

adform

WELCOME!

HAMBURG | 22ND MARCH

FLOW

adform

RESPONSIBILITY IN ADVERTISING

A hand in a dark suit sleeve is shown from the bottom, balancing a stack of five wooden blocks on top of a bar chart. The bar chart consists of four vertical wooden blocks of varying heights. The background is a dark blue wall with decorative elements: a large teal circle in the top right and a teal outline of a leaf-like shape in the bottom right.

ALEXANDER WEISSENFELS

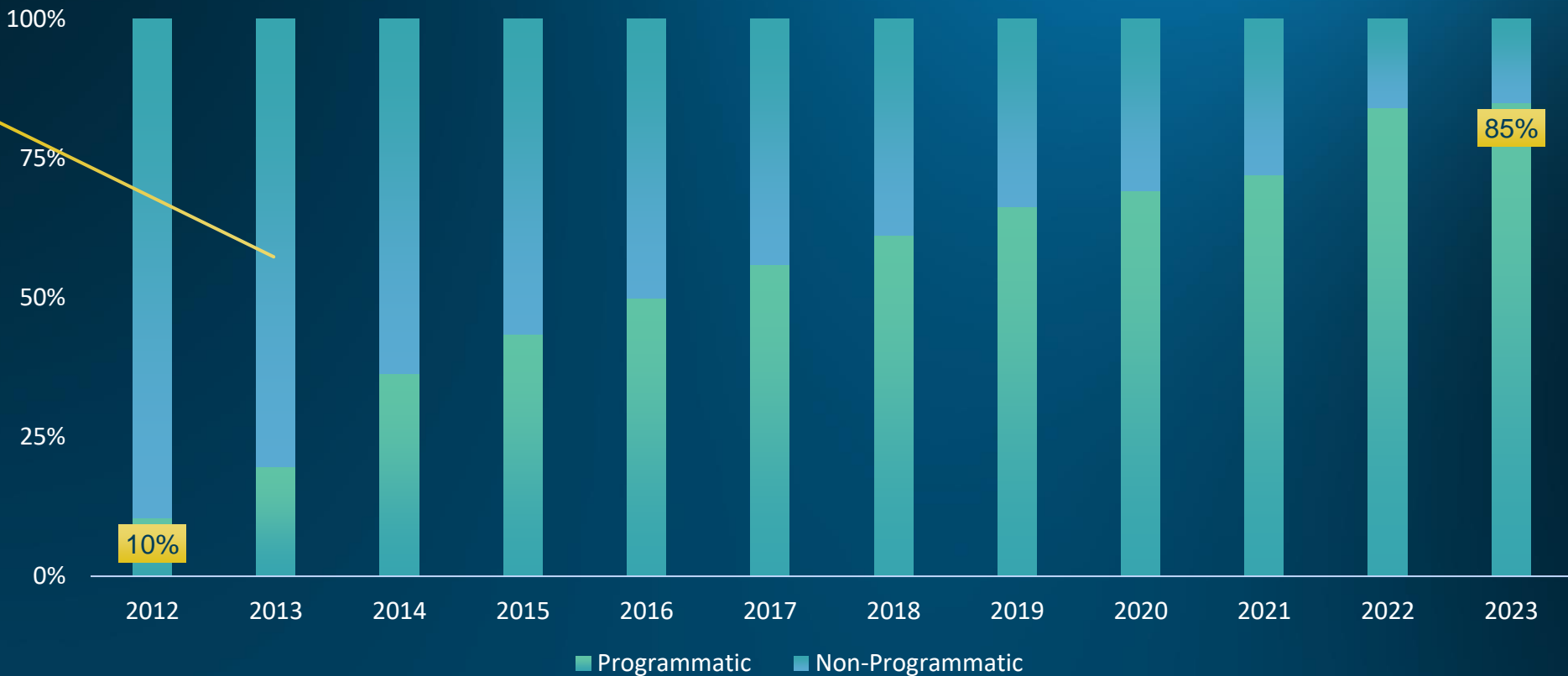
ADFORM VP DACH



MARKET DEVELOPED WITH A LOT OF INNOVATION

AND VERY FAST!

