

# d3con Conference

March 13th, 2024 MAIN STAGE

## MAIN STAGE

### 08:30 Admission

The doors open at 8:30 am - so you can start networking over your first coffee or find yourself a good seat.

## MAIN STAGE

### 09:20 Opening

A short welcome from the organizer.



**Gerrit Scott-Reger**  
*d3con*

## MAIN STAGE

### 09:30 Digital Ad Fraud -- Light at the End of the Tunnel

Digital ad fraud has plagued digital advertising for the last decade, siphoning billions of dollars into the pockets of criminals. Now, with better and more complete analytics, advertisers are able to reduce their reliance on legacy fraud verification that has caught only 1% of the fraud for years. Advertisers are taking more control of their own digital marketing budgets, reducing costs and waste and verifying that their ads were delivered to the right sites and apps. Dr. Augustine Fou, independent ad fraud researcher and creator of FouAnalytics, shares examples and observations from his work over the last decade fighting ad fraud. Working with partners like fraud0, he discusses why he is optimistic that progress is finally being made in the war against ad fraud and there is light at the end of the tunnel.



**Augustine Fou**  
*Marketing Science  
Consulting Group*

## MAIN STAGE

### 10:00 Mastering relevance and reach: Mars Wrigley's Media Transformation

Mars Wrigley has undergone a very strong transformation of its media and marketing activities over the last few years: This primarily concerns the shift from pure reach planning to a personalized approach towards consumers. In this masterclass, we will look at the question of what the media of the future for confectionery products could look like and discuss the following topics, among other things: How do you create relevance for impulse products in a highly competitive segment that never ends up on the shopping list? Is there the ideal split between reach and relevance when it comes to constantly recruiting new shoppers? What does the ideal consumer journey for a chocolate bar actually look like? What role do data and consumer trends play in media plans, and are they still as rigid as we know from consumer goods companies? How does Mars Wrigley leverage its media and agency partners to translate trends into campaigns in real time?



**Selina Peukert**  
MARS WRIGLEY



**Sandra Spichalsky**  
MARS WRIGLEY



**Saskia Düxmann**  
EssenceMediacom

## MAIN STAGE

### 10:30 Coffee Break

## MAIN STAGE

### 11:00 Experts Panel: Programmatic 2024

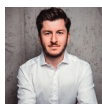
Leading experts in the industry discuss the latest challenges and trends.



**Alexander Weißenfels**  
Adform



**Michael Fuhrmann**  
DoubleVerify



**Jannis Poestges**  
Spotify



**Marian Hanke**  
Vodafone



**Bent Böer**  
PepsiCo



**Annemarie Besenthal**  
Pandora

Host



**Julia Schössler**  
schoesslers

## MAIN STAGE

### 11:45 The Future of Digital Marketing 2024

The future of digital advertising is full of opportunities and challenges. As technologies advance, personalized and interactive advertising formats become possible. Augmented reality, AI and voice control offer completely new possibilities to effectively address every target group. As well, the change in user behavior challenges the industry with new tasks.



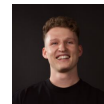
**Jochen Schlosser**  
*Adform*



**Bernd Fauser**  
*Google*



**Tim Wiegels**  
*Data Leader,  
Strategist, Principal &  
Inspirational Speaker  
On Demand*



**Jason Modemann**  
*Mawave*



**Kathrin Franssen**  
*TikTok*



**Stephan Jäckel**  
*emetriq*

*Host*



**Ralf Scharnhorst**  
*Scharnhorst Media,  
m42m*

## MAIN STAGE

### 12:30 Lunch Break

## MAIN STAGE

### 13:30 DOOH - The future of OOH advertising

Digital Out of Home is one of the most dynamic and fastest-growing industries in outdoor advertising. How is DOOH setting new standards with innovative technologies and creative concepts, and how can advertisers benefit from this medium?



**Björn Wendler**  
*WallDecaux*



**Magdalena Pusch**  
*FRAMEN*



**Ravi Ahluwalia**  
*Sage+Archer | VISTAR  
MEDIA*



**Jan-Philipp Thomas**  
*ALDI SÜD*



**Sandra Hass**  
*OTTO*



**Claudia Zayer**  
*Goldbach*

*Host*



**Lothar Krause**  
*Opinary*

## MAIN STAGE

### 14:15 Revolution AI?

AI the future of advertising? Can AI-based technologies optimize and personalize campaigns to reach target audiences? Leading advertisers provide insight into current developments.



