

IAB Digital Ad Operations Conference

2 May 2016 - Melbourne

REA Corporate Headquarters
511 Church Street
Richmond
VIC 3121

AGENDA	
1:15pm	Registration & Lunch
2:00pm	Welcome & Global Emerging Trends & Tech Jonas Jaanimagi, Head of Media Operations & Strategy, REA Group
2:30pm	Mobile Scott Ries, Director, Technical Services & Mobile Specialist, Sizmek
2:50pm	Data & technology TBC
3:10pm	The Latest on Programmatic David Benjafield, Director Platform Solutions, ANZ, MediaMath
3:30pm	BREAK
3:50pm	HTML 5 session – presentation on the IAB HTML 5 Specifications Chair: Jon Moffat, Ad Operations & Systems Director, Fairfax Media. Panel: David Benjafield, Director Platform Solutions, ANZ, MediaMath Scott Ries, Director, Technical Services & Mobile Specialist, Sizmek Justin Van Emmerik, Ad-tech Manager, News Corp
4:20pm	Programmatic Targeting... for dummies Timothy R. Whitfield, Director of Technical Operations, GroupM
4:50pm	AdTech Australia Finance Update Timothy R. Whitfield, Director of Technical Operations, GroupM
5:00pm	Careers Panel Panel: Amy McCormack, Managing Director, Human Traffic Mohnish Dodani, Ad Ops Team Leader, REA Group Scott Ries, Director, Technical Services & Mobile Specialist, Sizmek Chair: Timothy R. Whitfield, Director of Technical Operations, GroupM
5:30pm	Closing Remarks Jonas Jaanimagi, Head of Media Operations & Strategy, REA Group
5:35pm	End & Drinks

SPEAKERS

Jonas Jaanimagi: Head of Media Operations and Strategy, REA Group



Jonas joined REA Group from the UK as Head of Media in 2012. His digital career began in 1999 when he joined a start-up financial publisher with only three people, which eight years later had grown to over 100 staff.

In 2007 Jonas founded and launched WebAds UK, a specialist business and finance digital ad-sales house representing publishers exclusively as a niche high-net-worth proposition.

After successfully growing and driving this smaller business to profitability, Jonas was head-hunted to run the Ad Operations and Publisher Solutions teams at Hi-Media, Europe's largest independent ad network with access to more than 150m unique users.

Prior to joining REA, Jonas worked at Videology in the UK as the Director of Product Management.

Timothy R. Whitfield, Director of Technical Operations, GroupM



Timothy Whitfield has been working with Ad Operations since 1999. He personally built the first version of a leading Third Party Ad-Server at a time when serving 30 KB GIF creative was considered to be 'leading edge' technology.

He then moved to Stockholm and where he continued to work on a Conversation Attribution and viewability methodology and help sell Ad Operations software in Europe. He returned to Sydney to start as the Director of Operations at Xaxis whereby he came out with the phrase

"Ad Ops is Dead. Long live Ad Ops" and pushed for Ad Ops to move into Programmatic Campaign Optimisation.

Tim holds an engineering degree in optoelectronics from Macquarie University. He is a former developer with 15+ combined years of experience in the media and technology arenas. Tim is a valued speaker on programmatic events and can often be seen hosting a Programmatic 101 lecture at various events.

Scott Ries, Director, Technical Services & Mobile Specialist at Sizmek



Scott Ries brings more than 16 years' experience in the digital advertising and technology space to his role as Technical Services Director. Scott joined Sizmek after the acquisition of Eyeblander in 2010, where he was Head of the Creative Account Management team. Ries now leads a team responsible for managing highly technical creative campaigns for some of the world's largest advertisers.

As a mobile specialist, Scott has a wealth of experience with rich media technologies and dynamic creative optimisation and thus regularly speaks at industry events to share his technical expertise. Over the last few years, he has become an influential force within the Australian digital market and continues to be an advocate for bridging the gap between technology and creativity.

David Benjafield, Director Platform Solutions ANZ, MediaMath



David began working in digital media as a Flash developer during the heyday of interactive CD ROM's. While he's been eagerly waiting for their return to popularity, he's worked as a set and costume designer, managed a call center and most recently trafficked more ad tags than he can count. David recently joined MediaMath from Yahoo!7 and is now heading up the Platform Solutions team for ANZ at MediaMath.

Jon Moffat, Ad Operations & Systems Director, Fairfax Media



Jon Moffat is a 15 year veteran of Digital Media with extensive experience working with digital media technology solutions for both Publisher's and Agencies. Jon's Digital Media journey began as part of the start-up team for DoubleClick, where he established the Technical Services Division across the Asia Pacific Region. Jon's Digital Media experience covers a range of digital media technology solutions such as digital display advertising platforms and campaign management tools, campaign optimisation engines, search and email marketing systems, rich media, video and more recently ad verification, viewability and programmatic trading systems.

In more recent times Jon has focused on the sell side environments working with Reed Elsevier (Reed Business Information locally) establishing digital advertising operations across a number of publications. Jon joined Fairfax Media in 2010 and was responsible for transform Digital Advertising capabilities within the business, covering core ad serving technologies, programmatic and operational disciplines. More recently Jon has taken on responsibility for the Print Pricing & Inventory and CRM systems at Fairfax. Jon has been a participant in the local industry body IAB Australia where he actively works with the Standards and Guidelines Council to promote industry knowledge and best practices. Jon was also awarded the IAB Outstanding Contribution Award in 2015 for all his work at IAB councils.



Amy McCormack, Founder & Managing Director, Human Traffic

Amy McCormack founded Human Traffic as a startup with herself and another employee in June 2011. Today, less than 2 years down the road and over 10 employees, Human Traffic is without a doubt the largest and most experienced local media operations support group in Australia.

Over the last 15 years Amy has developed her expertise working within the media sales divisions of leading media owner establishments such as Fairfax and ninemsn across all media sales functions including operations, sales, business development and strategy. With this 'end to end' experience she has gained an amazing depth of knowledge and understands instinctively how decisions will impact further down the line, making her advice pretty spot on! She is also considered one of the most experienced in market when it comes ad pricing and yield.

Mohnish Dodani, Advertising Operations Team Leader, REA



Mohnish has been in Ad Operations for 7 years and says he will never leave this industry due to the fast-paced nature and fun-loving people. He started working at News Digital Media in Perth back in 2008 as a Campaign Coordinator looking after the Digital team. After 2 years of gaining Digital experience there, Mohnish then moved on to Realestate.com.au as a Campaign Manager which he says changed his life completely. After 5 years at Realestate.com.au, he is still learning every single day and also challenged in all the projects and duties that come through. Now as an Advertising Operations Team Leader he manages a great team of Campaign Managers who are all eager to learn more about this industry we are in. He is very proud to see his team grow and develop each day.