

**MEDIA
AD SALES
SUMMIT**

JANUARY 19-21, 2022
MIAMI BEACH, FL

SUMMIT 2022 AGENDA

WEDNESDAY JANUARY 19, 2022

5:00 PM WELCOME RECEPTION

THURSDAY JANUARY 20, 2022

8:00 AM REGISTRATION & BREAKFAST

9:00 AM WELCOME REMARKS

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

9:10 AM OPENING KEYNOTE PRESENTATION/INTERVIEW

9:40 AM PANEL: AD SALES AUTOMATION & AI

The TV industry's march towards automating ad 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.

10:10 AM PANEL: PROGRAMMATIC AD SALES

As pressure grows on marketers, agencies & media companies to increase the ROI of TV/video advertising, programmatic platforms and dynamic pricing mechanisms are playing larger roles in the transactional process. We discuss what's working now and what needs to improve for ad buyers and sellers to more enthusiastically “trust the process.”

10:40 AM NETWORKING BREAK

10:55 AM PANEL: DATA-ENABLED LINEAR & CROSS-PLATFORM SALES

A growing array of data from third-party and marketer-proprietary sources is pushing both TV/video ad buyers & sellers to improve the value equation through more precise marketing segmentation and performance attribution – far beyond traditional ratings or

demographic reach metrics. This panel will explore how sellers are reinventing their operations for more data-driven ROI-oriented results.

11:15 AM
11:35 AM

ROUND-ROBIN CASE STUDIES

PANEL: ADDRESSABLE ADVERTISING

Once seen as an unachievable Holy Grail, the ability to more finely target TV/video audiences in data-driven addressable environments is rapidly approaching economically attractive scale and technically dependable execution. We discuss the state of addressability with sellers at the forefront.

12:05 PM
1:05 PM
1:35 PM

NETWORKING LUNCH

LUNCHTIME KEYNOTE PRESENTATION/INTERVIEW

PANEL: FAST, OTT, CTV & 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.

2:05 PM

PANEL: LOCAL TV ADVERTISING IN A DIGITAL WORLD

We tap leaders from some of the country's most progressive local TV ad sales organizations for an inside look at how each is transforming traditional linear advertising availabilities into comprehensive, digitally-centric marketing propositions for their increasingly sophisticated client bases.

2:35 PM
2:50 PM

NETWORKING BREAK

PANEL: REINVENTING MEASUREMENT + OUTCOMES

The chorus of dissatisfaction with legacy TV ratings' historical locks on both audience measurement and trading currency is reaching a crescendo - and ad practitioners on both sides of the aisle are clamoring for new approaches and improved solutions. We tackle the elephant in the room with a discussion of how and what the transactional future might soon evolve to.

3:20 PM
3:40 PM

ROUND-ROBIN CASE STUDIES

PANEL: ATSC 3.0/NEXTGEN TV & ADVERTISING

The rollout of broadcasting television's next-generation technology standard is well underway and promises an entirely new array of "better TV" experiences and "beyond TV" business opportunities; we check in on the latest developments - including a look at some of the more compelling products/services in the pipeline.

4:10 PM

CLOSING DISCUSSION: BIG PICTURE WRAP-UP

We close with a strategic overview discussion/debate of the day's important issues and what lies ahead for us in the room – and the industry at large – ahead.

4:40 PM
4:50 PM

CLOSING REMARKS

COCKTAIL RECEPTION

FRIDAY JANUARY 21, 2022

8:00 AM

BREAKFAST

8:20 AM

MASC ROUNDTABLE

9:05 AM

CLOSING CONVERSATION: Local Media Outlook '22