



Connect, Celebrate and Elevate the World of Out of Home

WEDNESDAY MAY 25th 2022

09:30
-
14:30

National Associations meeting
Association

Grand Ballroom EAST
Lower Level

14:00

Registration opens

Councorse Level

15:00

Exhibition opens

Grand Ballroom Foyer
Lower Level

14:30
-
16:00

Audience Research Bodies meeting
By invitation

Grand Ballroom EAST
Lower Level

15:00
-
16:00

WOO Board members Update
By invitation

Churchill Room
Second Floor

16:00
-
16:30

General Assembly

Grand Ballroom EAST
Lower Level

18:00
-
19:00

Welcome drinks and canapes
Hosted by SOLOMON PARTNERS

Vide & Grand Foyer - Lower Level

19:00
-
22:00

Welcome drinks and buffet dinner
Hosted by WOO and COMMB

Waterfall Garden
Second Floor

22:00
-
01:00

Bar Open

SHERATON CENTRE TORONTO



PROGRAM

THURSDAY MAY 26th 2022

08:00 - 09:00	Registration - Doors & Exhibition Open	Congress Participants	Concourse Level Grand Ballroom Foyer - Lower Level
	General information	ANNA PISANO Event Director	WORLD OUT OF HOME ORGANIZATION
09:00 - 09:20	President's welcome address	TOM GODDARD President	WORLD OUT OF HOME ORGANIZATION
09:20 - 09:50	Accelerating Growth in The Digital Economy	JEFF GREENSPOON President and Global Solutions	DENTSU INTERNATIONAL
09:50 - 10:10	'Sustainability: the new digital'	ROBERT DREBLOW Global Head of Marketing Services	WORLD FEDERATION of ADVERTISERS
10:10 - 10:30	The Future is Now: How Big Data is Empowering the Out-of-Home Industry	MICHELE ERSKINE Chairman AMANDA DORENBERG President	COMMB
10:30 - 10:50	Global OOH, A view from the inside	BEN MILNE Head of OOH	AMPLIFI GLOBAL
10:50 - 11:20	Networking Coffee Break		Grand Ballroom Foyer Lower Floor
11:20 - 11:50	Fireside chat - Kinetic Re-invented	KEITH KAPLAN Global CEO JEREMY MALE Chairman - CEO	KINETIC OUTFRONT MEDIA
11:50 - 12:15	"Be the change you wish to see" (Gandhi)	CHRISTIAN SCHMALZL CO - CEO CHRISTIAN VON DEN BRINKEN GM	STRÖER STRÖER CORE
12:15 - 12:40	Realising the value of DOOH through Audience Measurement	GIDEON ADEY CEO & Director NEIL EDDLESTON Founder	GUROOH RUNOR DATA CONSULTING
12:40 - 13:00	Down Under on Top	CHARMAINE MOLDRICH CEO GRANT GUESDEN CEO	OMA MOVE 2.0
13:00 - 14:30	Networking Buffet Lunch		Grand Ballroom Foyer Lower Floor

PROGRAM

THURSDAY MAY 26th 2022

13:00
-
13:45

BREAKOUT SESSION
NEIL EDDLESTON - Moderator
Audience measurement elevator
pitches break out session

KYM FRANK
REMCO DOLMAN
BRUNO SCHMUTZ
PRAMOD PANCH
NICOLA MULLETT

Grand Ballroom
Lower Floor

14:30
-
14:50

Digital transformation:
It's about more than just the Signs

SCOTT WELLS
CEO

CLEAR CHANNEL OUTDOOR AMERICAS

14:50
-
15:10

"Every Cloud"

TIM BLEAKLEY
CEO

OCEAN OUTDOOR

15:10
-
15:30

Harnessing the six forces of change to
build the future of Out of Home

ROHAN TAMBYRAJAH
Chief Strategy Officer
ADRIAN SKELTON
Managing Partner

PHD GLOBAL BUSINESS
TALON

15:30
-
16:00

Networking Coffee Break

Grand Ballroom Foyer
Lower Floor

16:00
-
16:45

Creative Awards nominations
Innovation People's Choice - "The Audience decides"

