

# MEDIA AD SALES SUMMIT

JANUARY 22-24, 2020

MIAMI BEACH, FL



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# MEDIA AD SALES SUMMIT

Welcome! We are very grateful to have you joining us for our fourth annual Media Ad Sales Summit. We knew four years ago that by working together as an industry, we could do more to advance the way we buy and sell advertising and with that idea - the Media Ad Sales Summit was born. Through 2 days of high-impact discussions on relevant topics that impact the industry on a daily basis, industry leading speakers that help fuel the conversations, and invaluable networking opportunities, we are confident this Summit has become a key part in advancing media ad sales- and we are grateful you are here to contribute to it! Enjoy!

I would also like to express a special thank you to our sponsors who have helped make this event possible: Videa, AdCellerant, Centriply, and NinjaCat - we thank you!

With gratitude,

*Mark Gorman*  
CEO | Matrix Solutions

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## AGENDA

### :: WEDNESDAY JANUARY 22, 2020 ::

**5:00 PM | WELCOME COCKTAIL RECEPTION / REGISTRATION**  
[LOCATION: SPA TERRACE]

Join us on the breathtaking Spa Terrace at Nobu Hotel as we kick-off the event with a toast to the 4th Annual Media Ad Sales Summit in Miami Beach! Drinks and light fare included.

### :: THURSDAY JANUARY 23, 2020 ::

**8:00 AM | BREAKFAST / REGISTRATION** [LOCATION: EDEN ROC A]

**9:00AM - 5:00PM | GENERAL SESSIONS** [LOCATION: EDEN ROC A]

**9:10 AM | DAY ONE WELCOME REMARKS**

**PRESENTER - MARK GORMAN** (CEO, MATRIX SOLUTIONS)

**9:20 AM | OPENING KEYNOTE PRESENTATION | INTERVIEW**

We kick off the Summit with an up-to-date, “big-picture” discussion; whereby Tim Hanlon (President, Vertere Group) will interview renowned media industry analyst, Jack Myers (the Myers Report and Media Village) to gain deeper understanding to the vibrant today and dynamic tomorrow of media and marketing in the decade ahead!

**INTERVIEWER - TIM HANLON** (CEO, THE VERTERE GROUP)

**PRESENTER/INTERVIEWEE - JACK MYERS** (FOUNDER & CEO, MEDIA VILLAGE)



## 10:10 AM | STATE OF THE INDUSTRY

The Summit then moves to a brief look at what's ahead for the future of media ad sales: How are technologies, consolidation, and new revenue streams impacting the way we buy and sell media today, next year, and beyond.

**PRESENTER - MARK GORMAN** (CEO, MATRIX SOLUTIONS)

## 10:25 AM | NETWORKING BREAK

## 10:40 AM | PANEL: AD SALES/BUYING: AUTOMATION & PROGRAMMATIC

The TV industry's march towards automating ad buying/selling processes and improving transactional efficiencies is well underway – fueled by an increasingly complicated and sophisticated set of digitally-infused workflows and the promise of breakthrough technologies like AI and blockchain. Just how quickly and advantageously depends on who you ask – as this panel will debate.

**MODERATOR - JOE LAMPERT** (EVP, MEDIA PRACTICE, EDGE TECHNOLOGY SERVICES)

**PANELIST - DOUG HURD** (CO-FOUNDER & EVP, BUSINESS DEVELOPMENT, CLYPD)

**PANELIST - JAY STEVENS** (PRESIDENT, HUDSON MX)

**PANELIST - JOHN ROSSO** (PRESIDENT, MARKET DEVELOPMENT, TRITON DIGITAL)

**PANELIST - ADAM GOTLIEB** (CTO, MATRIX SOLUTIONS)

## 11:10 AM | ROUND ROBIN: CASE STUDY SESSIONS

**VIDEA:** *Integration Consistency to Increase the Value in the TV Ad-Tech Community*

Videa believes in a platform agnostic future and helps lead the industry by delivering an open source option that will ultimately make it easier for dollars to flow through to local TV with consistent technical standards that enable innovation and interoperability. This spirited conversation will discuss bringing the TV ad tech community together to benefit both buyers & sellers.

