
ATS SINGAPORE2022
ExchangeWire
The business of media, marketing and commerce
ATS SINGAPORE
TOP TIPS EBOOK
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INTRODUCTION

Returning after a three-year, Covid-19-enforced hiatus, ATS Singapore 2022 brought together senior stakeholders across the media, marketing, and commerce industries for two days of panel discussions, keynote presentations, fireside chats, and networking, delivering knowledge and strategies that are defining not only this new era of advertising, but leading the way for our industry's next iteration.

Much is made of the uncertainty facing the industry today, but in that state of flux lies a golden opportunity to adapt our priorities and reimagine the possibilities of ad tech. ATS Singapore threw a spotlight on what's happening across APAC and this ebook brings together the latest insights from some of the major players in the region. You'll discover how they are facing our industry's critical challenges, and what the key issues are in their areas of expertise.

You'll find top tips on esports marketing, CTV approaches, marrying tech and creativity, in-app opportunities, and the importance of independence — read on for a comprehensive overview of what's inspiring and exciting your peers in the industry.

RACHEL SMITH
CEO, EXCHANGEWIRE

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DIGITAL TURBINE

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TOP TIPS

Know the difference between the two audiences

1. Most esports fans like mobile games, but most mobile gamers are not into esports. Mobile gamers are everyone; particularly in the Asia-Pacific region, we're seeing 80-90% market saturation and equal interest among men and women and various age groups. On the other hand, esports is still very much dominated by males aged 18-34 and primarily located in APAC, which brings in 57% of global esports viewership.
2. Go ahead and play! Embrace and participate in the gaming aspect. Gamification is already an intertwined concept in our daily lives: from collecting reward coins from shopping online, to completing your LinkedIn profile and reaching 100% on the progress bar, you're gaming. Brands should build competition and achievement into their creative messaging.

> **Brands should build competition and achievement into their creative messaging**

3. Take a page out of the luxury brand playbook. Luxury brands are a great example of a category connecting deeply with streamers, esports fans, and the gaming culture in general through the use of in-game partnerships and exclusive drops. Brands with physical products like clothing, jewellery, and cars, can also leverage product placements within games: 41% of gamers feel that product placements make games feel more real, and there is a 30% higher positive impact from gaming app placements versus web banner alternatives.
4. Give to get. Create a relationship with value exchange. Marketers who have mastered TVCs, Facebook, and YouTube ads can expect the same outcomes from gaming, reaching views at scale, or creating value exchange for their attention. Consider reward-based video advertising; you don't have to watch the ad, but you get a free in-game item provided by the brand. Both consumers and brands benefit from this value exchange.
5. Harness the power of community. More than half of Gen Z gamers claim to use social games to just 'hang out' without playing. And all demographics say that time spent with esports' 'social' elements will increase. Games have integrated social streaming and chat services into their ecosystem, and much in the way that a real-life football club creates strong community bonds and communication channels, these online platforms serve to connect fans. Done right, advertising can create that same sense of connection and community. Cross-influence, encouragement of creation, and active community building are all crucial in the play economy.
6. Make your advertising a two-way road, a 360-degree experience. AR, VR, and the metaverse have one thing in common: immersive experiences. As the gaming universe becomes more of a full-body experience, brands must up their own level of interactivity, too. Interact directly with consumers through imaginative interactive and playable video formats. In-game ads that blend seamlessly with the environment, similar to an OOH ad like a billboard, are also performing well. These types of campaigns will result in the highest conversions, engagement, and brand lifts

ABOUT DIGITAL TURBINE

Digital Turbine (NASDAQ: APPS) powers superior mobile consumer experiences and results for the world's leading telcos, advertisers, and publishers. Its end-to-end platform uniquely simplifies the ability to supercharge awareness, acquisition, and monetisation — connecting Digital Turbine's partners to more consumers, in more ways, across more devices. Digital Turbine is headquartered in North America, with offices around the world. www.digitalturbine.com

98%

of Digital Turbine ads are noticed by **MOBILE GAMERS**



22 secs

are spent looking at Digital Turbine ads

+27%

more attention is generated by Digital Turbine ads compared to Lumen's gaming norm

Digital Turbine

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According to a Lumen study

Digital Turbine

Mobile ads and experiences that fuel performance



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TOP TIPS

The digital ecosystem is continuously evolving, with consumer demand for premium content viewing experiences fuelling innovation in the industry. The state of digitisation will continue to accelerate in 2023; key trends that will shape the future of digital advertising include the below.

Consumer trust should be tomorrow's currency

The future of advertising begins and ends with the consumer; without them, marketers are in a fractured pursuit of customer engagement and loyalty. The current state of ad targeting across devices and the rise of intrusive ads have led to consumer distrust of advertising: a recent study shows that 62% of consumers expect a personalised ad experience, but only 40% say they trust brands to use their data responsibly.

Over the last few years in particular, there's been an increased focus on rebuilding the consumer perception of the digital industry. These efforts include enhanced privacy regulations, which aim to build a more transparent digital ecosystem where consumers feel safe and secure.

This is especially important for the future of an ad-funded, open internet. More solutions that allow media owner monetisation, relevant messaging, and accurate measurement will be created all while respecting consumers' desire for privacy and control over their data.

Increased transparency measures across screens

Transparency in digital advertising creates a balanced ecosystem, where media buyers know what they're paying for and media owners feel their inventory is being valued.

The current state of transparency and the adoption of industry specifications like ads.txt and sellers.json varies across countries in Southeast Asia. For example, the ads.txt adoption sits at 41% in Indonesia and 33% in Singapore respectively. In order to ensure there is a level playing field for media owners and media buyers — no matter the device on which an ad is presented — the industry must continue to innovate and collaborate.

The good news is that innovation is underway and efforts are being made to bring the level of transparency to all channels. This includes work around OpenRTB 2.6 and app.ads.txt, especially as regional marketers continue to funnel ad spend towards channels like mobile and CTV.

Video and mobile are the leading formats for consumer attention in APAC

The Asia-Pacific region is now the largest contributor to the growth of the global mobile video industry. The markets driving this growth include India, Indonesia, Japan, Korea, and Thailand, according to the Asia Pacific Online Video & Broadband Distribution 2022 report.

As a result of digital acceleration across China, India, Australia, and Southeast Asia, the online industry is set to grow by 16% in the current year to $49.2 billion. With numbers like these, it's no wonder that buyers are increasing their digital spending across video environments from mobile to CTV.

This is an interesting convergence from linear to mobile video and presents an opportunity for media owners and marketers to reach audiences across any screen with personalised and relevant advertising

ABOUT INDEX EXCHANGE

Index Exchange is a global advertising marketplace enabling media owners to grow revenue by helping marketers reach consumers on any screen, through any format. Headquartered in Toronto, Index has nearly 20 years of experience accelerating the evolution of ad technology for the world's leading experience makers. To learn more, visit www.indexexchange.com or @indexexchange.

QUANTCAST

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Quantcast

TOP TIPS

Whilst marketers today have more ways than ever to reach their audiences, they also have more hurdles to cross on the journey to delivering great customer experiences and economic outcomes in the digital age.

As a profession, marketing will only become more complex and challenging for brands, agencies and publishers to navigate as digital media continues to evolve.

That's why it's time to radically simplify our approach to marketing as an industry, and go back to what it's always been about — finding, influencing, and acquiring the best audiences for our businesses.

At ATS Singapore 2022, we spoke about humanising the future of digital marketing through simplicity. Here are our top tips for how to do so:

Determine what your simplification priorities are
As a first step, decide which business activities are strategic and provide a competitive advantage in your simplification plan. These priorities will then drive choices around which activities should be retained in-house and which ones can be deprioritised, outsourced, or removed completely.

Develop your simplification road map with innovation in mind
Whilst simplification can result in greater efficiencies, it may not set you up for future success if the market is changing rapidly and your business models are frequently being disrupted. Simplification also has to support the changed you make tomorrow. Simplifying your marketing function with innovation in mind will help to future-proof strategic choices around your marketing messaging, operation models, and tech investments.