**Alexander Ewig**  
*AIDA Cruises*



**Jan-Philipp Thomas**  
*ALDI SÜD*



**Julia Barsch**  
*BURGER KING  
Deutschland*



**Peter Kabel**  
*CogniWerk.ai*



**Marike Heycke**  
*Loveco*



**Bastian Schwärmer**  
*Initiative*

*Host*



**Björn Radde**  
*T-Systems  
International*

## MAIN STAGE

### 15:00 Coffee Break

## MAIN STAGE

### 15:30 Is privacy killing advertising sales in digital marketing?

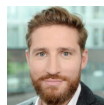
How can companies use the possibilities of programmatic advertising to offer targeted advertising? And how can strict data protection guidelines be adhered to and the privacy of users be respected at the same time?



**Ulrich Hegge**  
*European netID  
Foundation*



**Dirk Freytag**  
*Content Pass*



**Mark-Olaf Winter**  
*SPIEGEL Media*



**Sarah Ostkamp**  
*Unilever*



**Julia Kühne**  
*Axel Springer*



**Sandra Wojciechowska**  
*e-dialog*

*Host*



**Christian Bachem**  
*MARKENDIENST*

## MAIN STAGE

### 16:15 d3con Innovation Award 2024

Here you will see the most exciting innovations of the industry briefly demonstrated. Be inspired and vote!



**Alexander Ermisch**  
*taico*



**Christoph Legat**  
*PREDICTORES.AI*



**Roland Siebert**  
*SLACE*



**Andreas Hofmann**  
*Nexx360*



**Julia Saswito**  
*aimpower*



**Uwe Seebacher**  
*PREDICTORES.AI*



**Frederic Hansen**  
*Click Performance*



**Sophia Boysen**  
*Bottalk.io*

*Host*



**Oliver Busch**  
*Author - Angel -  
Advisor*

## MAIN STAGE

### 17:00 d3con 2024 Summary

Together with a selection of inspiring guests, Ina and Ralf will summarize the highlights of d3con 2024 and present a forecast for the upcoming year.

*Host*



**Ina Börner**  
*NO DIRTY TALK*



**Ralf Scharnhorst**  
*Scharnhorst Media,  
m42m*

## MAIN STAGE

### 17:45 d3con Speaker Awards Ceremony

*Host*



**Inken März**  
*d3con Moderation*

## MAIN STAGE

### 18:00 Networking Dinner powered by Taboola

## MAIN STAGE

### 20:00 d3con Lounge

# d3con Conference

March 13th, 2024 STAGE II

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## STAGE II

### 10:00 CTV and AVOD are the trending topics! Everything is great for the publisher?

Have the golden times started for leading CTV first publishers and everything is great, or are we just at the beginning of a far-reaching change in monetization strategies? What kind of success and new challenges are there for OTT publishers in the area of programmatic advertising and marketing? Which advertising formats will be in the foreground in the future? Gregor Fellner, representing Rakuten Advertising, will share his experiences with CTV publishers and give recommendations for action as one of the best-known CTV experts in Germany. A keynote with added value for anyone who sees AVOD as a new source of revenue and increasing reach.



**Gregor Fellner**  
*Rakuten Advertising*

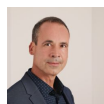
## STAGE II

### 10:30 Coffee Break

## STAGE II

### 11:00 Publisher Summit

Leading publishers report about their strategies, achievements and new challenges. What chances currently exist for publishers in the area of programmatic advertising and which advertising formats will be key in the future?



**Mike Klinkhammer**  
*AutoScout24*



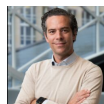
**Christian Lindenau**  
*Finya*



**Tobias Fella**  
*Ströer Digital Publishing*



**Felix Herkenrath**  
*Hamburger Morgenpost*



**Benedikt Faerber**  
*BILD*



**Sara Urbainczyk**  
*Echte Mamas*

*Host*



**Jochen Kalka**  
*schoesslers*

## STAGE II

### **11:45 Independence as a driver of the digital transformation of news publishers - Success case KStA Medien**

Independence as a strategic direction for news publishers not only preserves integrity, but also promotes the development of innovative and digital growth areas. Find out how this strategy can lead to sustainable revenue growth and a stronger competitive position - an inspiring insight into the world of digital transformation for news publishers.

