



# digital ad\_ops

webinar\_11 am\_02.07.2020

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



# Programmatic Innovation in CTV & OTT



Tina Tsang  
Director Customer Success  
ANZ

**PubMatic**

# 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

**PubMatic**



Greer Lester

Lead Associate  
Trading Director

 **theTradeDesk**



Luke Smith

Head of  
Programmatic  
Sales & Audiences

  
SEVEN WEST MEDIA



Jodi Fraser

Commercial  
Director – Screen

  
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**PART 3**

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