\$3.2bn in funding for 414 AdTech firms





**RAPID EVOLUTION CAN
ALSO LEAD TO PROBLEMS**



Brands



Measurement



Verification



Retargeting



AD Exchanges



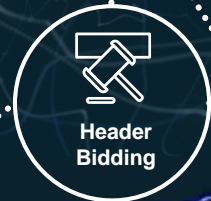
Trading Desks



DSPs



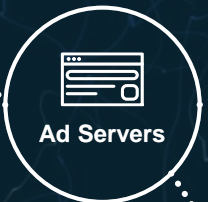
SSPs



Header Bidding



Publishers



Ad Servers



DMPs



Ad Networks



DCO



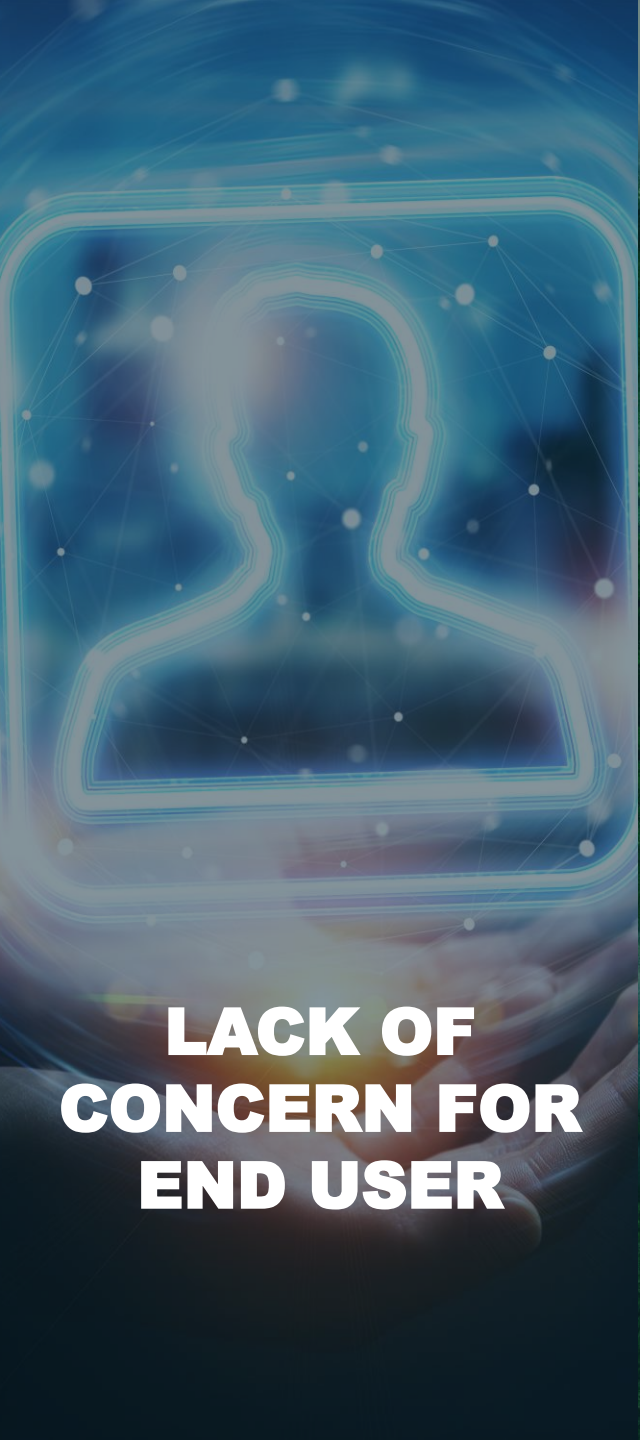
Data Suppliers



FRAUD



**LACK OF
TRANSPARENCY**



**LACK OF
CONCERN FOR
END USER**



**CARBON
FOOTPRINT**

WHY IS RESPONSIBLE ADTECH NEEDED NOW?

