AD TECH SUMMIT 2019 In PARIS - Second Edition

By IAB France and IAB TechLab

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* The Summit was animated by Nicolas Jaimes (Journalist JDN).
* The Introduction was given by Frédéric Olivennes (President iab France).
* IAB Europe´s Chief Economist, Daniel Knapp
* IAB Tech Lab USA with Alexandra Salomon (Head of Global Business Department) & Shailley Sinngh (VP Product)
* Side Workshops were held to discuss Use Cases

Adverting Technology (Ad Tech) is an Umbrella term that describes Systems of analyzing and managing Tools for Programmatic Advertising Campaigns. It covers the Entirety of the Ad Delivery Process from selecting the Subject of an Ad and its Position to choosing its Recipient. Ad Tech Solutions allow you to see Bigger Picture regarding your Campaign and lets you make use of it to Maximum Effect. Direct benefits of this Tight Knot of Broad Array Processes are the Higher Efficiency of Operation which means growing Brand Recognition which leads to Increased Profits. That indirectly leads to an Expansion of Interest.

In the Center of Ad Tech Operation is the Advertising Ecosystem that consists of Advertisers, Demand-Side Platforms, Ad Exchanges, Supply-Side Platforms, and Publishers. Together they form a loop of Ad Supply and Demand that generates Revenue - this is achieved through collecting and processing information on the User Activity on a Particular Platform....A thorough study using User Tracking (among other things) forms the foundation of an Ad Campaign. Subsequent Reaction of the Consumer to the Advertising leads to further developments. Not only that but it also helps to calculate the best Area for placing Ad Content...Ad Tech ups the stakes considerably by making the process of Interacting with Ads the part of Money-Making. It is achieved by the diverse system of Monetizing where every Player involved gets his cut for his services.

There is no magic behind Ad Tech "" it all depends on Skills and Ability to use them correctly. The Scope of Operations is leaning on tried and tested Solutions and Reliable Platforms to keep the Information Safe from leaking and to stay away from the Fraud....Digital Trust is the measure of Consumer, Partner and Employee Confidence in an Organization´s Ability to protect and secure Data and the Privacy of Individuals. As Data breaches become bigger and more common, Digital Trust can be a Valuable Commodity for Companies that earn it, and it is starting to change the Way Management looks at Security.

The Speakers were :

"" Marie-Laure Denis, Présidente de la CNIL
"" Nathalie Sonnac, Conseillère, Présidente du Groupe de Travail Télévision, CSA
"" Alexandra Salomon, Head of Global Business Development, IAB Tech Lab
"" Shailley Singh, Vice President Product, IAB Tech Lab
- Daniel Knapp, IAB Europe´s Chief Economist,
"" Lynn Chealander, Director Product Management Digital Platform, Xandr
"" Grégoire Pauty, Principal Innovation Designer & Strategist, Adobe
"" Frédéric Layer, Director Agency Partner Advertising Cloud, Adobe
"" Michael Tiffany, President & Co-Founder, White Ops
"" Michèle Benzeno, Directrice Générale, Webedia
"" Anton´Maria Battesti, Head of Public Affairs, Facebook
"" Romain Job, Chief Strategy Officer, Smart
"" Julien Rosanvallon, Directeur Exécutif Télévision et Internet, Médiamétrie

"" Mark Howe, Managing Director, EMEA Agencies, Google
"" Claude Chaffiotte, Managing Director, Accenture Interactive
"" Mathieu Azorin, Managing Director EMEA, Criteo
"" Pierre Calmard, CEO, IProspect
"" Augustin Decré, Managing Director, Southern Europe, Index Exchange,
"" Tom Kershaw, CTO, Rubicon Project
"" Thomas Husson, Vice-President, Principal Analyst, Forrester
"" Anne-Marie Gaultier, Marketing & Communication Director, Intermarché
"" Karine Rielland, Directrice Générale Déléguée Digital, Media.Figaro
"" Christian Bombrun, Président de l´AFMM, Directeur Produits et Services, Orange
"" Samuel Baroukh, Head of eBusiness, CDO, Nestlé France
"" YanClaeyssen, Vice-President, Epsilon
"" Jacques Cazin, CEO, Adways
"" Yann Blat, Directeur Général France, The Trade Desk, Inc.
"" Alexis Marcombe, Directeur Général, Carrefour Media
"" Christophe Blot, Directeur Général, 3W RelevanC
"" Emmanuel Crego, Directeur Général, Values

"" Luc Vignon, DGA en charge de la transformation digitale, 366 communities
"" Jeremy Parola, Directeur des activités numériques, Reworld Media
"" Gael Demessant, Directeur Programmatique, Prisma media

Source : 2nd Edition of the Ad Tech Summit on 22nd November, 2019 (Hotel Rothschild in Paris)

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