

DIGIDAY PROGRAMMATIC MEDIA SUMMIT- NEW ORLEANS, LA

MONDAY, NOVEMBER 13TH (DAY 1)

12:30 p.m. [Registration Desk Opens](#)

1:00 p.m. [The State of Programmatic Media and The Digiday Challenge Board](#)



- BRIAN MORRISSEY, EDITOR-IN-CHIEF, DIGIDAY

1:30 p.m. [Where Header Bidding Goes Next](#)

Header bidding was a significant advancement for programmatic advertising. Now it's about to go through its own advancement. We'll break down the winners and losers.



- CHIP SCHENCK, VP, PROGRAMMATIC SALES & STRATEGY, MEREDITH

1:50 p.m. [Dialog with Vistar Media](#)

2:00 p.m. [Session with Axios](#)



- MATT BOGGIE, CTO, AXIOS

2:20 p.m. [Refreshment & Networking Break](#)

2:35 p.m. [The Transparency Era](#)

Transparency is the new black. But vendors often don't have incentive to be clear about their operations. Hear what questions and terms publishers should press for when they look to trim their ad-tech tax.



- LAUREN SILBERT, DIRECTOR OF PROGRAMMATIC STRATEGY, DOTDASH

2:55 p.m. [Workshop with Grapeshot](#)

3:10 p.m. [How Business Insider Balances Direct and Programmatic](#)

Even though programmatic is growing, many publishers retain their direct sales team. Hear from Business Insider about how they integrate their direct and programmatic strategies.



- JANA MERON, VP OF PROGRAMMATIC AND DATA STRATEGY, BUSINESS INSIDER

3:30 p.m. [Workshop with Triplelift](#)

3:45 p.m. [Being Smart with Your Data](#)

Gathering data is a job in itself, but being smart with your data requires passion. Hear how ESPN leverages its vast trove of audience data.



- VIKRAM SOMAYA, SVP, GLOBAL DATA OFFICER, ESPN

4:05 p.m. [Making Peace With Viewability](#)

Viewability is all the rage with ad buyers because, after all, who wants to pay for ads that aren't viewed by a human? But many publishers have difficulty meeting the viewability thresholds that advertisers require. Here's how a publisher increased its amount of viewable ads.



- CRISTINA CALDERIN SWARTZ, DIRECTOR OF AD OPS, THOUGHT CATALOG

4:30 p.m. [Town Hall](#)

Publishing executives will meet to discuss the biggest challenges their organizations are facing, and work together to come up with potential solutions.

5:00 p.m. [Sandbox Presentations](#)

These rapid-fire presentations introduce publishing participants to tech providers

5:30 p.m. [Working Groups Meetings](#)

Attendees will split off into groups focusing on one of three key challenges that publishers face. With guidance from group leaders, each group will meet throughout the Summit to work together on a presentation that outlines how to solve the challenge at hand. These will be presented at the end of the Summit.

The rise of PMPs

Building products in-house

Header Bidding and Measurement and Verification

5:45 p.m. [Publishing Participants Welcome Reception](#)

Invite only.

6:00 p.m. [8-Minute Meetings](#)

The 8-minute meetings are designed to help connect publishing participants with innovative technology platforms and media companies and build valuable business relationships.

7:00 p.m.

[Cocktail Reception Hosted by The Trade Desk](#)

Open to all.

8:00 p.m.

[Participant Dinner with Quantcast](#)

8:00 p.m.

[Dinner with Strangers](#)

End the day with fellow attendees for a casual meal at a nearby venue. Sign up at the Summit registration desk. Costs are at your own expense

9:30 p.m.

[After Hours Hangout](#)

Nightcap? After dinner, attendees can enjoy a late night drink. Costs at your own expense.

TUESDAY, NOVEMBER 14TH (DAY 2)

7:00 a.m. [Morning Yoga](#)

8:00 a.m. [Registration Reopens & Breakfast Served](#)

9:00 a.m. [Welcome Remarks](#)



BRIAN MORRISSEY, EDITOR-IN-CHIEF, DIGIDAY

9:10 a.m. [State of the Industry Report Sponsored By Factual](#)

9:30 a.m. [Avoiding Commoditization in Programmatic](#)

Condé Nast is synonymous with premium brand advertising. Programmatic media has often been about commoditization. We'll discuss on Condé is forming a programmatic strategy that protects and extends its premium brand advertising business.



- EDWARD CUDAHY, CHIEF TECHNOLOGY OFFICER, CONDE NAST

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10:00 a.m. [Workshop with Telarvia Video](#)

10:15 a.m. [Session with Purch](#)



- JOHN POTTER, CHIEF TECHNOLOGY OFFICER, PURCH

10:35 a.m. [Refreshment & Networking Break Sponsored by Staq](#)

10:50 a.m. [How CafeMedia Differentiates Its Programmatic Products](#)

One of publisher's challenges with programmatic is that it's intended to make all publishers appear "the same" in exchanges so that it's easy to buy. But without differentiation, buyers have no real incentive to choose one publisher over another. To differentiate itself, CafeMedia programmatically sells custom ad units, proprietary data, and site takeovers.