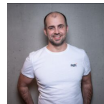


**Christoph Rüttgers**  
*Kölner Stadt-Anzeiger  
Medien*

## STAGE II

### **12:00 The Power of Publishers Beyond the Cookie**

Publishers report about their experiences and challenges after the removal of third-party cookies. What does the future of leading publishers look like, and which solution approaches does Google have to offer?



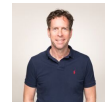
**Robert Blanck**  
*Axel Springer National  
Media*



**Christine Nieland**  
*Chefkoch*



**Martin Pichler**  
*gutefrage*



**Holm Münstermann**  
*Google*



**Svenja Onasch**  
*iq digital media  
marketing*



**Max Henrychowski**  
*Permutive*

*Host*



**Stefan Krüger**  
*Cocodibu*

## STAGE II

### **12:45 Lunch Break**

## STAGE II

### **13:30 Spot on Environmental SOCIAL Governance (ESG) Social responsibility as a central element of economic sustainability**

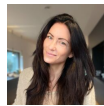
Spot on ESG. How can we take sustainability and social aspects into account in strategic corporate governance? How do we live up to our responsibility? How do we create trust and transparency? What contribution and what solutions can digitalization, technology and data make in our media and advertising ecosystem? Spot on - we need to talk!



**Sascha Dolling**  
*Mediaplus Realtime*



**Lisa-Charlotte Wolter**  
*IU International  
University of Applied  
Sciences*



**Heike Fuhrmann**  
*iq digital media  
marketing*



**Anna-Lena Mikoteit**  
*BVDW*



**Jakob Wößner**  
*Weleda*

*Host*

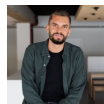


**Eric Hall**  
*Halls of ...*

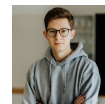
## STAGE II

### **14:15 Data Best Practice**

Alongside a customer each, leading agencies present a case for how you can successfully implement external targeting data for campaigns.



**Uwe Roschmann**  
*OMG*



**Thomas Grabner**  
*MAILODY*



**Alexander Dörfler**  
*etepetete*



**Anna Adam**  
*Jaguar Land Rover*



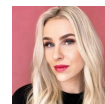
**Romy Riffel**  
*SNOCKSULTING*



**André Mettken**  
*Hearts & Science*



**Sergio Mutis-Schönewolf**  
*Seat Cupra*



**Lucia Schleiwies**  
*Girl Got Lashes*

*Host*



**Oliver Busch**  
*Author - Angel -  
Advisor*



## STAGE II

**15:00 Coffee Break**

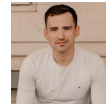
## STAGE II

### **15:30 Digital advertising platform 2.0: European telco giants and their groundbreaking alliance for the advertising landscape of the future**

In this discussion, high-level representatives from the telecommunications industry will provide insights into the groundbreaking joint venture between the European telecommunications giants - Telekom, Vodafone and Telefonica - and discuss how their joint digital advertising platform will shape the future of the European advertising landscape.



**Norman Wagner**  
*Utiq*



**Sven Stühmeier**  
*Vodafone*



**Dirk Rohweder**  
*Teavaro*

*Host*



**Arndt Groth**  
*ACG Consulting*

## STAGE II

### **16:15 How AI is transforming Programmatic Advertising**

Hear from Industry programmatic experts on how AI is powering programmatic campaigns. Panellists will explore the impact and effectiveness of AI on programmatic buying, trading, campaign optimisation and measurement. Key elements such as data targeting, auction mechanics, and creative optimisation will be discussed to show best practices and use cases for the application of AI.



**Maximilian Nolte**  
*Microsoft*



**Sara Sihelnik**  
*Quantcast*



**Sebastian Grantz**  
*Google*



**Elisa Schwuchow**  
*Smaato (part of Verve Group)*

*Host*



**Jörg Vogelsang**  
*IAB Europe*

## STAGE II

### **17:00 Live Podcast: Advertising on the open Internet: State of Play, challenges and opportunities**

The d3con Podcast is the largest German language podcast that deals with programmatic advertising.



