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NEXT:

summit

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Opening Remarks

Jason Kint
@Jason_kint

Advancing the Future of Trusted Content

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What Makes a Publisher Premium

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- Advertisers
- Distributors
- Consumers

The Advertiser - What Makes a Publisher Premium

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~~How Much of Your Audience~~
Is Fake?

~~"If advertisers want all human~~
~~traffic, they should go direct to~~
~~the publisher and pay more"~~

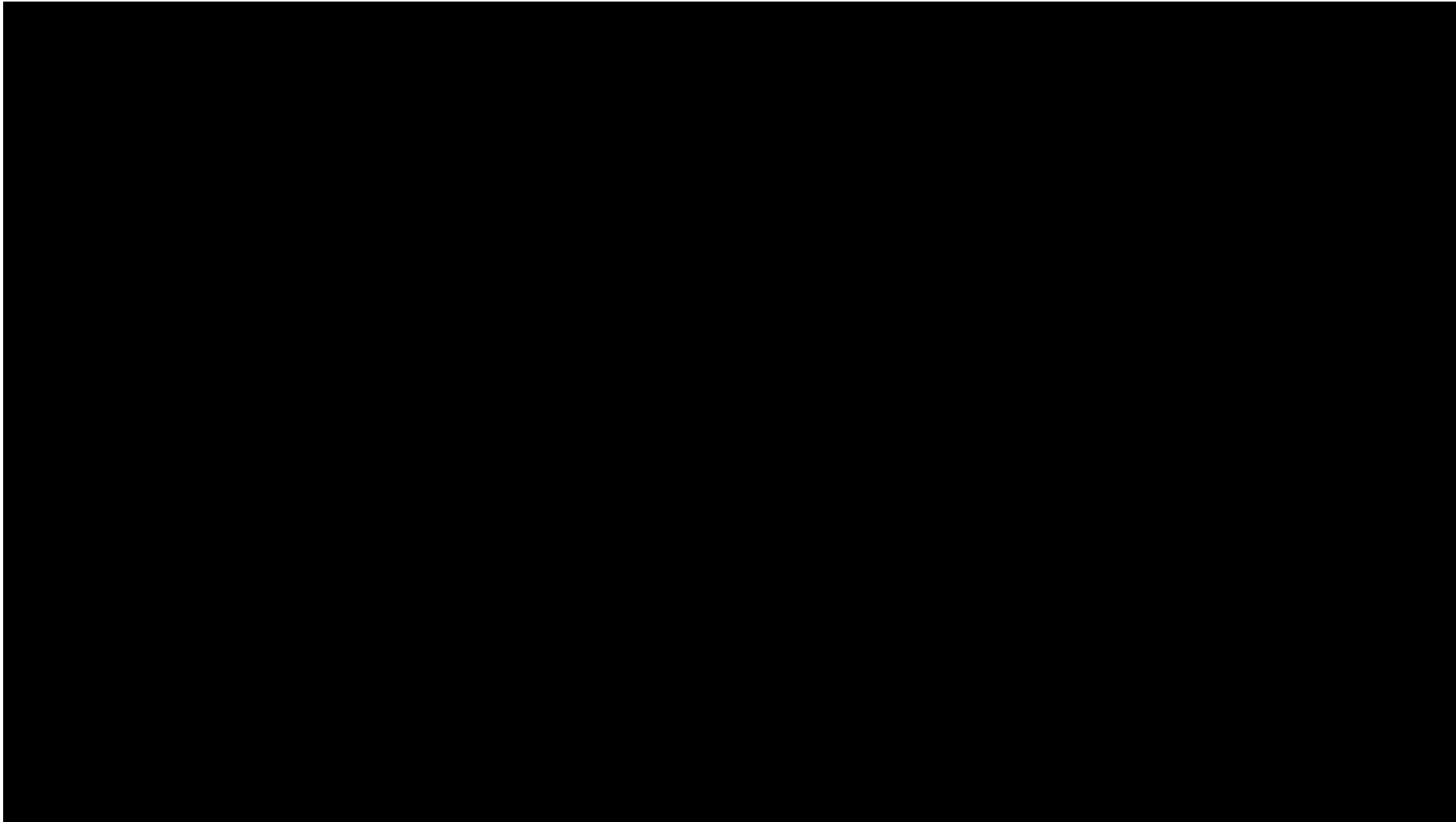
~~"I can think of nothing~~
~~that has done more harm~~
~~to the Internet than ad tech"~~

dcn NEXT:
summit

(Bloomberg)