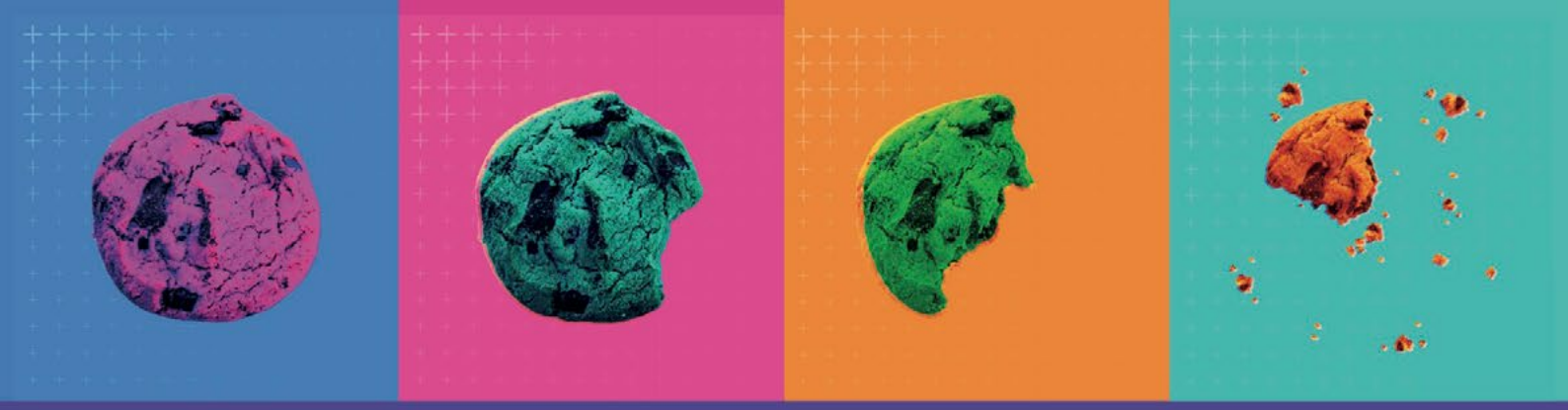
Let the technology do what it's supposed to
Historically, technology has evolved to improve human life. The wheel became a car, calculators became computers, life gradually became 'smarter' and more sophisticated with each industrial revolution. Technology has become essential in order to wrangle the sheer vastness of data in our lives. Embracing technologies such as AI in marketing means machines can take care of the heavy lifting while you focus on doing more human work and creating better customer experiences.

Audit your marketing operational model regularly
Marketing is always evolving, which is why a 'set-and-forget' approach hardly ever works. Maintaining a regular audit schedule around your marketing model, at least on a yearly basis, will help to ensure your marketing organisation is accurately and efficiently delivering on your business needs.

Partner with the right folks
Even with simplification strategies in place, there's nothing stopping the future of advertising and marketing from becoming increasingly complex. Leveraging the right partnerships as you move forward is a great way to simplify your marketing model, tap into external expertise while saving costs, and add more value to your audiences

ABOUT QUANTCAST

Quantcast is a global advertising technology company and the creator of an innovative platform that empowers brands, agencies and publishers to know and grow their audiences online. The Quantcast Platform, powered by Ara™, a patented AI and machine learning engine, delivers automated insights, marketing performance, and results to drive business success. With extensive experience in audience measurement and programmatic advertising, Quantcast has helped multiple businesses globally to unlock actionable insights necessary for growth and scale.



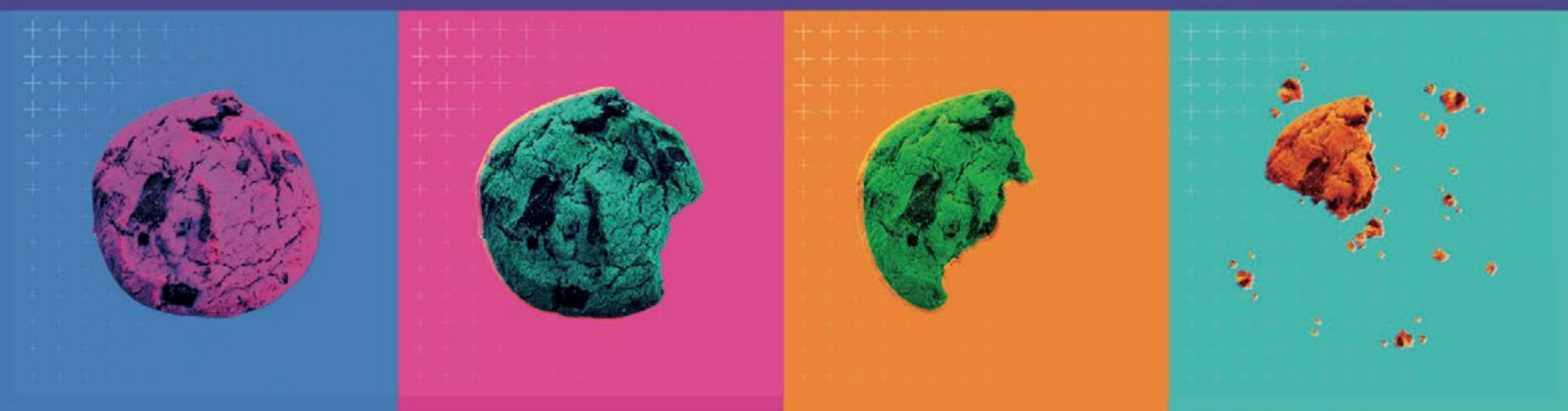
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Using the Quantcast Platform, you can easily plan and activate your ad campaign all in one place and reach your marketing goals.

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Start running cookieless campaigns today.



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In order to understand the key trends in JAPAC, it's important that not just marketers but the ecosystem understand a key underpinning of ad tech infrastructure. DSPs have set out to create an open and extensible ecosystem for digital marketing.

This includes both owned-and-operated and third-party offerings that provide more information and more data that media buyers can analyse to drive greater performance. But the volume and dimensionality of this data rapidly exceed what media teams can do on their own. So, brands are looking into AI to navigate complexity and help their ad tech and ad spend work harder and smarter.

Fortunately, DSPs have also opened up their bidding function, allowing brands to bring their own intelligence, and AI specialists, for advanced optimisation. More and more brands are now using AI to train customisable algorithms that exploit intelligence from across the business, ultimately driving more business-specific KPIs and outcomes in real time. Best of all, this all happens without reliance on the "dirty fuel" of invasive user-tracking data.

With this in mind, JAPAC marketers have spent the past years building up their tech stacks, which include planning, activation, and measurement tools. The challenge today is to make sense of these different signals and extract value out of them, especially when they are privacy compliant.

At Scibids, we believe one of the most critical parts of the ad stack is also one of the most underexplored, i.e., the activation part, where marketers have the opportunity to leverage all the signals coming from planning and measurement to inform accurate and impactful advertising decisions.

Given today's economic turbulence, at Scibids, we recognise that digital marketers in JAPAC are ahead of the curve when it comes to investments in advertising technology, and we've seen the number of DSP seats leveraging Scibids AI triple in the past two years.

We believe that the answer to this challenge is technology, particularly artificial intelligence, which has the potential to ingest terabits of data signals and make sense of them in an automated manner, which allows for combining performance and scalability.

Given today's economic turbulence, at Scibids, we recognize that digital marketers in JAPAC are ahead of the curve when it comes to investments in advertising technology, and we've seen the number of DSP seats leveraging Scibids AI triple in the past two years. Well-engineered AI, purpose-built for the mounting challenges facing digital marketing, provides the enabling path. AI will be a requirement for respecting the environment, consumer data privacy, and the human beings responsible for running and delivering digital ad campaigns. In all three instances, AI offers a way forward for marketers.

ABOUT SCIBIDS

Scibids builds artificial intelligence to create customisable algorithms for advanced privacy-friendly media buying, executed in the demand-side platforms of your choice. Scibids' tailored algorithms activate a brand's proprietary planning, buying, and measurement inputs to optimise programmatic bidding decisions across multi-KPI scenarios. In addition, Scibids is platform-agnostic and requires minimal set-up, meaning traders don't need to learn a new system to benefit from sophisticated decisioning that allows campaigns to scale while continuously improving the algorithm to boost full-funnel brand and performance outcomes. Founded in Paris in 2016, Scibids operates 12 offices worldwide. Learn more at www.scibids.com.

