

## DMS USA DISCUSSION GROUPS OUTLINE



### 1. Distributed Content Strategy Across Multiple Platforms

Content distribution has become an increasingly complex matrix as social platforms continue to rise, and as more platforms are added to the mix. In this session, you will learn what considerations are necessary to streamline your resources for content creation across different platforms and evaluating which distribution platforms are the best fit for your organisation.

Hosted by **Cate Matthews**, Managing Editor, **A Plus**

(Moderator: **Keran Boyd**, Head of Event Content, **TheMediaBriefing**)

### 2. Increasing Viewership and Video Revenue with Syndication and Social

Social networks have experienced an explosion in video consumption. As a result, they have become increasingly more important to publishers and content owners for discoverability, audience reach and monetization. Learn about:

- The landscape for video across social platforms and how to scalably take advantage of the opportunities
- How content owners can delight audiences and generate revenue while maintaining brand visibility on social
- The importance of viewing metrics in social distribution

Hosted by: **Stu Barnes**, Vice President, North America Media Sales, **Brightcove Inc.**

(Moderator: **Damian Radcliffe**, Carolyn S. Chambers Professor in Journalism, **University of Oregon**)

### 3. The Growth Imperative and the Evolving Role of CMO

While CMOs have the same title, the way that they drive growth is as unique as each individual. From a focus on branding to on demand generation and everything in between, areas of responsibility vary widely.

CMOs today are full members of the C-suite. The pendulum has swung and they are once again responsible for strategy and for driving measurable growth across all areas of the business. They're expected to drive consensus across often competing priorities of business leaders, while serving as the voice of the customer. Customer experience is increasingly falling under CMOs as well, and digital transformation has dramatically altered their remit.

This session will explore how CMOs (or how CEOs and CMOs in partnership) can drive sustainable change and growth, and manage competing priorities for best outcomes – balancing what's best for customers with what's best for their company.

- How are you partnering with your CEO to drive change and growth through the organization?

- How do you bring the voice of the customer into your company and ensure that it affects change appropriately?
- CMOs are being tasked with architecting and governing the customer experience across their companies. How are you doing this across your organization?

Hosted by **Josh London**, Chief Marketing Officer, **IDG**

(Moderator: **Rory Brown**, Chief Marketing Officer, **TheMediaBriefing**)

#### 4. **Translating Data into Business Intelligence**

The sheer volume of data collected by publishers can be a never ending mine and knowing how to translate this into commercial value can be tricky. As a result, there is a lot of misdirection about how to use data to drive your commercial strategy. Learn best practice for incorporating data into your sales process and building your commercial strategy around these insights.

Hosted by **Todd Krizelman**, Co-founder and Chief Executive Officer, **MediaRadar**

(Moderator: **Iain Brown**, General Manager, **TheMediaBriefing**)

#### 5. **Are Adblockers Fat Shaming the Media Industry?**

Ad blocking is a threat to the entire media industry. Ad blocking downloads grew by 41% globally in the last 12 months. And we can't blame consumers. The majority of people that block ads do so because they feel that advertising is interruptive (74%), and that ads slow down their web browsing (54%). So as an industry we need to work together and fix the problem.

Great content and native placements are often seen as the solution to providing users with a positive ad experience. But what are we doing about slow web experiences?

This session will discuss what we can do as an industry to start providing leaner and lighter ad experiences.

- Should Publishers stop showing so many ads?
- Can creative agencies produce technically nimble video and rich media assets so they don't impact the consumers' experience?
- Should ad tech providers follow the IAB LEAN principles?
- And should governments and competition authorities look into the trading practices of ad blocking companies?

Hosted by **John Byrne**, Director, Publisher Solutions, **Vibrant Media**

(Moderator: **Chris Sutcliffe**, Senior Reporter, **TheMediaBriefing**)