**PRESENTER - ARCHIE GIANUNZIO** (VP SALES AND MARKETING, VIDEA)

**PRESENTER - HESHAM STARKEY** (DIRECTOR OF RESEARCH ENGINEERING, VIDEA)

**CENTRIPLY:** *TV Attribution is Happening in Linear TV*

This case study will discuss how the impact of TV can be tracked to impression delivery by zip, county, or household.

**PRESENTER - RICH KAUFMAN** (VP BUSINESS DEVELOPMENT, CENTRIPLY)

## 11:30 AM | PANEL: AD SALES/BUYING: DATA-ENABLED & TARGETING

A growing array of data from third-party and marketer-proprietary sources is pushing both advertisers and TV/video content providers to improve the ad value equation through more precise marketing target segments – far beyond traditional ratings or demographic reach metrics. This panel will explore how both sides of the ad-buy sell equation are programmatically reinventing their operations for more data-driven value propositions and results.

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**MODERATOR - SCOTT BENDER** (PARTNER, GLOBAL HEAD, PUBLISHER STRATEGY, PROHASKA CONSULTING)

**PANELIST - DAN CALLAHAN** (VP AUDIENCE SALES, FOX CORPORATIONS)

**PANELIST - JASON DEMARCO** (VP, PROGRAMMATIC & AUDIENCE SOLUTIONS, A+E NETWORKS)

**PANELIST - MELANIE HAMILTON** (VP, NATIONAL SALES, EFFECTV)

**PANELIST - FRASER WOOLLARD** (VP, GLOBAL BUSINESS DEVELOPMENT, MEDIAOCEAN)

**12:00 PM | NETWORKING LUNCH** [LOCATION: SPA GARDEN]

**1:00 PM | LUNCHTIME KEYNOTE CONVERSATION: BROADCAST TV'S PRESENT AND FUTURE**

Join us in this roundtable discussion as we delve into the intricacies of today's broadcast operation - the good, the bad, and the ugly - and discuss what lies ahead for the immediate future and beyond.

**INTERVIEWER - DADE HAYES** (FINANCE EDITOR, DEADLINE)

**INTERVIEWEE - AL LUSTGARTEN** (VP, TECHNOLOGY & INFORMATION SERVICES, HEARST TELEVISION)

**INTERVIEWEE - GREG MCCASTLE** (SVP, SALES STRATEGY & DEVELOPMENT, GRAY TELEVISION)

**INTERVIEWEE - ADAM WARE** (GM, STIRR/SINCLAIR BROADCASTING)

**1:35 PM | PANEL: THE CREATIVE "LAST MILE"**

Much of the technological innovation in TV/video advertising to date has centered around improvements in areas such as programmatic buying/selling efficiencies and data-enabled targeting - but is the "last mile" of creative execution ready to take full advantage of dynamically-served data-driven targeting environments?

**MODERATOR JOE ALESI** (EXECUTIVE CREATIVE DIRECTOR, MNEMONIC - AN EFFECTV AGENCY)

**PANELIST - TAL CHALOZIN** (CTO & CO-FOUNDER, INNOVID)

**PANELIST - JINNY LADERER** (CEO & FOUNDER, VCREATIVE)

**PANELIST - ADRIAN PEARMUND** (CO-FOUNDER/CEO, CABLATO)

**2:10 | ROUND ROBIN: CASE STUDY SESSION**

**ADCELLERANT:** *Device ID: Actualizing ROI on Location Data*

The Device ID platform can be enterprised to accomplish next-level audience targeting and leveraged to establish advanced analytics and ROI based on how many mobile devices are entering advertiser's brick-and-mortar locations.

**PRESENTER - JONATHAN MUZIO** (CHIEF BUSINESS DVLPMT OFFICER, ADCELLERANT)

**2:20 | BENEFITS OF SHARING SALES SUCCESSES**

**MATRIX:** Sharing sales successes and the methods utilized to achieve them, helps everyone win. This session shines a light on those who have brought their wins to light to help others benefit from their tactics so that more people can make more sales by working faster and more efficiently.