Recent research commissioned by Scibids found that reducing carbon emissions from digital advertising is regarded as the most important market trend by business leaders in the UK. Scibid's response is to serve fewer but more impactful ads. To achieve this, media buyers need to be able to know beforehand which impressions are going to be worth a lot to them and which are worthless. This is knowledge that AI can provide.

Respect for the human resources at the heart of your campaign planning and execution includes giving them the technological tools they need to elevate their capacity and effectiveness. When a whole industry cites scarcity of expertise as their main challenge, every manager should give their team the tools needed to ensure that their work is meaningful, insightful, and responsible.

AI is not intended to automate most of what industry experts do. Rather, AI is better than humans at specific tasks, such as computing optimal prices to respond to bid requests or building models that get automatically pushed to DSPs, and making data actionable. Even more importantly, AI is also able to increase the quality of insights for humans to leverage. It can elevate our work, thus allowing us to use the human touch more effectively

Scibid's response is to serve fewer but more impactful ads. To achieve this, media buyers need to be able to know beforehand which impressions are going to be worth a lot to them and which are worthless.

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LEARN HOW

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Based on our historical analysis at StackAdapt, placing ads in the right context can increase user engagement by a factor of four to 10.

Modern contextual advertising uses AI and machine learning to be more effective and scalable. Contextual is a great way to target engaged users without sacrificing their privacy. Contextual advertising targets ad placements based on the environment in which the ad appears.

The key difference between contextual and behavioural advertising is that behavioural targeting leverages cookies to target based on a user's past actions, whereas contextual targeting targets based on the content of the page on which the advertisement appears

Benefits of contextual:

- Allows you to reach users when they are in a receptive frame of mind
- There's no privacy legislation or legal constraints because it doesn't collect user information
- Gives marketers an opportunity to target niche contexts
- Campaigns are served programmatically



The key difference between contextual and behavioural advertising is that behavioural targeting leverages cookies to target based on a user's past actions, whereas contextual targeting targets based on the content of the page on which the advertisement appears.

ABOUT STACKADAPT

StackAdapt is a self-serve programmatic advertising platform used by the most exceptional digital marketers. This state-of-the-art platform is where some of the most progressive work in machine learning meets cutting-edge user experience. Ad buyers plan, execute, and manage data-driven digital advertising campaigns across all devices, inventory, and publisher partners.

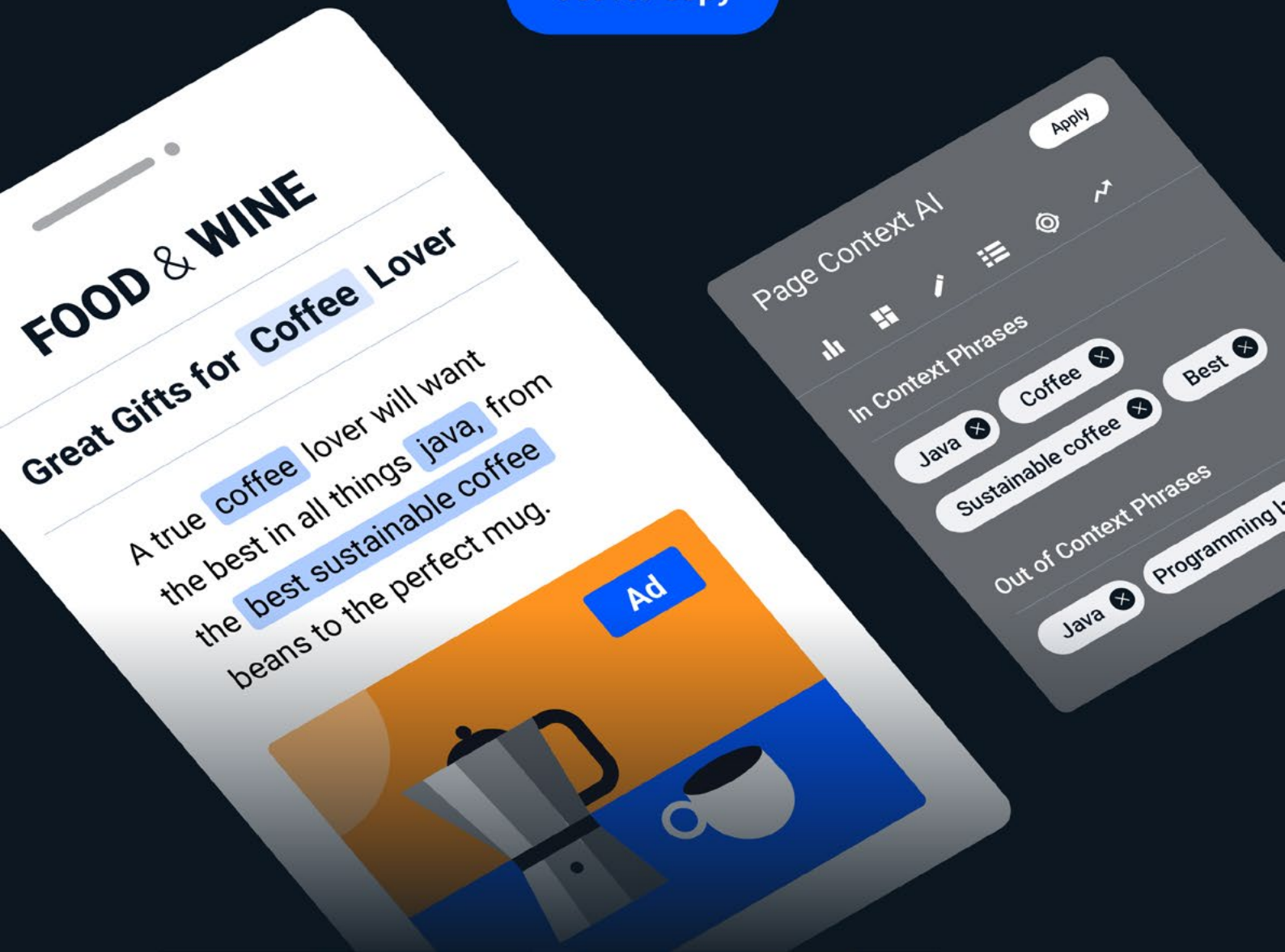
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Contextual Advertising

Get an in-depth view of what contextual advertising is, how it works, and the benefits of integrating contextual targeting throughout your advertising strategy.