DINO BURBIDGE
Innovation Leader

SKY

16:45
-
17:00

Wrap up and close of Day 1

TOM GODDARD
President

WORLD OUT OF HOME ORGANIZATION

Free Time

18:30

Coaches Pick UP

SHERATON CENTRE TORONTO

19:00
-
19:45

Pre-Gala Dinner Drinks Hosted by Broadsign

Dress Code
Gentlemen Business suits - Ladies Evening Dress

ROM - Royal Ontario Museum

19:45
-
22:30

WOO Awards Ceremony and Gala Dinner

Dress Code
Gentlemen Business suits - Ladies Evening Dress

ROM - Royal Ontario Museum

22:30
-
23:00

Coaches back to the Sheraton Centre Toronto

ROM - Royal Ontario Museum

23:00
-
01:00

Bar open

SHERATON CENTRE TORONTO

PROGRAM

FRIDAY MAY 27th 2022

09:15 - 09:25	Tom welcome back	TOM GODDARD President	WORLD OUT OF HOME ORGANIZATION
09:25 - 09:50	Lamar - "Keeping it in the family"	SEAN REILLY CEO	LAMAR ADVERTISING
09:50 - 10:15	"Takin it to the Streets"	MICHAEL GIRGIS Co - Founder	DIVE NETWORKS/BIG DIGITAL
10:15 - 10:30	M&A Update	MARK BOIDMAN Managing Director, Head of Media & Entertainment	SOLOMON PARTNERS
10:30 - 11:00	What do clients want from OOH?	BRENDON COOK - Moderator Founder BARRY CUPPLES CEO ANDY SRIUBAS Chief Commercial Officer BEN JANKOWSKI Founder & CEO	OUTDOOR NETWORK AUSTRALIA TALON GROUP OUTFRONT MEDIA MODERN MEDIA SOLUTIONS
11:00 - 11:30	Networking Coffee Break		Grand Ballroom Foyer Lower Floor
11:30 - 12:15	What is the role of the Programmatic providers in growing OOH?	BRENDON COOK - Moderator Founder LESLIE LEE SVP JC CONTI CEO ADAM GREEN SVP ANDREAS SOUPLIOTIS CEO	OUTDOOR NETWORK AUSTRALIA VISTARMEDIA VIOOH BROADSIGN HIVESTACK
12:15 - 12:35	"Let's Dance" Making Equity, Inclusivity and Diversity happen	ANNIE RICKARD Managing Partner OOH NAREN PATEL Founder	WOMEN'S EQUALITY PARTY AND CHAIR OF THE STEERING COMMITTEE MEDIA FOR ALL
12:35 - 12:55	Quality & DeepScreen - "Enhancing the Impact"	BEN AESOPH Regional Manager CATHERINE MORGAN Director of Ocean Labs	DAKTRONICS OCEAN OUTDOOR
12:55 - 13:10	News from the OOH Associations	ANNA BAGER President & CEO	OAAA

PROGRAM

FRIDAY MAY 27th 2022

13:10
-
13:25

Global Campaign announcement

ANTONIO VINCENTI
FOUNDER & CEO
SHELDON SILVERMAN
CEO

PIKASSO
SMARTBOMB MEDIA GROUP

13:25
-
13:45

The now, next and the wondrous future of OOH

DINO BURBIDGE
Innovation Leader

SKY

13:45
-
14:00

Wrap up and close of Day 2
2023 announcement

TOM GODDARD
President

WORLD OUT OF HOME ORGANIZATION

14:00

Buffet Lunch

Grand Ballroom Foyer
Lower Floor

Free Time

19:00
-
23:00

Congress Afterparty

The Assembly
Opposite Sheraton Centre Toronto

23:00
-
01:00

Bar open

SHERATON CENTRE TORONTO



PROGRAM

WOO Executive Team



MARK FLYS

Chief Operating Officer

Over 35 years experience in Outdoor Advertising/Out of Home Media, including 10 years on the buying side and 14 years self employed as an OOH media owner. Chief Operating Officer for the World Out of Home Organization, Mark takes care of business on a daily basis on behalf of the WOO Board of Directors. Married with 2 children, he also plays lead guitarist with London based media band, "The Breaks"



RICHARD SATURLEY

Chief Marketing Officer

A marketing professional with experience across varied consumer, service and hospitality and now Media Industries. Experience in permanent roles with International companies such as Compass and Whitbread as well as British Rail has been enhanced by interim/consultancy work with specific focus on strategic, brand and account development, performance and profit improvement.

Richard joined WOO in 2014 to project manage the 'Always On' Research commissioned by the Organisation. Since then, he has developed the role taking on responsibility for all aspects of Marketing and Communication including the Re-branding to the World Out of Home Organization in 2019, then taking on the role CMO in 2020.



ANNA MARIA PISANO

Events Director, World Out Of Home Organization

Anna Maria looks after all Congress planning and logistics on behalf of the WOO team through her independent company Global Studio, based in Milan, of which she's CEO & Executive Director. Anna has a longstanding experience in the world of tourism and in the organisation of congresses, conferences, conventions and events.

Anna has been an integral part of the WOO executive since the Milan Congress in 2012 and assists with many other WOO functions around the congress planning, including the exhibition and sponsorship details.



GIANGIACOMO RIOLFATTI

Events Manager

Giangi joined Global Studio in 2017 as Project Manager. He is part of Global Studio's Management Team and is responsible for the organisation of major events, conferences and incentives.

