

MEDIA AD SALES SUMMIT 2020

ABOUT MEDIA AD SALES SUMMIT 2020

The 4th Annual Media Ad Sales Summit, happening January 22-24, 2020 in Miami Beach, FL, is a niche event that brings together C-level industry leaders and decision makers from across advertising, media, and technology companies and agencies to discuss the latest trends in ad buying and selling, as well as how technology and consumer behavior will shape the industry's path forward. This year's event will not only host a handful of intimate networking opportunities, but will also include candid conversations around key themes such as:

- The "Consolidation" Impact
- Automated Ad Selling and Buying / Tech-Enabled Negotiations
- Ad Sales/Buying: Data-Enabled + Targeting
- Streaming Video and OTT
- Ad Spend Category Trends: Automotive, The Political Impact, and DTC + Emerging Categories

For more information on the 2020 Media Ad Sales Summit, visit matrixformedia.com/summit

AGENDA

:: Wednesday January 22, 2020 ::

5:00 PM Welcome Cocktail Reception / Registration

:: Thursday January 23, 2020 ::

8:00 AM Breakfast / Registration

9:00 AM Welcome Remarks

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

9:10 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!

- *Tim Hanlon, CEO, The Vertere Group – Interviewer*
- *Jack Myers, Founder & CEO, Media Village - Presenter*

9:45 AM Spotlight Interview: Media Industry Big Picture

The Summit then moves to continue the "big-picture" discussion with what's afoot operationally and ahead economically for the overall media sector leading company chieftains and industry analysts.

10:25 AM Networking Break

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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.

- *Joe Lampert*, EVP, Media Practice, Edge Technology Services – Moderator
- *Adam Gotlieb*, CTO, Matrix Solutions - Panelist
- *Doug Hurd*, Co-Founder & EVP, Business Development, Clypd – Panelist
- *John Rosso*, President, Market Development, Triton Digital – Panelist
- *Jay Stevens*, President, Hudson MX – Panelist

11:10 AM Panel: Round-Robin Case Studies

Videa: 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.

- *Archie Gianunzio*, VP Sales and Marketing, Videa - Presenter
- *Hesham Starkey*, Director of Research Engineering, Videa - Presenter

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.

- *Rich Kaufman*, VP Business Development, Centriply - Presenter

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.

- *Scott Bender*, Partner, Global Head, Publisher Strategy, Prohaska Consulting – Moderator
- *Dan Callahan*, SVP, Data Strategy & Sales Innovation, Fox Corporations – Panelist
- *Jason DeMarco*, VP, Programmatic and Audience Solutions, A + E Networks – Panelist
- *Melanie Hamilton*, VP, National Sales, Effectv – Panelist
- *Fraser Woollard*, VP, Global Business Development, MediaOcean - Panelist

12:00 PM Networking Lunch

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.

- *Dade Hayes*, Finance Editor, Deadline - Interviewer
- *Al Lustgarten*, VP, Technology & Information Services, Hearst Television - Interviewee
- *Greg McCastle*, SVP, Sales Strategy and Development, Gray Television – Interviewee
- *Adam Ware*, GM, STIRR/Sinclair Broadcasting - Interviewee

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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?

- *Joe Alesi*, Executive Creative Director, Mnemonic - an Effectv agency – Moderator
- *Tal Chalozin*, CTO & Co-Founder, Innovid – Panelist
- *Jinny Laderer*, CEO & Founder, vCreative – Panelist
- *Adrian Pearmund*, Co-Founder/CEO, Cablato - Panelist

2:10 PM Round-Robin Case Studies

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?

