

Westminster Media Forum policy conference
Ad tech in the UK - data use, tackling harm, and latest regulatory and market developments

Timing: Morning, Tuesday, 26th January 2021

Taking Place Online



WESTMINSTER
MEDIA FORUM

Draft agenda subject to change

- 8.30 Registration
- 9.00 **Chair's opening remarks**
Senior Parliamentarian
- 9.05 **Ad tech - the market and emerging trends**
Senior academic
Questions and comments from the floor
- 9.25 Break
- 9.30 **Distribution and utilisation of data - key issues and developments in real-time bidding, the use of cookies, and transfers of data between organisations**
Chris Combemale, Chief Executive Officer, Direct Marketing Association
Jon Mew, Chief Executive Officer, IAB UK
Sarah Crnkovich, Privacy & Data Policy Team, Facebook
Nick Johnson, Partner, Osborne Clarke
Senior representative, data holder
Questions and comments from the floor
- 10.45 **Chair's closing remarks**
Senior Parliamentarian
- 10.50 Break
- 11.00 **Chair's opening remarks**
Senior Parliamentarian
- 11.05 **Online advertising regulation going forward - and progress on the ASA's More Impact Online strategy**
Guy Parker, Chief Executive, Advertising Standards Authority
Questions and comments from the floor
- 11.35 **Data use, regulation and innovation - content and ad targeting, transparency and responding to regulatory concerns, and supporting opportunities for growth**
Douglas Miller, Vice President, Global Privacy and Trust, Verizon Media
Senior representative, regulation
Senior representative, advertising
Questions and comments from the floor
- 12.20 Break
- 12.25 **The way forward for policy and priorities for regulation and enforcement**
Senior speaker to be announced
Questions and comments from the floor
- 12.55 **Chair's and Westminster Media Forum closing remarks**
Senior Parliamentarian
Peter van Gelder, Director, Westminster Media Forum