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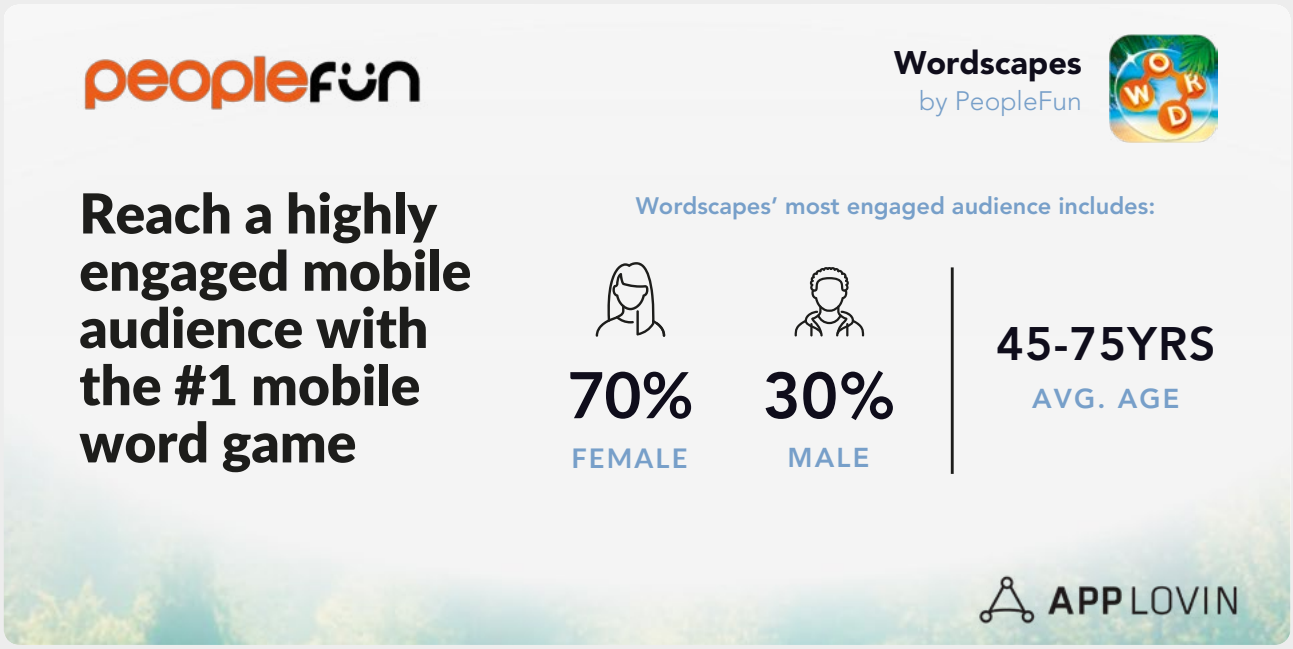
In-app advertising is an incredibly effective way for brands to reach and engage audiences across demographics and around the globe. It's a huge opportunity that brand advertisers have yet to fully realise, despite massive investments in display and social advertising.

Here are some of the reasons why brands and agencies should be excited about this growth area.

1. **Access to a huge audience:** In 2022, nearly everyone is a gamer. Whatever the game or demographic, gamers are a highly engaged audience with disposable income. In 2021, $170 billion was spent in apps of all kinds, and mobile games captured $116 billion of that. App users are accustomed to in-game ads and engaging and transacting on mobile devices. There's also a ton of viewable inventory available to reach this valuable audience.

2. **Brand safe by design:** In-app ads are inherently brand safe. With content for the majority of apps limited to specific themes, there's little risk of negative adjacencies. In an era where blocklists have been found to be blunt and inefficient, and new technologies have had to be built to address brands' safety and suitability needs, in-app advertising provides a brand-safe space without the need for additional solutions.

3. **Innovative formats:** New, innovative ad formats like rewarded video and gamified ads offer ways for advertisers to reach their audiences in more engaging ways. Not only does in-app present a new frontier for brands to send their message to consumers, but to do so in ways that are impactful and that provide a valuable experience to their target audience



ABOUT APPLOVIN

AppLovin's leading platform enables developers to unlock growth for their business. App developers and content companies rely on AppLovin's market-leading technologies to solve their mission-critical functions with a powerful, full-stack solution, including user acquisition, monetisation, and measurement. AppLovin is headquartered in Palo Alto, California, with several offices globally.

BLUE BILLYWIG

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TOP TIPS

For Media Owners and Sales Houses

In order to best monetise a website, a strong video strategy is needed, as this is where CPMs are highest. This is not straightforward, however, as it can be challenging to generate supply numbers that are interesting for advertisers.

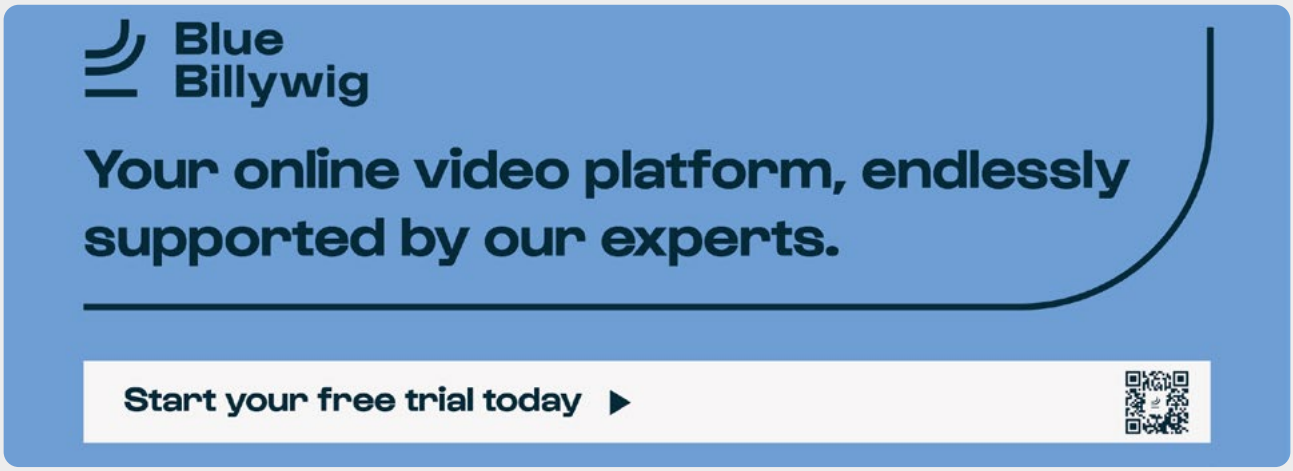
To help reach your maximum revenue potential, we're sharing the key strategies that have been most successful for our clients. Simply put, the more engaging video content you have, the more opportunities you create to monetise. In addition, these tips and tricks will help boost content reach and ad calls significantly, without increasing costs:

- Contextually place relevant videos on article pages that previously had no video.
- Create a video portal page drawing attention to all of your video content. This allows your users to immerse themselves in your video content, and is the first step towards OTT and your own digital TV channel.
- Schedule ad pods in your video streams, particularly in long-form content to ensure you have the best ROI.
- Ensure you get the best price for your inventory by implementing prebid for video and encouraging competition.
- Provide the best experience for both advertisers and users by adopting server-side ad insertion (SSAI).
- Complement your instream setup with outstream ads, and consider a multi-format auction so that display, outstream video, and native bidders can compete and deliver the highest price for your ad slots.

For Brands and Agencies

Interactive, dynamic, personalised, and shoppable video ad formats are powerful tools that engage current and potential customers in a more creative way than linear video ads whilst providing valuable benefits:

- Gain more insight and data on how audiences engage with brands.
- Drive conversions through clear call-to-actions (CTAs).
- Provide a more memorable experience.
- Improve loyalty and brand affinity.
- Increase viewer retention



ABOUT BLUE BILLYWIG

Blue Billywig is an all-in-one Online Video Platform. We offer a range of features, including video content management, hosting, adaptive streaming, monetisation tools, an interactive studio, and more. Our platform is designed from the ground up to help you optimise your workflow and take your video strategy to the next level. We believe there's no limitation to true partnership. We strive to constantly develop new features that enable your business to advance further in the field of video, and access to our experts is included in your standard license fee.

DAILYMOTION

www.dailymotion.com

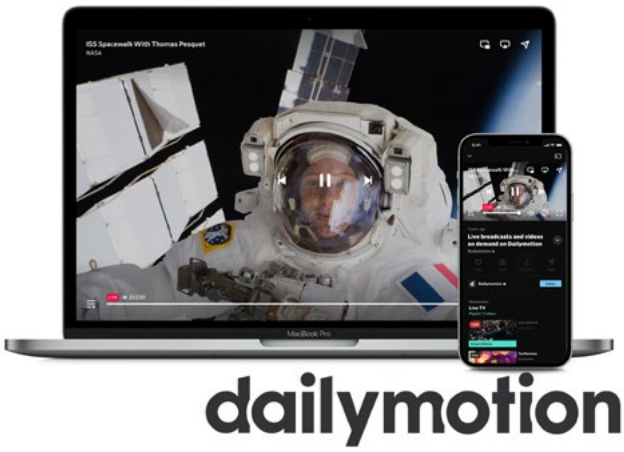
TOP TIPS

Dailymotion was founded in 2005, and we've since been acquired by Vivendi (in 2015) and completely overhauled our user and partner experience, enabling us to create a unique video advertising experience, which we discussed at ATS Singapore. Here our our top tips for marketers to capitalise on the opportunity in the APAC region:

Creative dynamism:
The Asia-Pacific region may be diverse, but there's 1.2 billion people who have access to mobile internet services and 96% of this total population are covered by mobile broadband networks. The key to effectively engaging such vast audiences is informed creativity. By that, we mean conceptualising creatives that are derived from consumer insights and which cater to the cultural differences of the region. When rolling out regional marketing planning, marketers should consider how consumer spending habits are different per country and therefore tailor publisher choice and type of creative accordingly, especially within verticals such as tourism, e-commerce and entertainment.