**PRESENTER - TODD KETTERING** (VP, SUCCESS MNGMT & CLIENT SERVICES, MATRIX)





## 2:30 PM | **PANEL: MEDIA MEASUREMENT | ROI**

The old adage from the world of advertising is newly (and acutely) relevant as marketers, content creators and media distribution platforms grapple with a myriad of consumer options and behaviors that belie traditional forms of measurement. How does media's industrial complex evolve to ensure profitable success in the years ahead?

**MODERATOR - HOWARD SHIMMEL** (PRESIDENT, JANUS STRATEGY & INSIGHTS)

**PANELIST - JILL JOSEPHSON** (DIRECTOR, MEDIA PARTNERSHIPS, TRANSFORM)

**PANELIST - JO KINSELLA** (CRO/EVP, TVSQUARED)

**PANELIST - STEVE WALSH** (EVP, COMMERCIAL, COMSCORE)

**PANELIST - JULIAN ZILBERBRAND** (EVP, ADVANCED MEDIA, VIACOMCBS)

## 3:00 PM | **NETWORKING BREAK**

## 3:15 - 4:55 PM | **AD CATEGORY SPOTLIGHTS**

We close out the Summit's first day with deep dives into some of the key ad categories that directionally drive media economics - both now and into the future. Practitioners from all sides of the buy-sell ecosystem weigh in on the relative health and composition marketing's bell-weather ad spenders and what changes might be in store.

### 3:15 PM | **AD CATEGORY SPOTLIGHT: AUTOMOTIVE**

**MODERATOR - MARY COLLINS** (PRESIDENT & CEO, MEDIA FINANCIAL MNGMNT ASSN.)

**PANELIST - ANN HAILER** (COO, COX REPS)

**PANELIST - TODD HAUSER** (VP, AUTOMOTIVE, EFFECTV)

**PANELIST - JAY STEVENS** (PRESIDENT, HUDSON MX)

**PANELIST - STEVE WALSH** (EVP, COMMERCIAL, COMSCORE)

### 3:50 PM | **AD CATEGORY SPOTLIGHT: POLITICAL**

**MODERATOR - MARK GORMAN** (CEO, MATRIX)

**PANELIST - NICOLE MEADE** (PRODUCT STRATEGIST, WIDEORBIT)

**PANELIST - CRAIG BROITMAN** (EVP/COO, KATZ TELEVISION GROUP)

**PANELIST - MICA HANSEN** (VP/POLITICAL DIRECTOR OF SALES, COX MEDIA GROUP)

### 4:25 PM | **AD CATEGORY SPOTLIGHT: DTC + FUTURE**

**MODERATOR - BRENDA HETRICK** (CRO, MATRIX)

**PANELIST - ANN HAILER** (COO, COX REPS)

**PANELIST - KRISTIN SULLIVAN-STOESSER** (VP, ADVERTISER SOLUTIONS, COMSCORE)

**PANELIST - SCOTT THALER** (CMO/FOUNDER, STRATEGIC SANDBOX)

## 4:55 PM | **CLOSING REMARKS**

**PRESENTER - BRENDA HETRICK** (CRO, MATRIX)

## 5:00 PM | **COCKTAIL RECEPTION** [LOCATION: PALLADIUM POOL]

Join us for drinks and some light fare around the Palladium Pool at Nobu Hotel to cap off a full day of sessions at the 4th annual Media Ad Sales Summit!

# MEDIA AD SALES SUMMIT

:: FRIDAY JANUARY 24, 2020 ::

**8:00AM - 12:00PM | GENERAL SESSIONS** [LOCATION: EDEN ROC A]

**8:00 AM | BREAKFAST WITH THE BAE'S** [LOCATION: EDEN ROC A]

Empower. Embrace Change. Growth. Forward-thinking. Join leading women in Ad Tech for this exclusive breakfast discussion, featuring a keynote session on Driving your Ad Ops Vision Forward in 2020. The discussion will highlight harnessing the power of growth and change for an invigorating perspective in order to drive your Ad Ops Vision out of its comfort zone through 2020 and beyond. Navigating new systems and avenues to drive your team and brand can be daunting but leveraging the value of the unknown and fitting it into the ever-changing puzzle of the industry can empower your message, giving it a farther reach and stronger impact.

