15 – 12:45 p.m. | **Networking Lunch**

12:45 – 1:00 p.m. | **Introduction: The State of Play in Programmatic TV**

As the television industry wrestles with delivering targeted messages to ever-more fragmented audiences, this is the 15 minutes that you'll want to hear. You'll get the lowdown on how big programmatic TV actually is, what the upsides and risks are for both the advertisers and networks, as well as how the most forward-thinking among us are intersecting client-side data with broadcasting and third-party data to reach scale.



James Shears
GM, Advanced TV
The Trade Desk

1:00 – 1:15 p.m. | **From one-to-many to one-to-one: How programmatic is programmatic TV?**

While the term programmatic TV may conjure images of a different Super Bowl commercial in every house, the reality is actually much different, with only a fraction of the ads showing against TV content bought programmatically. In this presentation, we'll examine where the opportunities in programmatic TV are right now, with an emphasis on how the changing nature of media consumption is driving an evolution rather than a revolution in the TV ad market.



Nicole Pangis
*Global Chief
Operating Officer*
Xaxis

1:15 – 2:00 p.m. | **Where's the Inventory & How Do You Scale It?**

One of the biggest disputes in programmatic TV surrounds a deceptively complex question: Which parts of a linear inventory are available to be sold programmatically? Complicating matters is the widespread availability of digital inventory – courtesy of VOD and connected TV – which often figures into programmatic spends. The result is that there's an almost overwhelming pool of platforms, but many say it's still too shallow to make a meaningful difference. This panel will dissect what needs to happen in order to organize and optimize the inventory so that the big prospects emerge.



MODERATOR:
Gavin Dunaway
Senior Editor
AdMonsters



Adam J. Lowy
GM, Advanced TV
DISH Media Sales
& Sling TV



Patrick Rubin
Director, Advanced TV
Strategy & Investment
Dentsu Aegis Network

2:00 – 2:15 p.m. | **Networking Break**

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2:15 – 3:00 p.m. | **Harness that Data!**

The conversation around data is endless, especially due to its segmentation across a daunting array of markets and audiences, both linear and mobile. So which data matters most to buyers right now and in the near future? You need to be able to answer that question, and this panel is here to help. You'll come away smarter when it comes to audience segmentation, armed with the shrewdest approaches to applying mobile data to linear ad spends, and factoring data into creative.



MODERATOR:

Mike Dean

*VP, Programmatic &
Data-Driven Sales
ABC*



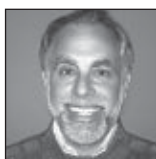
Dan Ackerman

*Head of Programmatic TV
AOL*



Paul Haddad

*SVP & GM, Advanced
Data Analytics
Cablevision Media Sales*



Mitch Oscar

*Director, Advanced
Television
U.S. International Media*

3:00 – 3:15 p.m. | **Networking Break**

3:15 – 3:30 p.m. | **Research Spotlight from the ANA**

ANA Group VP Bill Duggan will discuss the results of the ANA's largest survey on the current state of programmatic among the client-side marketing community. He will offer recommendations for marketers to improve the effectiveness and efficiency of their programmatic advertising, while maintaining transparency and combating fraud.



Bill Duggan

*Group EVP
ANA*

3:30 – 4:15 p.m. | **How to Measure Up: Efficiently Reading Markets & Audience Segments**

As the programmatic market gets bigger – and more unwieldy thanks to the rapid increase in time-shifted viewing – you need consistent measurement. We've got the nitty-gritty about which metrics are the most important to parse, and the latest intel in establishing standards for analyzing and quantifying all the new streams of granular data now available.



MODERATOR:

Zachary Soreff

*President & Partner
Sawyer Studios*



Tara Maitra

*SVP & GM, Content &
Media Sales
TiVo*



Michael Strober

*EVP, Client Strategy &
Ad Innovation
Turner*

NOTES

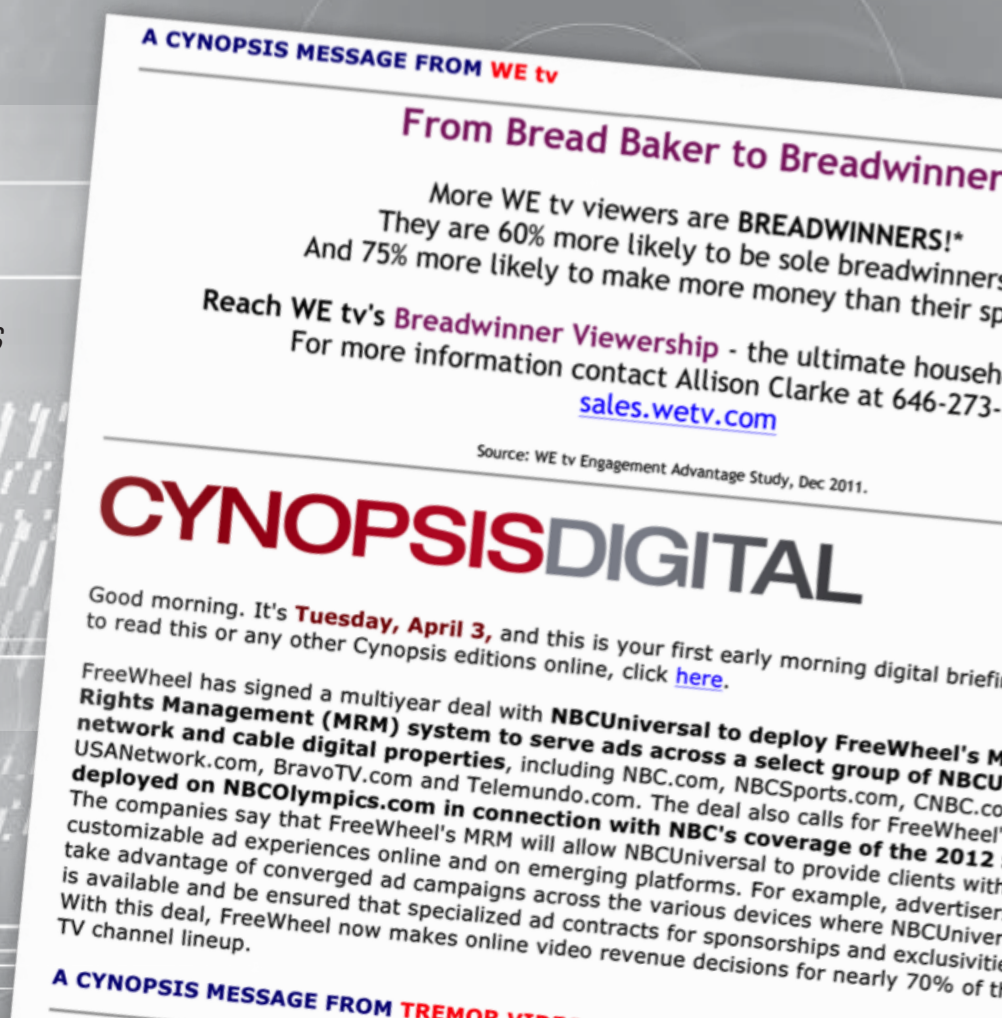
YOU ASKED, WE DELIVERED.

Cynopsis Digital will now include MORE tech topics and news. Delivered by 5:30 a.m. every business day to 47,000+ executives, Cynopsis Digital has always been known for its fresh viewpoints on digital news, latest trends, and research. **Now, Cynopsis Digital will be expanding its coverage of vital tech topics such as:**

- data-driven advertising
- drones
- dynamic ad insertions
- programmatic
- OTT
- social media measurement
- virtual reality
- and more!

"Digital has become so much more than a niche in the industry; it has become a vibrant sector in and of itself. It not only deserves but requires a robust publication dedicated to the trends, solutions, and people that make up the spectrum of digital content and media."

— **Roberta Caploe**
Publisher
Cynopsis Media



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Upcoming Events, Webinars and Awards

Cynopsis Media is thrilled to announce several high-profile networking and educational events, along with multiple must-enter award programs in 2016!

MAR
30

Webinar: Presentation Skills: How to Master Every Meeting
1:30-3:00 pm EST

APR
7

Social Good Awards Breakfast
Yale Club, NYC

APR
21

Sports Media Awards
New York Athletic Club, NYC

APR
27

Webinar: Snapchat
1:30-3:00pm ET

MAY
18

Kids Imagination Awards Entry Deadline
Hard Deadline= May 25

MAY
24

Webinar: Out of Home (OOH) Advertising
1:30-3:00pm ET

JUN
2

Cynopsis TV Awards Deadline
Hard Deadline= June 9

JUN
16

Webinar: Sponsored Content
1:30-3:00pm ET

JUN
22

Sports Business Summit
New York Athletic Club, NYC

JUN
23

eSports & Gaming Summit
New York City

Questions?

For questions, contact Cynopsis Media's Sr. Marketing Manager Jenn Ocampo, jenn@cynopsis.com

To sponsor an event and/or special eReports, please contact VP of Sales & Marketing Mike Farina, mike@cynopsis.com, 203.218.6480