

Press release



"Criminal players steal billions in advertising funds each year" – Craig Silverman (BuzzFeed) opens d3con 2019 with the provocative topic of ad fraud

Most advertising companies ever to participate in the conference / NEW: d3con Podcasts
Programmatic has become the operating system of the advertising industry. This is evident not least in the all-time high of renowned brand companies from a variety of industries that are taking part in this year's d3con. Alongside A.T.U., BMW, Daimler, Deutsche Bahn, L'Oréal, Deutsche Bank, interhyp and Lenovo are brands such as Montblanc, Toyota and Pfizer, whose CMOs and programmatic experts will provide practical insights into the opportunities, challenges and, above all, the tangible uses and added value of programmatic strategies and technologies in marketing.

Wake-up call about ad fraud kicks off the conference

d3con founder Thomas Promny's event team will launch this year's conference programme with a deliberate contrast to best case scenarios and success stories. In his opening speech, Craig Silverman, media editor of BuzzFeed, award-winning author and a worldwide leading expert on "fake news" and "content verification", will carefully examine the virulent and provocative topic of ad fraud. "Criminal and unethical players in the advertising industry steal billions in advertising funds each year without worrying about going to jail or losing their job," claims Silverman. "The extent of theft and criminality in digital advertising is crazy and I hope that this talk will be a wake-up call for people in the industry."

Programmatic for your ears – the new d3con Podcast

From the end of February, you can also listen to Silverman on the new programmatic and adtech podcast by d3con using any of the usual podcast apps or via <https://d3con.de/Podcast/>. Industry experts will discuss a variety of aspects of the programmatic business and examine the newest developments in the areas of adtech and martech.

d3con 2019 will take place on 2 April (d3con University im Beach Hamburg) and 3 April (d3con Konferenz im CinemaxX Hamburg Dammtor) in Hamburg. Attendees can create their own event programme from more than 40 sessions across the two days and look forward to the expertise and insights shared by around 100 national and international speakers from leading advertising companies, publishers and marketers, agencies and technology service providers. Topics will range from the winning configuration of successful digital advertisers, in-house versus outsourcing in online marketing, data-driven marketing under GDPR and the

ePrivacy Directive to the "state of the nation" in the digital advertising market from the point of view of leading advertisers.

Media and association partners d3con 2019

Among this year's d3con media partners are Absatzwirtschaft, CP Wissen, DIGITAL BUSINESS, Internet World Business, LEAD DIGITAL, LOUT, Marketingbörse.de, MEEDIA.DE, ONEtoONE and OnlineMarketing.de.

Joining the German Association for the Digital Economy (BVDW) and the Online Media Agencies Expert Group of the BVDW (FOMA) are IAB Austria, IAB Schweiz, IAB Europe, the Organisation of Brand Advertisers (OWM) and the Admanagerforum.

You can find more information about d3con and the current event program at www.d3con.com. Tickets can be purchased here.

Media representatives can find images for unrestricted use at: <https://d3con.com/Press/>

About d3con

With approximately 2,000 attendees in 2018, d3con is the largest trade conference in the programmatic advertising industry. Starting in 2011, the event was the first of its kind in Germany and was aimed primarily at advertising companies and agencies as well as online marketers and publishers. Internet entrepreneur Thomas Promny is founder and organiser of d3con.

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