Avoiding intrusivity:
A key challenge for the coming years will be how advertising networks can balance excellent media performance with placements that are less intrusive to the viewer. After all, in Singapore alone, research shows that a third of all internet users (aged 16-64) use ad blockers, with a global sample from the same survey outlining volume and placement of ads — e.g. getting in their way — as core reasons for their usage.

Build long-term relationships with your consumer:
What's paramount for the APAC region is to provide viewers informative and engaging content while simultaneously offering brands an advertising ecosystem that they can rely upon as the industry landscape continues to change. Consumers are less reliant than ever upon advertising to inform their purchase decisions, leaving marketers to think carefully about where and how they plan their next media campaign. But amidst the ongoing shifts within the advertising industry there's a fantastic opportunity for creative, community-savvy marketers to build long-term connections with their consumer target audience, especially in APAC where mobile device penetration is so high



ABOUT DAILYMOTION

We believe that video is the best way to capture and share life's incredible variety. This is why at dailymotion we aim to offer the best video experience: A place where you can discover content you love from around the world, live or on demand: sports competitions, music festivals, comedy skits, political debates, fashion shows, gaming live-streams... Our viewers can follow, watch and share the events and the ideas that keep the world surprising and diverse as they happen. We care about offering all video-makers the right resources, the cutting edge technology, the flexibility and the visibility they need to inspire, inform and entertain. Dailymotion attracts 300 million users from around the world, who watch 3.5 billion videos on its player each month.

EQUATIV

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TOP TIPS

As we look towards 2023, here are a few of the topics keeping us excited and inspired.

The shift toward independent players
In May 2022, we partnered with ExchangeWire to release a pan-European research study that revealed a fundamental power shift is underway: away from big tech and towards independent market participants. The study revealed that privacy requirements are one of the core drivers behind ad server selection, with nearly one-third of publishers factoring it into their decision-making. It also revealed that large European publishers are more likely than small publishers to switch to a new ad server in the coming year.

CTV scoring a win during live sports
As more and more content migrates to CTV devices and platforms, live or scheduled broadcasts on FAST channels are beginning to take hold with consumers. Different to VOD, scheduled content runs at specific times on specific channels, creating an opportunity for advertisers to reach audiences who have self-selected into the programming for what is known as “appointment viewing”. There is no more reliable content for this type of viewership than live sports, which remains the staple for broadcasters and is beginning to become a foundation for video streaming services as well.

Calling all retail networks
With e-commerce continually expanding, digital retail media ad spend will also continue to grow. Also important are the direct audience connections that have placed retail networks in a powerful position to act as the central point for maximising reach and capturing attention, as well as ensuring access to valuable, first-party data. There are many opportunities for retail networks to transform the digital ecosystem and compete with the walled gardens instead of turning into them



ABOUT EQUATIV

Equativ combines solutions from Smart, DynAdmic, LiquidM, and Nowtilus, housing a suite of innovative technologies under one roof. We empower buyers and sellers to enhance their impact responsibly by providing vertically integrated tech for fuelling efficiency across each stage of the advertising process — while upholding robust consumer privacy and brand safety standards. Covering an ad server, supply-side platform (SSP), buyer tools including DSP and media services, our offering gives advertisers, publishers, broadcasters, sales houses, and data providers the ability to harness the perfect blend of advanced engineering and expert support.

www.hplus.digital | info@hplus.digital

TOP TIPS

Think beyond consumers and consumption

People's lives have been forever changed — not just by the recent pandemic — but by the seismic shift caused by the digitalisation of almost everything we do. Covid-19 has certainly accelerated us into online meetings, ecommerce purchases, and enjoying our favourite content streamed to our homes and devices. As advertisers, agencies, publisherss and tech platforms, we have tended to see people as consumers: consumers of products, consumers of content, consumers of things we are trying to sell.

With the increased digitalisation of people's lives, the tendency has been to collect as much data as possible and figure out what they may consume so it can be sold to them. This approach is reactive and treats people purely as consumers. To understand actual motivations and intentions requires insights, data, research. and platforms that combine to form a clear view of the person that has the relationship with the brand.

To understand actual motivations and intentions requires insights, data, research, and platforms that combine to form a clear view

We believe that the role of the agency is to facilitate that relationship between the brand and the person experiencing the brand

"This is what drives us to look at people as a sum total of their lives, preferences, aspirations and dreams; and to seek out the evolving lifestyle experiences that will inform engaging communications,"

Michihiko Suganuma
Head of H+

ABOUT H+

H+ is a new Asia-wide digital network offered by Hakuhodo Inc. and D.A.Consortium Inc. H+ aims to help marketers maximise the effectiveness and efficiency of their communication and fulfil our promise to "Empower Your Digital Future" by utilising data and technology. The H+ philosophy is founded on Hakuhodo's Sei-katsu-sha Insight philosophy and InsightOut® approach to planning. These have been the key drivers of Hakuhodo's success in Japan, and we are now going to up the ante on how we also make them transformational for clients in the rest of the APAC region.

INMOBI

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TOP TIPS

Putting context into mobile marketing: contextual targeting and what it holds for the privacy-first era

With strict privacy regulations and growing consumer focus on data-value exchange, brands need to pivot to contextual advertising. Here's how:

Invest in deterministic audiences: Even though the need for gathering first-party data has never been louder, this approach typically highlights brand-specific interactions only. To get a holistic picture of a customer's behaviour, marketers must embrace data partnerships that gather and enrich their customer data and build deterministic audiences. Investing in deterministic audiences allows brands to track user interest and activity across different sites and apps, resulting in a more personalised ad experience. A reliable partner could help brands dive deeper into audience intelligence and consumer insights and utilise these to provide personalised advertising across the customer lifecycle in a privacy-compliant manner.

Never forget, context is key: Instead of banking on behavioural data, contextual targeting enables brands to focus on what audiences are consuming at a given time and target their message accordingly. When it comes to mobile-first advertising, advertisers should analyse data around in-app environments, overall content, and user engagement to build compelling, contextually targeted campaigns.

Enhance the contextual experience with immersive creative: Unless brands combine context with immersive creative, they run the risk of alienating users and subsequent drop-offs. For a seamless user experience, brands could look at building "Personalised Shoppable Ad Storefronts", thus creating real e-commerce experiences within the ad itself. For consumers, that guarantees a personalised shopping experience, and for brands, it ensures access to a high-quality audience and insights into the full purchase funnel



INMOBI

InMobi is a leading provider of marketing and monetisation technologies. With deep expertise and unique reach in mobile, it is a trusted and transparent technology partner for marketers, content creators, and businesses of all kinds. InMobi's mission is to power its customers' growth by helping them engage their audiences and build meaningful connections. Its affiliated businesses — Glance, an unconsolidated subsidiary that offers a lock screen-based content discovery platform and video platform Roposo — help InMobi create new content and commerce experiences in a world of connected devices.

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TOP TIPS

Contextual targeting and consumer privacy will both continue to become critical trends.

Marketers will need to be very clear about how consumer data is used, shared, stored, alongside with whom and for what purposes — this brings in a new era of transparency that gives people more control — and this will build trust. It makes sense for marketers to request permission upfront from the consumers. There is not a tonne of benefiting misleading customers because, without permission, data holds little value for a marketer.

With governments worldwide now limiting data collection practices, consumers still look to brands to ensure the quality of digital ad experiences. Advertisers are starting to substitute that audience data with contextual intelligence. Rather than dealing with the machinations of data management and privacy regulations through capturing and deleting personally identifiable information (PII), many marketers will switch to advertising in contextually-relevant environments and use that as a proxy for the audience.