Digital media is all media

All digital will be programmatic

Addressability & measurement are key

**NEED TO FIND RESPONSIBLE WAYS TO DELIVER AT SCALE,
THAT RESPECT THE NEEDS OF ALL ECOSYSTEM PARTICIPANTS**

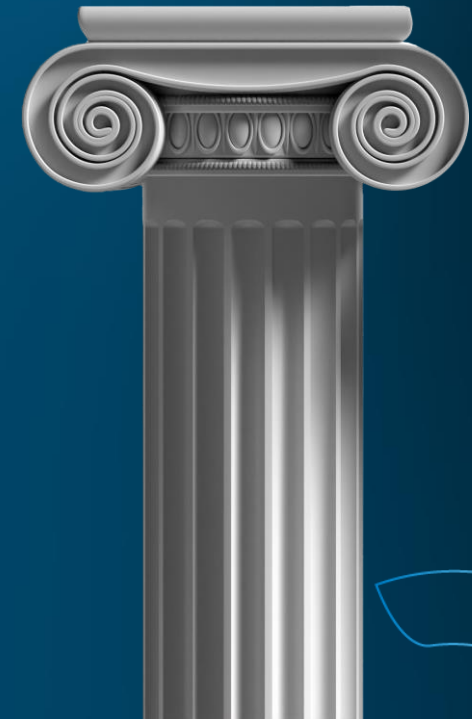
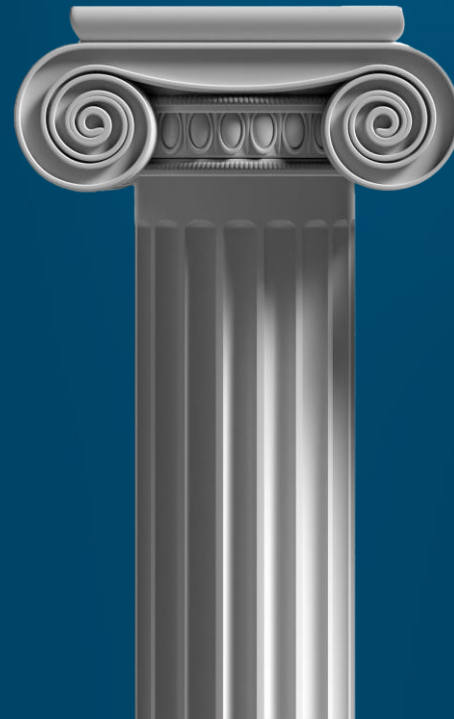
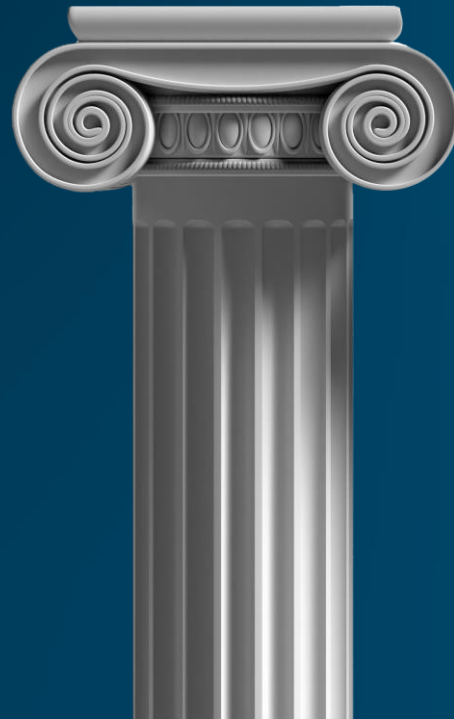
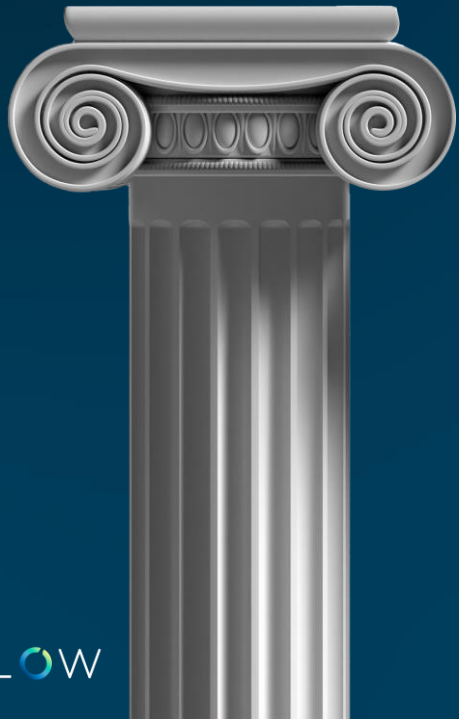
FOUR PILLARS