**Daniel Neuhaus**  
*The Trade Desk*

*Host*



**Erik Siekmann**  
*Digital Forward*

## STAGE II

### **18:00 Networking Dinner powered by Taboola**

## STAGE II

### **20:00 d3con Lounge**

# d3con Conference

March 13th, 2024 MASTERCLASSES

## MASTERCLASSES 08:30 Admission

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## MASTERCLASSES 10:00 **The mindset era: advertising impact in the competition for attention**

The mindset era: attention in the competition for advertising impact. Advertising impact is the old and new magic word in marketing. It helps to really understand the mindset of people on the Internet - and nowadays this works, for example, by using contextual targeting and attention measurement, even without any personal data. To illustrate the impact of advertising, we also present the latest findings from the "Mindset Index". This shows how campaigns perform in relevant categories compared to the market and where there is still potential for optimization for brands.



**Frank Sültmann**  
*GumGum*

## MASTERCLASSES 10:30 **Retail Media: Retailers, revolutionize yourselves!**

Retail media is evolving in a similar way to online advertising. Leveraging programmatic infrastructure and tapping into first-party retailer data proves effective in realizing its full potential. Exploring these technologies can offer competitive advantages. Companies like Adform and the OBI First Media Group provide valuable insights. Let's dive in!



**Dennie-Alexander Trost**  
*Obi First Media Group*



**Marc-Oliver Michel**  
*Adform*

*Host*



**Markus Forster**  
*Adform*

**MASTERCLASSES 11:00 Successfully shaping the post-cookie era: Addressability strategies for the German digital advertising market**

In 2024, the digital advertising landscape will undergo a profound change due to the abolition of third-party cookies on Google Chrome. This change represents a key challenge for advertisers and marketers. How can this change be managed? How can addressability be maintained without compromising user privacy? In this masterclass, Stéphane Printz will guide you through Google's Privacy Sandbox and Topics API and explore their potential to provide alternative methods for targeting and measurement. He will share insights and best practices on how to navigate these new technologies. The focus will also be on future-proof strategies for effective audience targeting and campaign optimization. The aim of the masterclass: to provide participants with a comprehensive understanding of the addressability landscape amidst the abolition of third-party cookies. How to remain successful in an even more privacy-focused environment? Looking at the latest developments and best practices in the field will provide an answer, as well as insights into how digital advertising strategies can be adapted. Join this masterclass and discover how you can help shape the future of addressability.



**Stéphane Printz**  
*Index Exchange*

**MASTERCLASSES 11:30 Data Clean Room - How adality enables cross-channel data collaboration and builds bridges where there are none**

In the era of first-party data, data clean rooms can be an important building block for making this data usable securely and in compliance with data protection regulations. In this masterclass, you will learn how important match rates and anonymization are.



**Florian Bole**  
*adality*

**MASTERCLASSES 12:00 How Publishers Can Win in the Green Media Economy**

Join Duration Media and guests for a masterclass in the Green Media Economy and how publishers can create new revenue opportunities through more sustainable ad solutions. Learn how the world's biggest brands and agencies are taking bold corporate climate action and why they are looking to their media supply partners for ways to help them measure and reduce their scope 3 emissions. Get a deep dive on data waste in programmatic advertising and how to quantify and reduce it to create more efficient and effective advertising products for buyers. Then hear from Duration Media about their latest ad tech solution, Sequency™, that helps publishers curate incremental, highly viewable and "green" inventory to drive new, more sustainable revenue opportunities.



**Brian Murphy**  
*Duration Media*

## **MASTERCLASSES 12:30 Lunch Break**

### **MASTERCLASSES 13:30 Measurement Tools That Align Publishers and Advertisers**

Die Ziele von Werbetreibenden zu verstehen ist der Schlüssel, um ihr Geschäft zu gewinnen, aber auch konsistente Ergebnisse zu liefern, stärkt Beziehungen. Dies erfordert effiziente Workflows, die vollständig auf die Ziele der Werbekunden abgestimmt sind, um die Ergebnisse zu maximieren. Erfahren Sie von Clemens Egle, wie Publisher ihre technischen Möglichkeiten nutzen können, um die Ziele der Werbetreibenden zu erreichen.



**Clemens Egle**  
*DoubleVerify*

### **MASTERCLASSES 14:00 Shifting tides to direct sold: strategies for publisher success**

In an era defined by consumer choice, publishers must demonstrate their ability to reach any audience. Join us for a dynamic discussion on the three essential pillars empowering publishers to thrive: Insights, maximising yield, and replacing third-party data.