- *Howard Shimmel*, President, Janus Strategy & Insights – Moderator
- *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 - Panelist

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

- *Mary Collins*, President & CEO, Media Financial Management Assn. – Moderator
- *Ann Hailer*, COO, Cox Reps - Panelist
- *Todd Hauser*, VP, Automotive, Effectv - Panelist
- *Jay Stevens*, President, Hudson MX – Panelist
- *Steve Walsh*, EVP, Commercial, Comscore - Panelist

3:50 PM Ad Category Spotlight: Political

- *Mark Gorman*, CEO, Matrix Solutions - Moderator
- *Craig Broitman*, EVP/COO, Katz Television Group – Panelist
- *Mica Hansen*, VP/Political Director of Sales, Cox Media Group - Panelist
- *Nicole Meade*, Product Strategist, WideOrbit – Panelist

4:25 PM Ad Category Spotlight: DTC + Emerging Categories

- *Brenda Hetrick*, CRO, Matrix Solutions - Moderator
- *Ann Hailer*, COO, Cox Reps - Panelist
- *Geoff Klapisch*, Head of Mass Media, Chewy - Panelist

4:55 PM Closing Remarks

- *Brenda Hetrick*, CRO, Matrix Solutions

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5:00 PM Cocktail Reception

:: Friday January 24, 2020 ::

8:00 AM Breakfast with the BAE's

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.

- *Brenda Hetrick*, CRO, Matrix Solutions – Moderator
- *Sarah Foss*, SVP, Strategic Initiatives, FreeWheel Advertisers – Panelist
- *Brenda Salce-Garcia*, SVP Customer Success, Operative - Panelist

9:10 AM Welcome Remarks

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

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.

- *Jill Rosengard Hill*, EVP, Magid - Presenter

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.

- *Sarah Foss*, SVP, Strategic Initiatives, FreeWheel Advertisers – Moderator
- *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
- *Raoul Marinescu*, VP, Revenue Partnerships, Pluto TV - Panelist

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" communications law in the near future, and what those might portend for the industry.

- *Sara Fischer*, Media Reporter, Axios – Moderator
- *Richy Glassberg*, Co-Founder & CEO, SafeGuard Privacy – Panelist
- *Jim Long*, CEO, Didja/Local BTV – Panelist
- *Hal Singer*, Managing Director, Econ One - Panelist

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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.

- *Mary Ann Halford*, Senior Advisor, OC&C Strategy Consultants - Moderator
- *John Hane*, CEO, SpectrumCo - Panelist
- *Randa Minkarah*, COO, Transform – Panelist
- *Jason Patton*, SVP, Sales & Marketing, Verance - Panelist
- *Anne Schelle*, CEO, Pearl – Panelist