Advertisers have a real opportunity to make an impact without sacrificing specificity. With the imminent "death of the cookie", marketers will have to get innovative about their marketing, leading to a better connection, personalised, contextual offerings, and overall happier consumers. Regulatory bodies like IAB will play a key role in privacy compliance and setting the standards for contextual targeting



Contextual Targeting is key to connect with your ideal audience

With new privacy legislation and cookie deprecation, advertisers need solutions for reaching their desired audiences in suitable spaces. Our Context Control Targeting solution leverages page-level classification to curate content across more than 200 industry vertical, seasonal, topical, and audience proxy segments. Powered by the largest knowledge graph, our technology enables deeper classification of content to help advertisers tailor ad placements and access precise targeting at scale.

ABOUT INTEGRAL AD SCIENCE

Integral Ad Science (IAS) is a global leader in digital media quality. IAS makes every impression count, ensuring that ads are viewable by real people in safe and suitable environments, activating contextual targeting, and driving supply path optimization. Our mission is to be the global benchmark for trust and transparency in digital media quality for the world's leading brands, publishers, and platforms. We do this through data-driven technologies with actionable real-time signals and insight. Founded in 2009 and headquartered in New York, IAS works with thousands of top advertisers and premium publishers worldwide. For more information, visit integralads.com.

LIVERAMP

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TOP TIPS

With the deprecation of third-party cookies and an increasing awareness towards the privacy of data, how to reach a target audience with precision and due care has been a key focus of brands over recent years.

By working with a tech partner that can help them build a complete view of their target consumer profile using privacy-centric tools, businesses can engage with their desired audience across platforms by delivering unique, personalised experiences without violating user privacy.

Companies should look to adopt a technology solution that delivers in the following areas:

Addressability

With the walls of the walled gardens only getting taller, brands should look for a partner that can provide a comprehensive ecosystem that offers access to a large range of people. Doing so will enable them to target their ideal audience wherever they spend their time.

Privacy and security

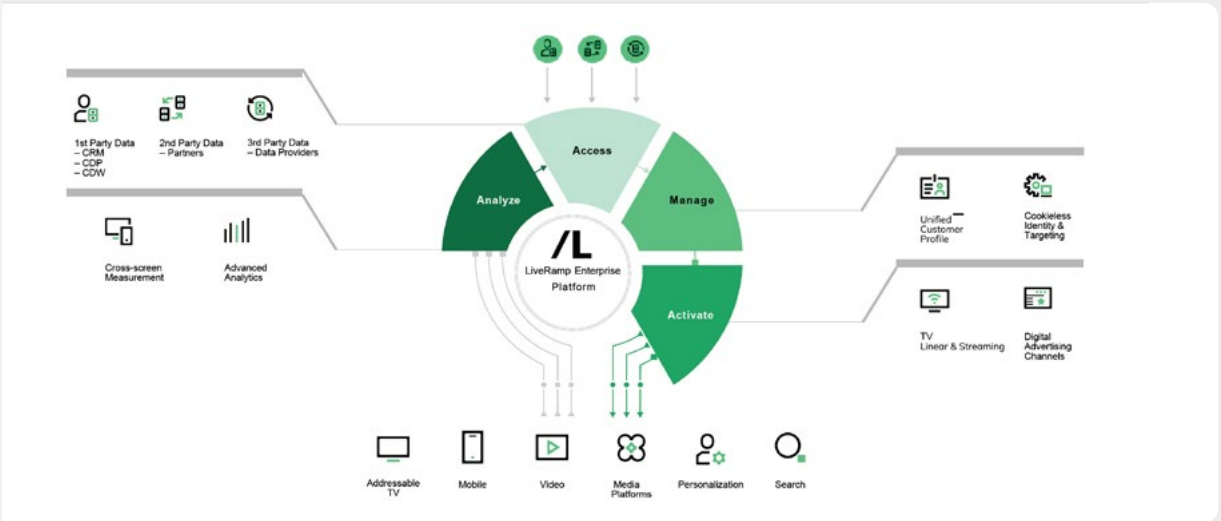
It goes without saying that respecting the privacy and security of people's data is of vital importance. To keep the trust of their customers and to work in compliance with legislation, it is imperative that brands work with partners that put privacy at their heart by removing personally identifiable information (PII) and employing robust permissioning.

Neutral

Digital advertising is a competitive space, and it can sometimes be difficult to find a company that might have priorities that conflict with the success of their advertising clients. Brands should make it a priority to seek a partner that is entirely neutral and that works to support their best interests.

Future-Proof

As technology and regulations continue to evolve, keeping up with change can be a challenge. An ideal tech partner should work to ensure that brands are able not just to navigate additions to the industry, but to meet the business demands of today and tomorrow



ABOUT LIVERAMP

Headquartered in San Francisco, LiveRamp enables companies and their partners to better connect, control, and activate data to transform customer experiences and generate more valuable business outcomes. Our fully interoperable infrastructure delivers end-to-end addressability for the world's top brands, agencies, and publishers and our neutral and open approach ensures that our clients can select from among best-in-class partners and technology to meet their specific needs.

MAGNITE

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TOP TIPS

The future of video streaming will be ad-supported, as AVOD continues to gain traction in APAC with global platforms looking to scale audiences and revenue per user. Netflix's decision to go ahead with ads is a positive sign for the OTT ecosystem, providing advertisers with new opportunities to reach audiences they previously couldn't.

The TV ad break is rapidly evolving as audiences, especially younger viewers, are migrating away from linear TV towards free streaming video. In this environment, the viewer experience is key to success and audience retention. Those who put the end user first and focus on ad relevance, frequency, and delivery matching that meets viewers' needs will come out on top.

Relevant ads are important for APAC viewers — 43% stated that they are at ease watching ads if they feel a connection to the content. Digital TV's ability to deliver relevant messaging to target audiences is pivotal to forging this connection. The more addressable opportunities publishers can provide, the more value they'll bring to brands.

Greater emphasis will be placed on innovating ad formats across devices, especially in APAC, where 66% of video viewers spend the most time streaming video on mobile. However, the CTV opportunity also has great potential. Evolving ad formats can include branded border QR codes that cater to CTV, or clickable CTA buttons on mobile ads.

Media owners should tap into technology advancements to effectively manage ad breaks and maximise yield across all demand, especially with increasing demand for OTT and live content



ABOUT MAGNITE

We're Magnite (NASDAQ: MGNI), the world's largest independent sell-side advertising platform. Publishers use our technology to monetise their content across all screens and formats, including CTV, online video, display, and audio. The world's leading agencies and brands trust our platform to access brand-safe, high-quality ad inventory and execute billions of advertising transactions each month. Anchored in bustling New York City, sunny Los Angeles, mile high Denver, historic London, and down under in Sydney, Magnite has offices across North America, EMEA, LATAM, and APAC.

NEXD

www.nexd.com | **hello@nexd.com**

TOP TIPS

Thought of the day: “let algorithms do the work; you focus on the creative and the copy”.