- PAUL BANNISTER, CO-FOUNDER, CAFEMEDIA

11:10 a.m. [Dialog with The Trade Desk](#)

11:20 a.m. [Session with Hearst](#)



- GRETA LAWN, VP OF PROGRAMMATIC, HEARST

11:40 a.m. [Confessions Sessions](#)

In this session, hear two anonymous publisher execs vent their frustrations with programmatic.

12:00 p.m. [Town Hall](#)

Publishers only

Participants will meet to discuss the biggest challenges their organizations are facing, and work together to come up with potential solutions.

12:30 p.m. [Sandbox Presentations](#)

These rapid-fire presentations introduce publishing participants to tech providers.

1:00 p.m. **Working Group Meetings**

Groups will reconvene to discuss their challenges and with guidance from their group leaders, work to uncover potential solutions.

1:30 p.m. **Lunch Served**

2:30 p.m. **Afternoon Free Time**

This is free time, so spend it as you see fit: catching up on work, relaxing or mingling with new friends. Enjoy the afternoon off and we'll see you back in the evening.

6:00 p.m. **Workshop 360 with Media.Net**

6:30 p.m. **Cocktails and Conversations**

This is it: all working groups get one last chance to finalize their presentations for tomorrow's reports.

6:00 p.m. **8-Minute Meetings**

By invitation only.

The 8-minute business meetings continue for day 2, connecting publishing participants with innovative technology platforms and media companies. They are designed to help your team build valuable new relationships and ultimately, close business deals.

7:00 p.m.

Cocktail Reception

Open to all

8:00 p.m.

Dinner with Friends

Enjoy the last night of the summit with fellow attendees for a casual meal at a nearby venue. Sign up at the Summit registration desk. Costs are at your own expense

8:00 p.m.

Participant Dinner Sponsored by Grapeshot

9:30 p.m.

After Hours Hangout

Nightcap? After dinner, attendees can enjoy a late night drink. Costs at your own expense.

WEDNESDAY, NOVEMBER 15TH (DAY 3)

8:30 a.m. Breakfast Served

9:00 a.m. The Digiday Mind Map

This is an illustrated recap of the themes discussed during yesterday's town hall session.



- ROSS BENES, PLATFORMS REPORTER, DIGIDAY

9:05 a.m. People and Programmatic

The machines are coming, but they're not going to take over. Bloomberg Media's revenue chief discusses how the media giant is organizing for programmatic as a complement, not replacement, for people.



- KEITH GROSSMAN, GLOBAL CHIEF REVENUE OFFICER, BLOOMBERG MEDIA

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ROSS BENES

9:15 a.m. Working Group Reports

Working group leaders will present their group's findings after three days of discussion and deliberation.

9:30 a.m. Ad Blocking

Ad blocking remains one of the biggest scourges in digital advertising. Hear how this publisher has gotten viewers to stop blocking ads and whitelist the publisher.

9:45 a.m. How This Traditional Media Company Approaches Programmatic

After relying on direct sales for years, it can be difficult for traditional media companies to jump into programmatic. But for this publisher, programmatic has become an integral part of its overall advertising strategy.



- JESSICA BARRETT, GLOBAL HEAD OF PROGRAMMATIC, FINANCIAL TIMES

10:00 a.m. Coffee & Networking Break

10:15 a.m. Confessions Session

In this session, hear two anonymous publisher execs vent their frustrations with programmatic.

10:30 a.m. [Rise of PMPs](#)

Publishers like PMPs because they get more visibility into what their inventory sells for and more control over which advertisers will appear on their websites. But PMPs can be difficult to scale. Hear how The New York Times scaled its PMP deals.



- SARA BADLER, DIRECTOR OF PROGRAMMATIC ADVERTISING, THE NEW YORK TIMES

MODERATOR
ROSS BENES

10:45 a.m. [Fight Against Latency](#)

For publishing execs, latency is still one of their biggest problems. This publisher got under the hood to fix this problem.

11:00 a.m. [Licensing Publisher Products](#)

The Washington Post created a new line of revenue by building technology products that it licenses to other publishers. Jarrod Dicker will explain how the Post isn't just cutting back its reliance on vendors, but is actually infiltrating the vendor space with its own products.



- JARROD DICKER, HEAD OF COMMERCIAL PRODUCT AND TECHNOLOGY, WASHINGTON POST

11:15 a.m. [Premium Programmatic: Vox Media's Bold bet for the Future](#)

Programmatic advertisers are infamous for focusing on scale and data while ignoring brand building. Dave Pond, head of programmatic operations at Vox Media and Concert, explains how these priorities do not need to be mutually exclusive and how Vox Media is building a programmatic marketplace for the future.



- DAVE POND, DIRECTOR OF PROGRAMMATIC OPERATIONS, VOX MEDIA AND CONCERT

11:30 a.m. [5 Things We've Learned](#)

We'll summarize the event with the top themes that have emerged through three days of content.

ROSS BENES, PLATFORMS REPORTER, DIGIDAY

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