**Carsten Sander**  
*BurdaForward*

*Host*



**Max Henrychowski**  
*Permutive*

### **MASTERCLASSES 14:30 Attention & Media Quality - Unleashing the impact of advertising**

We dive deep into the latest developments in media measurement and optimization. Explore how advanced eye-tracking technology and machine learning work together to deliver precise attention metrics. Learn how these methods help to significantly improve campaign performance and return on investment. We will show you the role attention plays in media quality and the synergies this creates for successful campaigns.



**Christian Eisenblätter**  
*Integral Ad Science*

## **MASTERCLASSES 15:00 Coffee Break**

## **MASTERCLASSES 15:30 CTV and the media mix: holistic and long-term strategies**

How should CTV be placed into your moving image strategy, what incremental reach can be achieved, how do we bridge the gap between TV and programmatic advertising, and what role does data-based targeting play on the big screen? Christian Russ's advertiser panel will demystify the intricacies of CTV, outline the state of CTV advertising in 2024, and examine the measurement and effectiveness of non-linear television for advertisers.



**Can Zeybekler**  
*OMG Value X*



**Andrea Zenner**  
*EssenceMediacom  
Germany*

*Host*



**Christian Russ**  
*Samsung Ads*

## **MASTERCLASSES 16:15 Publishing experts fire-side chat**

Which technologies deliver the best results and how can my setup remain future-proof? What can I do about sustainability? Why do I need data clean rooms? How can I market without cookies? What are the decisive factors for ID solutions? Alexander Schott will discuss these and other questions with experts from publishers about their challenges and solutions in front of a virtual fireplace. Participants are invited to ask questions and report on their own experiences.



**Carsten Sander**  
*BurdaForward*



**Alwin Viereck**  
*United Internet Media*



**Jenny Schweneker**  
*RND*



**Sasha Mordehai**  
*Axel Springer*

*Host*



**Alexander Schott**  
*MediaMarktSaturn |  
Admanagerforum*

## **MASTERCLASSES 17:00 app.agenda\_pdf.tbd**

## **MASTERCLASSES 18:00 Networking Dinner powered by Taboola**

## **MASTERCLASSES 20:00 d3con Lounge**

# d3con Conference

March 13th, 2024 MASTERCLASSES II

## MASTERCLASSES

II

### 08:30 Admission

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## MASTERCLASSES

II

### 10:00 State of Sustainable Advertising in Germany

The digital ad industry's drive to decarbonise is at an inflection point. As the movement to minimize the industry's impact on the environment grows stronger and generates more energy, new data, insights and actions are emerging that promise to accelerate the transition to a cleaner ecosystem while enhancing campaign performance and supporting economic growth for all industry segments. Join this session to learn about the underlying emissions problem we are facing in digital advertising, the current state of sustainable advertising in Germany, and insight into how emissions data is helping us create a sustainable digital advertising ecosystem for years to come. With the case study for Vodafone Germany together with Adform, we'll give a deep insight into the practical implementation and results.



**Rosa Markarian**  
*Scope3*



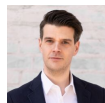
**Anna Wendlinger**  
*Adform*

## MASTERCLASSES

II

### 10:30 Are you ready? The abolition of third-party cookies in Chrome has officially begun. The time to act is now.

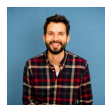
Did you know that you've lost addressability for 1% of Chrome users since January this year - and Google plans to eliminate third-party cookies for everyone in the second half of 2024? Meet the Privacy Sandbox team and representatives from leading ad tech companies and learn how they are using the Privacy Sandbox to develop new advertising solutions.



**Daniel Volož**  
*RTB House*



**Tim Beckmeyer**  
*Seedtag*



**Benedict Gründig**  
*Criteo*



**Roland Oberländer**  
*Index Exchange*

*Host*



**Lidia Schneck**  
*Google*

## **MASTERCLASSES II 11:00 Sustainability Beyond the Screen: Integrating Eco-Friendly Practices into the Advertising Mix**

Join us for a special session with industry experts as they explore the challenges and opportunities in steering digital advertising towards a more sustainable future. The session will address questions such as: How can campaigns be designed for maximum impact with minimal environmental footprint and what are the channels being used in order to do so? What technologies and data-driven approaches are reshaping the sustainability landscape? and more.