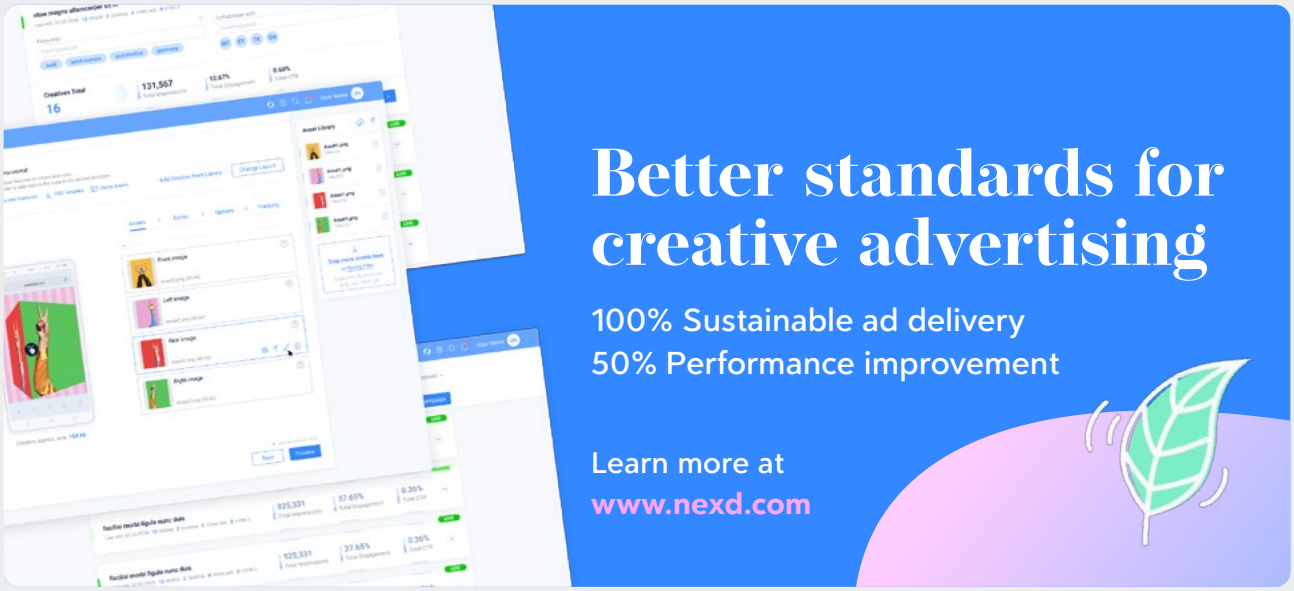
As marketers are continuing discussions around privacy and consumer data protection, we opt to talk about what we know, and that is creative. The restrictions on the use of identifiers, cutting off third-party cookies, and various laws being applied have meant that advertisers have to innovate daily to get the results they need while working with less than what they had before.

What remains untouched by these restrictions are good creatives. As the great king of advertising, David Ogilvy, has said, “It isn’t the whiskey they choose, it’s the image”.

> **Research has found that creative is the leading factor in driving a campaign's success**

The advertisers who formerly put much of their focus on the data they were working with and paid little to no attention to the creative might want to focus on this now. Research has found that creative is the leading factor in driving a campaign's success, so advertisers must turn their attention to refining their output here. And with the arrival of innovative formats like interactive ads, there are so many more options to explore and experiment with.

Instead of re-inventing the wheel, use the tools handed to you to make creatives your focus. An added bonus to this process is making it all green. Moving away from the old, processing heavy rich media, you will be making a huge leap forward for the environment as well



ABOUT NEXD

Nexd offers a creative management tool so marketers can build engaging digital ad campaigns that are effective and efficient. It is the first company to use gaming technology for making powerful and engaging ad experiences that can be trafficked on any medium or platform. Thanks to the lightweight and visually stunning ads, Nexd delivers results that comfortably outperform the competition and offer a compelling advantage compared to other solutions. The simple self-service platform slashes production time from weeks to minutes, and Nexd advertisements are certified to be 100% climate sustainable.

PUBMATIC

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TOP TIPS

Importance of Sell-Side Data Activation

With third-party cookies now set to expire in 2024, and privacy regulations evolving globally, digital buyers and sellers are testing alternative approaches to safe, data-driven advertising for the future.

By bringing audience targeting to the sell-side of the digital advertising ecosystem, ad buyers can have greater control over how inventory and data are packaged and transacted to drive the best performance for their campaigns. This drives greater results and impact for buyers.

Buyers can get closer to inventory, achieve better match rates, gain more detailed reporting and analytics, and increase their access to global omnichannel inventory across display, video, mobile app, and connected TV.

A portfolio approach to addressability can drive revenue for publishers and high-performing campaigns for advertisers. It also improves ad relevance while respecting consumer privacy, well ahead of the ecosystem's transition away from the third-party cookie.

With this approach, we can create a stronger, more sustainable, and privacy-safe advertising ecosystem that delivers superior monetisation for publishers and increased ROI for buyers.

Consumer privacy and control are critical components of a healthy and sustainable Open Internet. Developing first-party connections between publishers, advertisers, and consumers is a critical part of post-cookie addressability



ABOUT PUBMATIC

PubMatic (Nasdaq: PUBM) is an independent technology company maximising customer value by delivering digital advertising's supply chain of the future. PubMatic's sell-side platform empowers the world's leading digital content creators across the open internet to control access to their inventory and increase monetisation by enabling marketers to drive return on investment and reach addressable audiences across ad formats and devices.

OPENX

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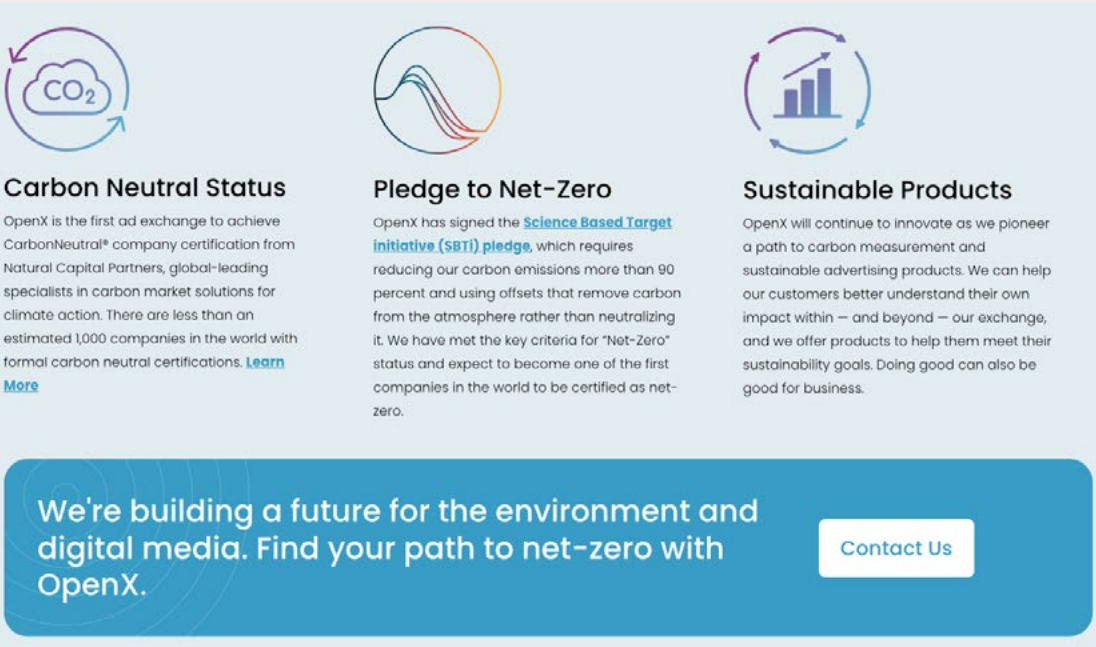
TOP TIPS

Despite continued global headwinds such as identifier deprecation, investment and optimism in programmatic advertising across the Asia-Pacific region continues to rise, as detailed in our recently-published report, The State of Programmatic in JAPAC — 2022.

Technology partners continue to fulfill a critical role, with operators across all sides of the programmatic supply chain being turned to for support in helping to sustain this growth in the post-cookie era.

This growth in programmatic comes amid a heightened cross-industry drive to both measure and reduce carbon emissions. The complexity of the advertising chain, and the continued migration towards digital, has forced the carbon emissions of the industry upwards, to the extent that the average online advertising campaign emits 5.4 tonnes of carbon dioxide according to research by Good-Loop. We are proud of the fact that OpenX is the only certified carbon neutral ad exchange in the world. OpenX reduced their Green House Gas emissions by 91% in 2022, based on their 2018 emission numbers using verified offsets and were certified as a Carbon Neutral Company by Climate Impact Partners. And their net zero targets were validated by SBTi (Science Based Targets Initiative).