TRANSPARENCY

PRIVACY

SUSTAINABILITY

**BUSINESS
PRACTICES**



Q&A



**NORMAN
WAGNER**

Head of Group Media
Deutsche Telekom AG



**ALEXANDER
WEIßENFELSS**

VP DACH
Adform



WHERE ARE WE HEADED?

MARKET APPROACHING MATURITY





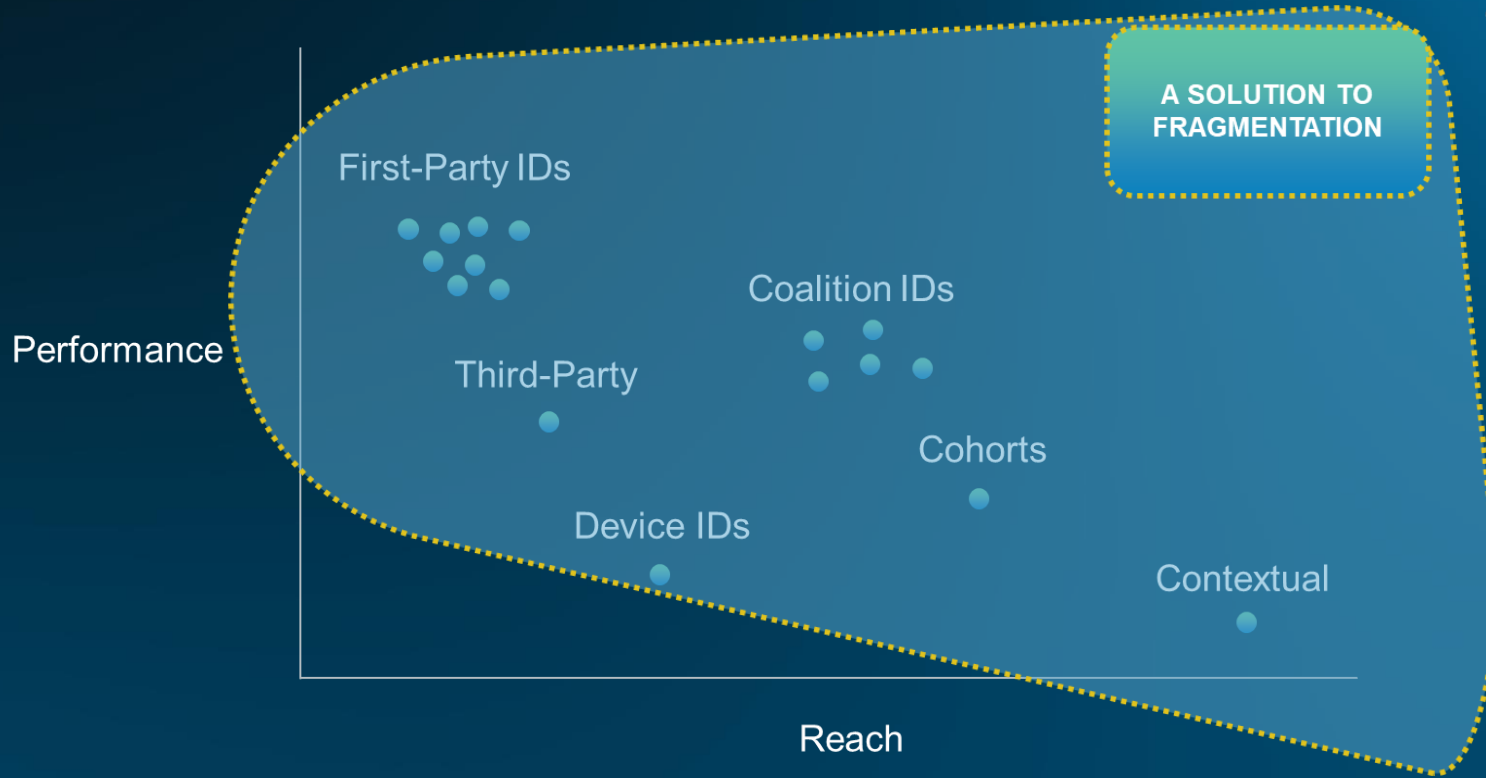
In this time of recession, it is the time for invention. Did you know both the telephone and the automobile were invented during recessions?