**Björn Wendler**  
*WallDecaux*



**Nadja Schick**  
*GroupM*



**Anja Martensen**  
*The Trade Desk*

*Host*



**Helen Miall**  
*VIOOH*

## **MASTERCLASSES II 11:30 The beginning of the privacy-first era. The alternatives for advertisers to reach target groups without third-party cookies.**

Learn more about the upcoming shift towards a privacy-first era. In this session, industry leaders will discuss a changing advertising landscape and how advertisers can bridge the gap between protecting consumer privacy and precise targeting. With the right partners, target groups can still be reached on a large scale, even in a world without cookies.



**Jan Heumüller**  
*Ogury*



**Matthias Cada**  
*Omnicom Media Group Germany*

## **MASTERCLASSES II 12:00 Alternatives to the Walled Garden**

"In this insightful presentation, Hannah Cooper, Head of Account Management, EMEA at Beeswax and Tanno Kraus, Senior Director, Demand Sales at AudienceXpress, will be discussing the need to look for alternatives to the walled garden, covering options that already exist on the market, highlighting the role and direct benefits of a bidder as well as sharing an overview of open marketplaces. "



**Hannah Cooper**  
*Beeswax*



**Tanno Krauß**  
*AudienceXpress*

## **MASTERCLASSES II 12:30 Lunch Break**



## **MASTERCLASSES II 13:30 From Privacy Sandbox to Cookie Deprecation to Curation 2.0: How to Survive in Programmatic in 2024**

1% of cookies have been deprecated from Chrome with the rest slated to be removed by the end of 2024. The Privacy Sandbox has emerged as an opportunity and challenge for brands, agencies, data companies, publishers and ecosystem partners. Curation continues to be one of the leading trends in programmatic. During this session, experts from across the industry will share their strategies on how to stay ahead of the changing landscape, and how to not only survive but succeed during this time of massive industry transition.



**Oliver von Wersch**  
*nxt statista*

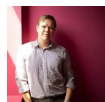


**Daniela Tollert**  
*GroupM*



**Jens Bargmann**  
*Zalando Marketing Services*

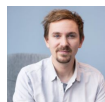
*Host*



**Matthew Griffiths**  
*audigent*

## **MASTERCLASSES II 14:00 Synthetic audiences: paradigm shift for digital customer approach**

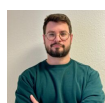
Data is at the heart of successful advertising. But control over data is dwindling. A change is needed. The new targeting category "Synthetic Audiences" is revolutionizing digital customer targeting through the differentiated, secure and cross-platform use of synthetic data. Stephan Jäckel shows the next step towards data-driven excellence for more control, impact and data protection in the advertising landscape.



**Stephan Jäckel**  
*emetriq*

## **MASTERCLASSES II 14:30 Efficient target group targeting in Digital Out of Home (DOOH) - data-based optimization with TheTradeDesk**

Digital Out of Home has become one of the most relevant advertising channels today. But how can the desired target group be reached efficiently? Presenting a case based on TheTradeDesk's data-driven algorithm, Audience Reach Percentage. Compared to a randomized display, the automated screen prioritization led to an increase in target group reach, less media waste and measurable lead generation.



**Christian Busch**  
*MINT Square*



**Kirsten Haase**  
*PEAK VALUE*



**Julia Kornau**  
*VILSA*

**MASTERCLASSES 15:00 Masterclass Virtual Minds & Smartclip**

**II**



**Thomas Servatius**  
*smartclip*



**Thomas Peruzzi**  
*Virtual Minds*

**MASTERCLASSES 15:30 Ströer Masterclass**

**II**



**Olli Wolde**  
*Ströer*



**Norbert Pellkofer**  
*Sky Deutschland*



**Martin Harnik**  
*Ex-Bundesligaprofi / Unternehmer*

**MASTERCLASSES 16:00 DOOH without borders: Engaging global audiences**

**II**

Discover how DOOH is transcending traditional borders and allowing brands to engage with new global audiences, driving new revenue streams to media owners. As programmatic enables buyers and sellers to connect beyond their local markets, both can capitalize on DOOH's unique ability to engage targeted audiences anywhere. Join this session to learn how to unleash the power of borderless DOOH for your brand or media business.

**MASTERCLASSES 17:00 app.agenda\_pdf.tbd**

**II**

**MASTERCLASSES 18:00 Networking Dinner powered by Taboola**

**II**

**MASTERCLASSES 20:00 d3con Lounge**

**II**