12:10 PM Closing Remarks

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

12:20 PM Closing Lunch

**Speakers and their panel participation are still to be announced and are subject to change*

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SPEAKERS AT-A-GLANCE



JOE ALESI
MNEMONIC



SCOTT BENDER
PROHASKA CONSULTING



DAN CALLAHAN
FOX CORPORATIONS



TAL CHALOZIN
INNOVID



MARY COLLINS
MFM



JASON DEMARCO
A + E NETWORKS



MAGGIE DRAKE
SCRIPPS/OCTANE



SARA FISCHER
AXIOS



TYLER FITCH
TUBI



SARAH FOSS
FREEWHEEL



ARCHIE GIANUNZIO
VIDEA



MARK GORMAN
MATRIX SOLUTIONS



ADAM GOTLIEB
MATRIX SOLUTIONS



ANN HAILER
COX MEDIA GROUP



MARY ANN HALFORD
OC&C STRATEGY CONSULTANTS



JOHN HANE
SPECTRUM CO



MICA HANSEN
COX MEDIA GROUP



MELANIE HAMILTON
EFFECTV



TIM HANLON
VERTERE GROUP



TODD HAUSER
EFFECTV



DADE HAYES
DEADLINE



BRENDA HETRICK
MATRIX SOLUTIONS



JILL ROSENGARD HILL
MAGID



DOUG HURD
CLYPD



JILL JOSEPHSON
TRANSFORM



RICH KAUFMAN
CENTRIPLY



JIM KELLER
HULU



JO KINSELLA
TVSQUARED



JINNY LADERER
VCREATIVE



JOE LAMPERT
EDGE TECHNOLOGY SERVICES



AL LUSTGARTEN
HEARST TELEVISION



RAOUL MARINESCU
PLUTO TV



GREG MCCASTLE
GRAY TELEVISION



NICOLE MEADE
WIDEORBIT



RANDA MINKARAH
TRANSFORM



JACK MYERS
MEDIA VILLAGE



JASON PATTON
VERANCE



JOHN ROSSO
TRITON DIGITAL



BRENDA SALCE-GARCIA
OPERATIVE



ANNE SCHELLE
PEARL



HAL SINGER
ECON ONE



HOWARD SHIMMEL
JANUS STRATEGY & INSIGHTS



HESHAM STARKEY
VIDEA



JAY STEVENS
HUDSON MX



STEVE WALSH
COMSCORE



ADAM WARE
STIRR/SINCLAIR BROADCASTING



FRASER WOOLLARD
MEDIACON

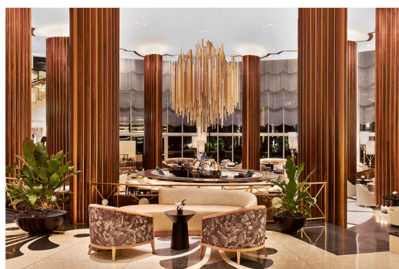


JULIAN ZILBERBRAND
VIACOMCBS

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VENUE

Nobu Hotel | 4525 Collins Avenue | Miami Beach, FL 33140



REGISTRATION

Late Access Summit Registration \$1,199 (ends Jan 20, 2020)

[Register now](#): Registration includes full access to all Summit sessions, breakfast and lunch two days of the event, as well as welcome reception and happy hour.

Take a [peek here](#) at what you can expect at the Media Ad Sales Summit 2020!

THANK YOU TO OUR SPONSORS



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FREQUENTLY ASKED QUESTIONS

What is the Media Ad Sales Summit?

The Summit, now in its 4th year, is an industry-wide event produced by [Matrix Solutions](#) that provides a forum for bringing together and advancing the media ad sales conversation – where the buy and sell side both drive ad revenue.

Who Will be Attending?

The Media Ad Sales Summit is designed specifically for those invested in the future of media ad sales. Including C-level executives at media companies, advertising agencies, advertisers, and ad tech companies who are committed to collaboration and the advancement of media ad sales. In attendance will be key decision makers from Fox Corporations, Hudson MX, WideOrbit, Comscore, Clypd, Transform, Magid, Adcellerant, Videia and [many more](#).

When and Where is the Summit?

The 2020 Media Ad Sales Summit will be held January 22-24, 2020 at [Nobu Hotel](#) in Miami Beach, Florida

What to Expect

At the Media Ad Sales Summit, you will join the convergence conversation, discover new ways to automate the ad buy/sell process, and gain advanced insights on the latest technologies that are accelerating advertising revenue. This niche event provides an intimate setting focused on quality when it comes to content, attendees, and overall experience. This day and a half event provide an abundance of networking opportunities that will enable you to directly connect to key decision makers.

How much does it cost?

The full Summit registration rate is \$1199.

What does it Include?

Registration includes access to all Summit sessions, breakfast and lunch on both Thursday and Friday during the event, as well as a welcome reception Wednesday evening and a cocktail happy hour on Thursday.

How do I register?

You may visit our [Media Ad Sales Summit](#) page on the Matrix website to register and stay up to date on more details about the event.

Is there a deadline to register by?

You may register for the Summit up to the day of. However, there is a limited number of rooms with the discounted Summit Rate at the Nobu Hotel and the hotel does sell out quickly.

How do I learn about sponsor opportunities?

The Media Ad Sales Summit is produced by Matrix Solutions but is made possible by the support of our sponsors! We have designed a handful of sponsorships that connects sponsors to key decision makers. See sponsorship opportunities [here](#).

Does the hotel offer discounted rates?

Group room reservations are now closed. Rooms may be reserved based on availability at the hotel. Call Nobu Hotel in-house reservations at 305-531-0000 and ask for 2020 Media Ad Group availability.

Is there transportation from the airport to the hotel?

The hotel does offer transportation services that may be booked through their concierge service. [Learn more](#).