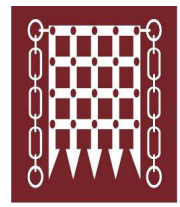


WESTMINSTER
eFORUM

**Westminster eForum and Westminster Media Forum Keynote Seminar:
Priorities for digital advertising: viewability, ad blocking and regulation**

Timing: Morning, Thursday, 9th February 2017

Venue: Glaziers Hall, 9 Montague Close, London SE1 9DD



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Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Lord Razzall
- 9.05 - 9.20 **The new age of digital advertising: disruptive technologies and evolving consumer journeys**
Pete Edwards, Chief Strategy Officer, Engine UK
Questions and comments from the floor
- 9.20 - 10.00 **Upping the game: data-driven innovation, increasing viewability and mobile optimisation**
How are developments in mobile technology, standards and consumer use impacting the digital advertising sector and what is latest thinking on utilising these new opportunities? In light of trends highlighting a decline in online ad viewability as a result of automated and programmatic ad buying, how are agencies, brands and platforms working collaboratively to address this? How are social platforms being utilised to reach audiences, particularly Millennials and Gen Z, in new and innovative ways? With influencer marketing emerging as a popular advertising tool, what metrics and measurements are being developed to assess the value of influencer relationships?
Andy Evans, Managing Director, Europe, Sovrn
Justin Taylor, Managing Director, Teads UK
James Gilkes, Global Pricing and Inventory Manager, BBC Advertising
Questions and comments from the floor
- 10.00 - 10.45 **Ad-blocking: friend or foe?**
In an age of abundant content, where does ad-blocking lie between posing an existential threat to advertising and an opportunity to rise to the challenge by re-connecting and deepening relationships with consumers in more meaningful and innovative ways? How does the impact vary between sectors and content types?
Michael Todd, Industry Relations Manager, Google
Sean Blanchfield, Chief Executive Officer and Co-Founder, PageFair
David Ellison, Marketing Services Manager, ISBA
Questions and comments from the floor
- 10.45 - 10.50 **Chair's closing remarks**
Lord Razzall
- 10.50 - 11.15 Coffee
- 11.15 - 11.20 **Chair's opening remarks**
Lord Black of Brentwood, Executive Director, Telegraph Media Group
- 11.20 - 11.45 **Consumer data: realising value and offering adequate protections**
As consumers become increasingly intolerant of poorly targeted ads, what marketing strategies and tools are showing most promise in leveraging data insights, offering tailored user experiences, and supporting brand building and revenue growth? How do regulatory structures need to evolve to produce a system which encourages consumer trust, and that offers adequate protection - particularly with regard to data collection and storage - with an organisational structure that is clear, strong and independent?
Stuart Helmer, Senior Associate, CMS
Bethan Crockett, Digital Risk Director, GroupM
Questions and comments from the floor
- 11.45 - 12.10 **Labelling native advertising: context, execution and consumer trust**
Guy Parker, Chief Executive, Advertising Standards Authority
Jon Riley, Project Director, Online Reviews and Endorsements, Competition and Markets Authority
- 12.10 - 12.55 **Re-building trust in digital advertising: reducing the risk of ad misplacement and instances of ad fraud**
What are the most effective approaches for reducing instances of ad misplacement within the programmatic auction process? What are the most serious emerging ad fraud threats facing the industry and how are developments in anti-fraud technologies mitigating the impact? With growing demand from industry for greater transparency when measuring video viewability, what are latest developments in clarifying the guidelines used to measure levels?
Steve Chester, Director of Data & Industry Programmes, IAB UK
Richard Foan, Chairman, Joint Industry Committee for Web Standards (JICWEBS) and
Group Executive Director, Communication & Innovation, ABC
Questions and comments from the floor with **Guy Parker**, Chief Executive, Advertising Standards Authority and
Jon Riley, Project Director, Online Reviews and Endorsements, Competition and Markets Authority
- 12.55 - 13.00 **Chair's and Westminster eForum and Westminster Media Forum closing remarks**
Lord Black of Brentwood, Executive Director, Telegraph Media Group
Amy Cutter, Producer, Westminster eForum and Westminster Media Forum