EUGENE MIRMAN

FROM COMMON CURRENCY

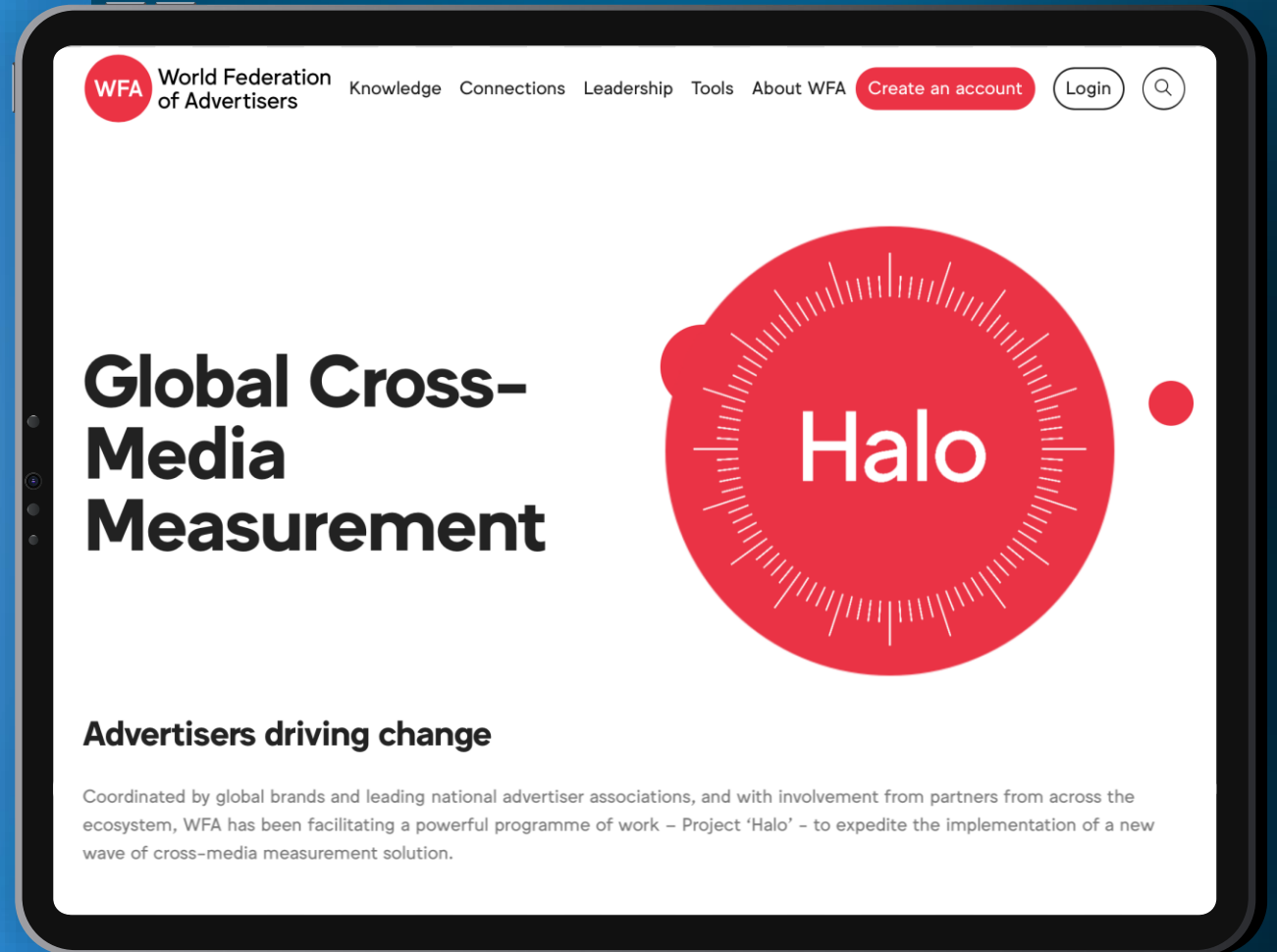
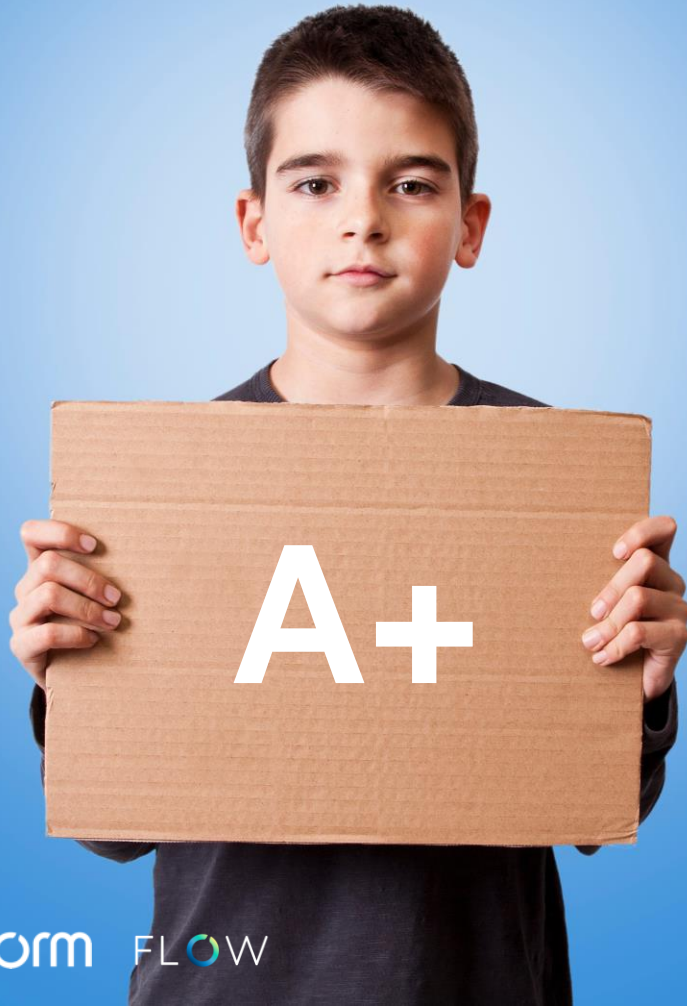


TO FRAGMENTATION



REPEAT THE PAST

OR INNOVATE?





HUGE OPPORTUNITIES AHEAD

EVERYONE IS RESPONSIBLE

play
your
part

The logo for adform FLOW is centered within a large, dark blue circular graphic that has a glowing, layered effect. The word "adform" is written in a lowercase, sans-serif font, and "FLOW" is written below it in a smaller, uppercase, sans-serif font. The letter "O" in "FLOW" is highlighted with a light blue glow.

adform
FLOW

THANK YOU

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