

Programmatic Platforms: Integrating OOH into Omnichannel Campaigns

Pinyon 4+5 | 11:15 am - 11:50 am

A blue-ribbon panel of programmatic experts with experience in omnichannel planning will explain the complexities of planning across media and why it is absolutely imperative for the entire OOH industry to adopt programmatic buying and selling as a core business function.

Lindsay Rowntree, WireCorp (M)
Matt Bayer, Cadreon (IPG)
Stephanie Landrum, Dentsu Aegis Network/Amnet
Tiffany Lee, The Trade Desk
Jim Sink, MediaMath
Casey Winheim, Accuen (Omnicom)

Fingertips to Keyboard: A Programmatic OOH Debate

Bristlecone 9+10 | 2:30 pm - 3:15 pm

OOH media companies are capturing programmatic budgets while digital buyers are quickly learning about the opportunities OOH can offer to brands. This workshop will explain current trends in programmatic OOH transactions. The panelists will engage in a lively debate surrounding definitions and protocols within the programmatic OOH ecosystem.

Lindsay Rowntree, WireCorp (M)
Robby Barnett, Adelphic
Dave Etherington, Place Exchange
Jonathan Gudai, Adomni
Stephanie Gutnik, Broadsign
James Price, OUTFRONT Media
Chris Waterman, Vistar Media

Programmatic: OOH Success Cases

Bristlecone 9+10 | 3:45 pm - 4:30 pm

Intersection CEO Ari Buchalter will moderate a panel comprised of OOH customers. Each panelist will share compelling stories about their own positive experiences with programmatic OOH buying - offering tips and insights for both OOH buyers and sellers.

Ari Buchalter, Place Exchange (M)
Josh Levin-Scherz, DraftKings
Amanda Moore, LiveNation
Brian Rappaport, Rapport
Fletcher Whitwell, R&R Advertising