Rob Norman – Global Chief Digital Officer GroupM

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The Distributor - What Makes a Publisher Premium

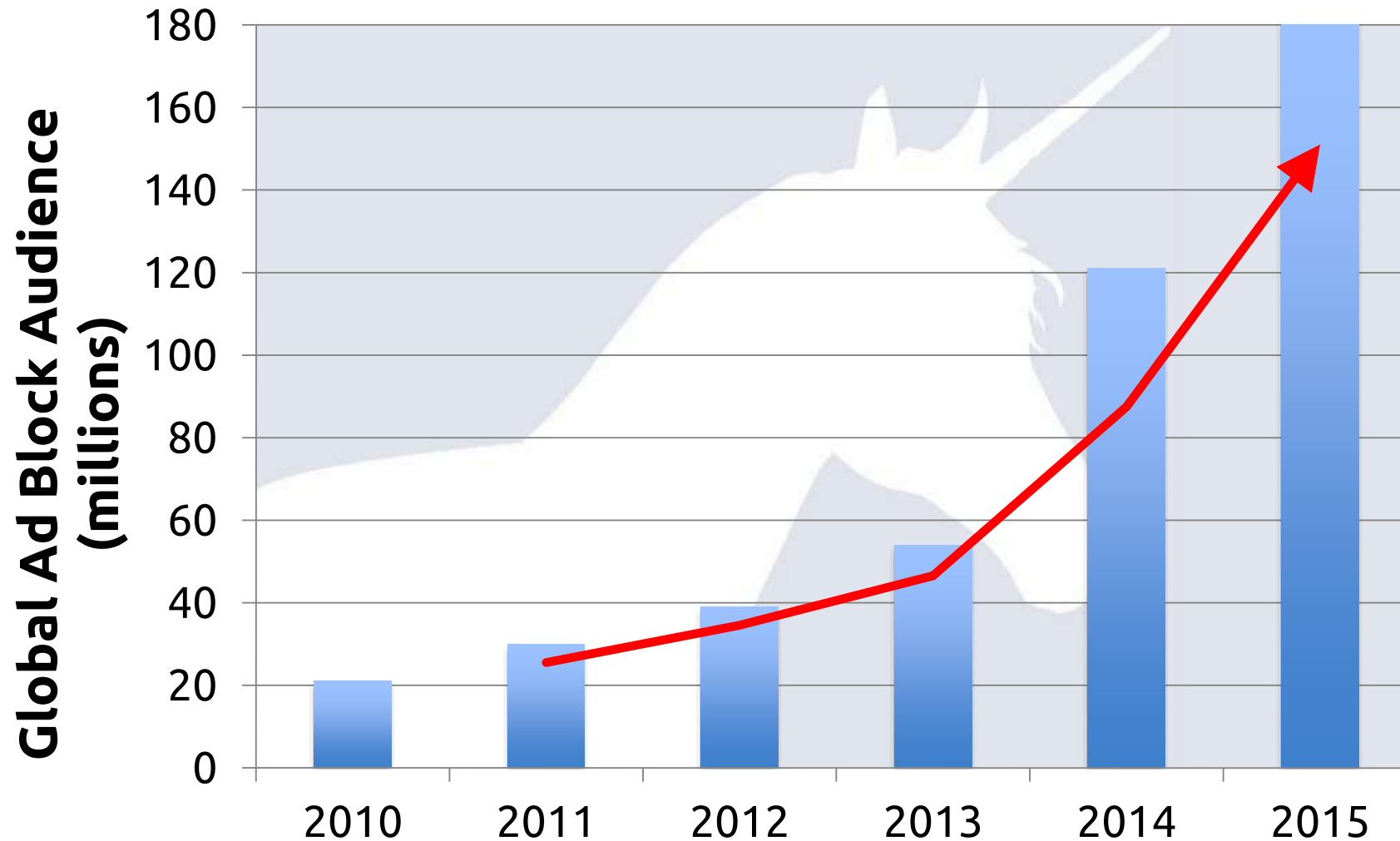
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(REUTERS/Dado Ruvic)

The Consumer - What Makes a Publisher Premium

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(Data from PageFair/Adobe 2015)

