Welcome.
Data and technology are common denominators

Of all digital revolutions.
The Digital Revolution
The Digital Revolution
The Digital Revolution
The Digital Revolution

The last frontier.
Birth of automation.
R.I.P. – Those who fought change.
Adapt or die.
• Online video viewing
  ↑ 32%
• Mobile video viewing
  ↑ 26%
• Time-shifted TV viewing
  ↑ 14%
Agencies Retool for Automated Ad Buying

- Adweek
Magna Global Project
Big Increases in
Programmatic Sales

- All Access
Automated Ad Buying Surges Online

- The Wall Street Journal
NYT Opens for Programmatic Business

– Adexchanger, May 28, 2013
ESPN Joins Programmatic Consortium

– Media Post, September 23, 2013
Turner embraces Programmatic

– Adweek, October 23, 2013
Adapt or Die: Holdout Publishers Embrace Programmatic

- Digiday, September 30, 2013
Embrace:
- Tech
- Data
- Automation
What are you going to do?
Thank you.

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