Cross industry collaboration will be key to unlocking opportunities in programmatic advertising across the diverse range of markets within the APAC region, and for developing new solutions to address endemic issues, such as the reduction of carbon emissions generated by online advertising. It is therefore heartening to see this collaboration supported throughout the region as evidenced in discussions at ATS Singapore. With this receptiveness to cooperation, and continuing maturation in digital capabilities, the outlook for the JAPAC programmatic industry remains positive leading into 2023 and beyond



ABOUT OPENX

OpenX powers highly relevant advertising at global scale, delivering quality and value to brands, publishers and consumers across every type of connected screen and ad format. The company's leading technology aggregates, curates, and values consumer interest in real time on one of the world's largest and highest quality ad exchanges to ensure marketers reach exactly the audience they want. OpenX serves more than 30,000 of the world's most recognised brands, more than 1,200 publishers, and more than 2,000 premium mobile apps.

SIGMA SOFTWARE

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TOP TIPS

Background

As the old ways slowly fade, the industry is adopting numerous approaches: contextual targeting, new ad formats, OTT and CTV, third-party identifiers, browser standards, and everything in between. As such, the landscape is becoming increasingly complicated.

While walled gardens pave their own way, many of us are left not with a clear path, but with a myriad of options, with few criteria, approaches, or technology to help make data-driven decisions. This drives inconsistency, and lack of clarity, further complicating decision-making ahead of looming changes.

Cookies aside, advertising technology is full of challenges — from brand safety and categorisation, to ad fraud and the myriad of vendors to integrate.

In a way, modern ad tech outside the walled gardens is too decentralised. While decentralisation is a hot buzzword in the crypto world, it often hinders progress, especially when many people with conflicting interests attempt to solve a single problem. We should learn to be unafraid of centralisation, yet to ensure that necessary checks and balances exist to control its outcome.

Outlook

Solving today's challenges around targeting, ID, performance, brand safety, categorisation, emerging ad formats, and browser changes require the entire ad tech ecosystem to work together. It also requires the collaboration between those who have seen the industry from the inside, from a variety of angles, and who understand different perspectives.

We want to celebrate the great work IAB and other groups have done in this area and tp discuss an open technology group focused on making our ecosystem open to innovation and improvement



ABOUT SIGMA SOFTWARE

Sigma Software is a global software development company with more than 2,000 engineers across the globe.

TRIPLELIFT

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TOP TIPS

The cookie apocalypse is essentially our industry's Y2K problem.

Like back then, the best minds are developing solutions to make sure everything still functions. Digital advertising will work a little differently, but it will work. While the challenge is great, the solution is straightforward. Publishers and advertisers will replace third-party cookies with first-party data.

Advertisers, here's how you can prepare:

Tip 1: Work with supply partners and ad tech vendors that are helping publishers to segment their first-party data and make valuable audience segments available for targeting.

Tip 2: There is no need to switch buying platforms to target audiences on browsers that don't support third-party cookies. Define audience targeting with your supply-side platform partner, using a one-to-many (one advertiser to many publishers) deal ID to complement their existing identification strategies.

Tip 3: Ensure audience segments are available via deal ID — it both protects publisher data and allows buyers to scale segments, especially when targeting multi-publisher deals.

Tip 4: Don't discount identity solutions. Yes, they may very well only account for 10% of addressable supply, but that's 10% that you would otherwise be unable to reach. Pair these identity solutions with a first-party data strategy.

Tip 5: Start solving for non-third-party cookie inventory NOW. Today, as many as 47% of all ad requests don't have third-party cookie data, meaning you're missing nearly half of your potential audience.

The bottom line is that digital advertising is about to be rebuilt from the ground up. That new world will be one where publishers benefit from the actions taken on their websites, and where advertisers reach their audiences in new and effective ways. Like on January 1, 2000, it will all look better in the rearview mirror



ABOUT TRIPLELIFT

TripleLift is the advertising technology company reinventing ad placement at the intersection of creative, media and data. Our marketplace serves the world's leading brands, publishers, streaming companies, and demand-side platforms, executing over one trillion ad transactions every month. Customers choose us because of our addressable offerings from native to online video to connected television, innovations that insert brands into content in real-time, and supportive experts dedicated to maximising partner performance. Find out how TripleLift is shaping the future of advertising at triplelift.com.

YAHOO!

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TOP TIPS

Today's consumers are going places.

They're heading outdoors but still maintain an online-first habit. While they're often shuttling between home, work, the store, and all points in between, they have their devices in tow, and capturing their attention in a meaningful way wherever they are can be challenging for marketers. With so much fragmentation and so many distractions, it takes an omnichannel approach to get your message in front of consumers across multiple touchpoints seamlessly.

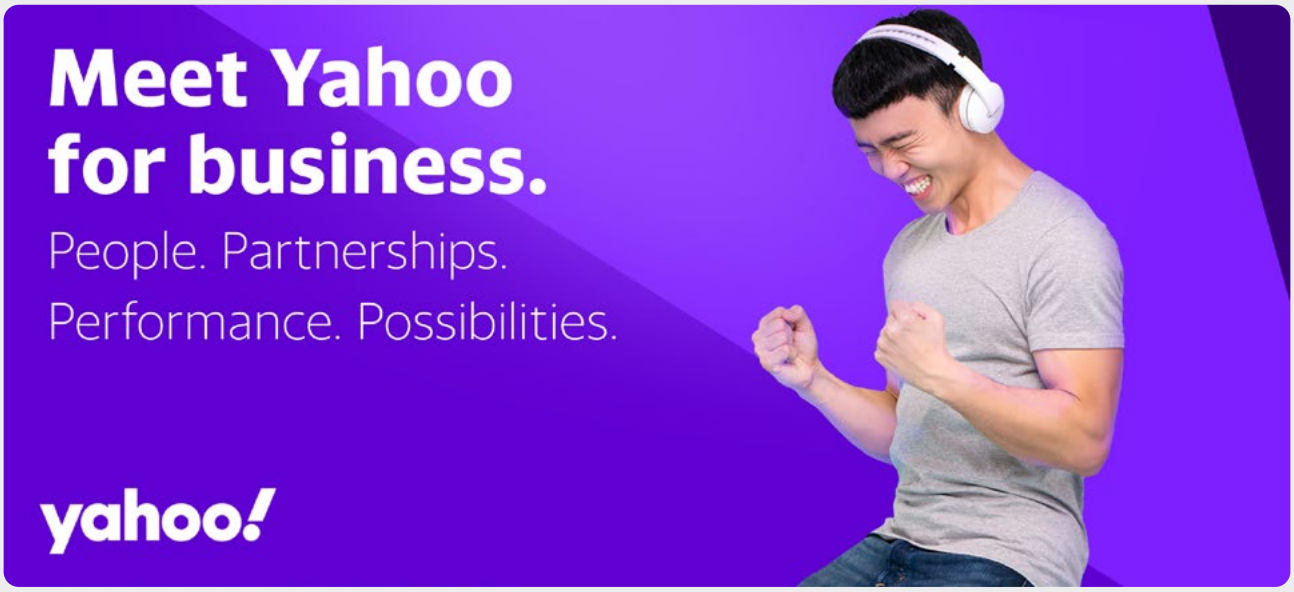
Top tips as you go omnichannel:

1. Leverage a full-stack solution for easy omnichannel buying within a single platform. This will also provide greater transparency and a simpler buying process so that you can focus on shaping the customer journey no matter what screen they're on.

2. Stay on top of changing consumer preferences and their customer journey with your own first-party data strategy, and augment this by working with technology partners and publishers with strong, diverse first-party consent-based data.

3. Future-proof your strategies today by utilising cookieless solutions. Ensure that these cookieless solutions not only work within addressable environments, but also within non-addressable environments to reach users without IDs

> **With so much fragmentation and so many distractions, it takes an omnichannel approach to get your message in front of consumers**



ABOUT YAHOO

Yahoo reaches nearly 900 million people around the world, bringing them closer to finance, sports, shopping, gaming and news — with the trusted products, content, and tech that fuel their day. For partners, we provide a full-stack platform for businesses to amplify growth and drive more meaningful connections across advertising, search, and media.



ATS LONDON 2023

13/14 JUNE

ATS London attracts an audience of more than 500 professionals across the global programmatic media industry, including C-level executives from agencies, advertisers, publishers, trading specialists, and technology providers — a must attend sell-out event every year.