**MODERATOR - BRENDA HETRICK** (CRO, MATRIX)

**PANELIST - SARAH FOSS** (SVP, STRATEGIC INITIATIVES, FREEWHEEL ADVERTISERS)

**PANELIST - BRENDA SALCE-GARCIA** (SVP CUSTOMER SUCCESS, OPERATIVE)

**9:10 AM | DAY TWO WELCOME REMARKS**

**PRESENTER - MARK GORMAN** (CEO, MATRIX)

**9:20 AM | OPENING KEYNOTE PRESENTATION | CONSUMER HABITS AND ATTITUDES SHAPING THE FUTURE OF OTT VIDEO**

A reality check on the current state of consumer viewing – behaviors, attitudes, preferences, likelihoods – and what they portend for the fast-changing business of “television” in the months/years ahead.

**PRESENTER - JILL ROSENGARD HILL** (EVP, MAGID)

**9:55 AM | PANEL: STREAMING VIDEO / OTT / AVOD**

Over-the-top TV/video viewing is already a mainstream media activity in a 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.

**MODERATOR - SARAH FOSS** (SVP, STRATEGIC INITIATIVES, FREEWHEEL ADVERTISERS)

**PANELIST - MAGGIE DRAKE** (SENIOR DIRECTOR, OTT REVENUE, E.W. SCRIPPS/OCTANE)

**PANELIST - TYLER FITCH** (VP OF AD PARTNERSHIPS, TUBI)

**PANELIST - JIM KELLER** (VP, NATIONAL ADVERTISING SALES, HULU)

**PANELIST - WALTER LA MENDOLA** (VP, AD SALES & BRAND SOLUTIONS, VIMN/PLUTOTV)

**10:30 AM | NETWORKING BREAK**



### 10:45 AM | **PANEL: REGULATORY ISSUES / SCENARIOS**

Lost among the enthusiasm (and sometimes trepidation) around media's frenetic pace of change is the ever-present fragility of the legal rules and regulatory constructs that define industry competition – now and in the years ahead. We'll discuss some of the likely scenarios of how regulators like the FCC, SEC, Justice Department, and even Congress are likely to “modernize” communication laws in the near future, and what those might portend for the industry.

**MODERATOR - SARA FISCHER** (MEDIA REPORTER, AXIOS)

**PANELIST - RICHY GLASSBERG** (CO-FOUNDER & CEO, SAFEGUARD PRIVACY)

**PANELIST - JIM LONG** (CEO, DIDJA/LOCAL BTV)

**PANELIST - HAL SINGER** (MANAGING DIRECTOR, ECON ONE)

### 11:20 AM | **CLOSING SUPER SESSION: NEXT-GEN FUTURES (5G, ATSC 3.0, ETC.)**

Strategists from media industry trade groups, consultancies, and cutting-edge firms close out the Summit with a heady discussion of some of the media industry's likely next major technological breakthroughs – including broadcast TV's next-gen ATSC 3.0 standard, mobile telephone's new 5G platform, and AI (seemingly) everywhere.

**MODERATOR - MARY ANN HALFORD** (SR. ADVISOR, OC&C STRATEGY CONSULTANTS)

**PANELIST - JOHN HANE** (CEO, SPECTRUM CO)

**PANELIST - RANDA MINKARAH** (COO, TRANSFORM)

**PANELIST - JASON PATTON** (SVP, SALES AND MARKETING, VERANCE)

**PANELIST - ANNE SCHELLE** (CEO, PEARL)

### 12:10 PM | **CLOSING REMARKS**

**PRESENTER - MARK GORMAN** (CEO, MATRIX)


**PRESENTER - BRENDA HETRICK** (CRO, MATRIX)

### 12:20 PM | **CLOSING LUNCH** [LOCATION: EDEN ROC A]

*Thank you*  
for being a part of the 4th Annual  
Media Ad Sales Summit!

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