



September 29, 2010 • The Harvard Club • New York, NY

Agenda

8:00-8:45am	Registration & Networking Breakfast, North Biddle Room, Harvard Club	
8:45-9:00am	Tom Shields, CEO, Yieldex, "Yield Management Today and Tomorrow"	
9:00-9:30am	Lessons from the Airline Industry Airlines are Investing \$80MM a year in Yield Management – What can online media learn from this? Jason will discuss how online media is learning from the airlines, which have been successfully executing Yield strategies for decades.	<ul style="list-style-type: none"> Jason Kelly, Chief Media Officer, AdMeld
9:30-10:15am	Yield Management isn't Just for Ad Ops Panel Publishing executives will explore the impact of Yield Management from different departmental points of view, discussing best practices and benefits of yield implementation to save and make money.	<ul style="list-style-type: none"> Josh Jacobs, SVP Brand Advertising Products and Global Marketing, Glam Media Andy Kearney, VP Pricing & Yield Strategy, MySpace Darren Kelly, Chief Revenue Officer, Photobucket Peter Naylor, SVP Digital Media Sales, NBC Universal Jeremy Steinberg, VP Digital Sales & Business Development, FOXNews <p>Moderator: John Ebbert, Publisher, Managing Editor, AdExchanger.com</p>
10:15-10:45am	Coffee Break	
10:45-11:30am	Developing an Enterprise Data Strategy— Audience Management Panel Hint... you need a lot more than a "Cookie Pool!" We will be looking at the evolution of data management from simply creating cookie pools to developing a corporate asset that can be leveraged across multiple channels. We'll discuss why Audience Management is important and what publishers can get out of having an audience management strategy and platform in place.	<ul style="list-style-type: none"> Mark Dye, SVP Sales and Business Development, Bizo Tom Gage, Principal, Corporate Analytics, Autotrader.com Randy Nicolau, CEO, Demdex Vivek Shah, CEO, Ziff Davis, Inc. <p>Moderator: Terry Kawaja, President & CEO, LUMA Partners</p>
11:30-12:00pm	What Your Brand Needs to Know About Latest Trends in Yield Management: Josh will discuss the emerging challenges in forecasting and Yield Management (polymorphic audiences, premium sales through preemptive channels like RTB, new sales models like CPV and CP (engagement) and how these will impact Yield Management). Josh will present a contrarian view that creating packages that exploit frequency are a better way to create value from otherwise low value inventory.	<ul style="list-style-type: none"> Josh Jacobs, SVP Brand Advertising Products and Global Marketing, Glam Media
12:00-12:45pm	The Agencies Speak Panel We'll explore how audience and programmatic buying are changing the digital advertising landscape from the agency perspective.	<ul style="list-style-type: none"> Brendan Moorcroft, CEO, Cadreon Anthony Rhind, Co-CEO of Havas Digital Matt Spiegel, CEO Omnicom Media Group <p>Moderator: Michael Barrett, CEO, AdMeld</p>
12:45-1:45pm	Lunch	
1:45-2:00pm	Brief Recap from the Morning Sessions - Tom Shields, CEO, Yieldex	

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2:00-2:15pm

The State of Play in Washington Relative to Privacy

Michael will shed light on how first-party, premium publishers see the privacy issue within the context of the industry's self-regulation initiative. We'll discuss the Markey bill, the Boucher bill, and the recent testimony of the FTC Chairman at the Senate hearing on Consumer Privacy.

- Michael Zimbalist, VP, Research & Development Operations, The New York Times Company

2:15-2:45pm

Calculating Your ROI Potential

Jennifer will look at how to calculate ROI and how it relates to increased revenues. We'll look at models for calculating ROI and will provide tools and tips. We'll discuss what specific tools are necessary for implementation and how soon you can expect to see results.

- Jennifer Hanks, VP, Professional Services, AdMonsters

2:45-3:15pm

Afternoon Break

3:15-3:45pm

Best Practices for using Yield Management & Audience Targeting for Video Inventory

Robert will share how NBC is running video advertising and how they are effectively using Yield tools to manage that inventory.

- Robert Byrnes, Director of Inventory Management, NBC Universal Digital

3:45-4:15pm

How to Build a Successful Yield Management Team

We'll learn how various brands have structured Yield teams to position them for success and how they fit within an organizational structure.

- Jose Garcia-Franco, VP Yield, AOL
- Tim Messier, Director, Pricing & Inventory, TWC Media Solutions
- Dan Reiners, Director of Yield Management, Wall Street Journal
- Jay Wright, Yield Manager, Cars.com

Moderator: Fergus Mellon, Principal Consultant, Yieldex

4:15-4:45pm

Yield and Audience Solutions Synergy

Kirk will discuss with CEOs from Yieldex, AdMeld, and Demdex how a publisher can leverage the strengths of all three companies together.

- Michael Barrett, CEO, AdMeld
- Randy Nicolau, CEO, Demdex
- Tom Shields, CEO, Yieldex

Moderator: Kirk McDonald, President, Digital, Time Inc.

4:45-5:00pm

Closing Remarks, Tom Shields, CEO, Yieldex

5:00-6:00pm

Happy Hour, Gordon Reading Room, Harvard Club



Yieldex, Inc. the leader in advertising inventory management, forecasting, and yield optimization solutions, provides digital publishers with visual tools for efficiently managing addressable media. Our patent-pending cloud-enabled DynamicIQ engine powers hyper-target inventory forecasts, campaign scenario planning, and advanced business intelligence, giving executives and operations the transparency and insight needed to maximize inventory yield and revenue. Founded in 2007 by industry veterans from NetGravity and Matchlogic, Yieldex is privately held and has offices in New York, San Francisco and Boulder. For more information, please visit: www.yieldex.com

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Demdex provides market-leading audience management services for powering dynamic, multi-channel data strategies online. Having pioneered the SaaS audience management market since 2008, Demdex's services are continually being embraced by some of the world's most recognized brands across diverse industries. As the leading alternative to homegrown systems which are expensive to build, operate and maintain, Demdex's enterprise-level technology provides the scale, reliability, insight and performance necessary for businesses to succeed online. www.demdex.com



AdMeld's mission is to keep premium publishers on the cutting edge of advertising technology, enabling them to maximize their revenue and sell their inventory smarter and safer. Our high-tech, high-touch approach generates the maximum yield for every ad impression by giving publishers access to demand from hundreds of sources (ad networks, exchanges, DSPs) on their own terms. Current AdMeld customers include AccuWeather, Answers.com, IAC, FOX News, Hearst Television and Discovery Communications and more than 300 others worldwide. Founded in 2007, the company is headquartered in New York City with offices in San Francisco, London and Toronto. www.admeld.com