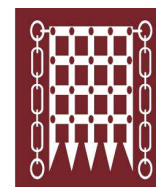


Westminster Media Forum Keynote Seminar
Transparency in the digital advertising market: measurement, accountability and trust

Timing: Morning, Tuesday 5th June 2018

Venue: Central London



**WESTMINSTER
MEDIA FORUM**

Draft agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Senior Parliamentarian
- 9.05 - 9.30 **Priorities for improving transparency and trust in the market**
Jon Mew, Chief Executive, IAB UK
Questions and comments from the floor
- 9.30 - 10.35 **Key issues for ad measurement: effectiveness, data analytics and verification**
Julia Connaughton, Head of Digital, the7stars
Dave Lovell, Managing Director UK and Chief Digital Officer, Adyoulike
Tim Hussain, UK Head of Digital, Ebiquity
Senior representative, association
Senior representative, publisher
Questions and comments from the floor
- 10.35 - 10.40 **Chair's closing remarks**
Senior Parliamentarian
- 10.40 - 11.10 Coffee
- 11.10 - 11.15 **Chair's opening remarks**
Senior Parliamentarian
- 11.15 - 11.25 **Supporting best practice for online ad trading**
Richard Foan, Chairman, JICWEBS and Group Executive Director, Communication & Innovation, ABC
- 11.25 - 12.30 **Improving integrity in the digital marketplace: ad fraud, brand safety and accountability**
Bethan Crockett, Senior Director, Brand Safety and Digital Risk, GroupM EMEA
Sacha Wilson, Senior Associate, Bristows
Senior representative, platform
Senior representative, advertiser
Senior representative, media owner
Questions and comments from the floor with **Richard Foan**, Chairman, JICWEBS and Group Executive Director, Communication & Innovation, ABC
- 12.30 - 12.55 **Regulating digital advertising: priorities and next steps**
Steve Wood, Deputy Commissioner, Policy, Information Commissioner's Office
Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Senior Parliamentarian
Peter van Gelder, Director, Westminster Media Forum