

iab digital ad ops australia webingr 11 gm 02.07.2020

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PART 2 OPTIMISING **VIDEO YIELD**

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this webinar will start shortly

Welcome to our second Digital AdOps Webinar!



Jonas Jaanimagi Technology Lead



Today's speakers and agenda



Tina Tsang

Director Customer Success ANZ



Craig Berlingo

Product Lead -CTV & OTT



Jonas Jaanimagi

Technology Lead



Greer Lester

Lead Associate **Trading Director**



Luke Smith

Head of Programmatic Sales & Audiences



Jodi Fraser

Commercial Director - Screen





PubMatic







Programmatic Innovation in CTV & OTT



Tina Tsang
Director Customer Success
ANZ



Yield-management & managing Header Bidding across all devices



Jonas Jaanimagi Technology Lead





Craig Berlingo
Product Lead - CTV & OTT



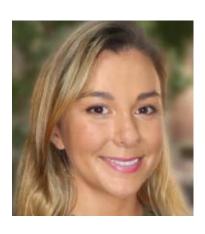
Industry Panel and Attendee Q&A



Craig Berlingo

Product Lead -CTV & OTT





Greer Lester

Lead Associate





Luke Smith

Head of Programmatic Sales & Audiences





Jodi Fraser





iab digital ad ops australia webingr 11 am 09.07.2020

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PART 3 IAB TECH LAB: **BRAND SAFETY** AND AD FRAUD