Contact Us

WOO Executive Chairman

Tom Goddard

tom@worldooh.org

Chief Operating Officer

Mark Flys

mark@worldooh.org

Chief Marketing Officer

Richard Saturley

richard@worldooh.org

Events Director

Anna Maria Pisano

anna@worldooh.org

Events Manager

Giangiacomo Riolfatti

giangi@worldooh.org

Registered Office (not mailing address):

c/o Baumgartner Mächler Rechtsanwälte AG, Löwenstrasse 2, Zurich
Switzerland, 8001

UK Tel: +44 1494 581777

www.worldooh.org



TOM GODDARD

President and Executive Chairman

Tom is president of the World Out of Home Organisation and Chairman of Out of Home Capital – a global media advisory business headquartered in London. (oohcapital.com) Previously he was Chairman of Ocean Outdoor Ltd and has held senior executive roles in several leading OOH media businesses, including a spell as Chief Executive Office at CBS Outdoor International from 1998 to 2007. He is also a Board Trustee of The London Irish Charity and a member of the World Presidents Organisation (ypo.org.) He lives in Westminster London.



JEFF GREENSPOON

President, Global Solutions
Dentsu International

Jeff is currently leading dentsu's integrated strategy, client management and innovation groups. He joined the network in 2014 when dentsu acquired the agency he co-founded, SPOKE. He has since worked with clients such as Nestlé, Hilton, Disney, ABInBev and GM. He was most recently CEO of dentsu Canada, where he developed a client-focused value proposition to re-introduce the network's market offering while launching dentsu's Solutions group in the Americas – a consultancy-style, full-service offering that fuses dentsu's specialist talent into integrated teams. He was awarded PROFIT Magazine's Young Entrepreneur Award and has been nominated as Canadian Entrepreneur of the Year by EY.



GIDEON ADEY

CEO, GUROOH Ltd

Gideon is a Measurement Consultant for the World Out of Home Organization – developing OOH Audience Measurement Guidelines, and Global Market Sizing. Additionally, Gideon runs a consultancy business applying three decades of OOH analytics experience for buyers, sellers, industry bodies and OOH AdTech. Currently for Ipsos in the UK on Audience Measurement; and UniLED globally, promoting and delivering independent audience verification for DOOH; alongside some advisory roles. Previously, Gideon worked for with the world's largest buyer of OOH media, Kinetic, developing Audience Planning, helped develop the UK's OOH Audience currency, Route, and as Chair of the UK Specialist IPAO body, he has worked to bring standards and regulation to OOH.



ANNA BAGER

President & CEO OAAA

Anna Bager, a seasoned media industry veteran, is the president & CEO of the Out of Home Advertising Association of America (OAAA), the national trade association that represents the out of home (OOH) advertising industry. Bager is spearheading the OOH industry's transformation into one of the most exciting media platforms for brands today, with a focus on tech innovation, ease of buying and integration with other mediums. Prior to joining OAAA, Bager was executive vice president of industry initiatives at IAB, leading all digital, mobile, video, audio, and data industry initiatives as well as all thought leadership which included the Digital Content NewFronts. She has been named one of the 30 most powerful women in mobile advertising by Business Insider and one of the top women in media by Folio magazine and Cynopsis Media.

SPEAKERS



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SPEAKERS



TIM BLEAKLEY

Ocean Outdoor Ltd CEO

Ocean is a pioneering media Group which has established a unique position in the premium Digital Out of Home (DOOH) sector and is at the forefront of creating a new global medium, Beyond Out of Home. This has been achieved in 12 years under Tim's leadership, supported by talented management teams. Tim specialises in media brand building and media business transformations and turnarounds. He has led businesses through consolidation, private equity investment, exit and flotation. Leveraging a successful career in TV, radio and outdoor, Tim has steered Ocean through three phases of private equity investment, followed by three UK acquisitions and the Company's full LSE listing. Seven other acquisitions have since been completed, expanding Ocean into Northern Europe. Ocean now spans seven countries, 370 cities and 8,256 digital screens in markets which lend themselves to fast DOOH growth using the Ocean brand and ethos.

Ocean's position is propelled by a potent combination of the most prestigious DOOH locations, advanced proprietary technology and world class digital techniques which are unlocking the true value of DOOH in the all screen world and delivering consistent revenue growth in the UK, Netherlands and the Nordics. A committed digital outdoor evangelist, Tim was the recipient of the International Leadership Award at the 2019 World OOH Congress.



DINO BURBIDGE

Innovation Leader, Sky

It's tough to say what I actually do. I trained as a designer but quickly jumped into games coding for the BBC and the fledgling 1990's internet. I became Head of Creative Technology at Disney and then led digital agencies for a decade as Creative Director. I've run music industry start-ups, designed toys and even won a BAFTA. A move to ad-land introduced me to the glorious world of OOH. A bunch of shiny awards I moved to Sky to help found Sky Labs and the Sky Innovation Centre - a building dedicated to innovation. I still don't know what I do but I like making creativity play nicely with technology. I also have terrible taste in shirts.



MARK BOIDMAN

Managing Director - Head of Marketing and Media/Tech Services - PJ SOLOMON

Mark Boidman is an investment banker. He has over 20 years of experience in public and private mergers and acquisitions, divestitures, leveraged financings, private placements, and restructurings. Mark advises companies across the media and technology sectors, including digital media and media services with a focus on out of home media, retail (in-store/on-premise) media and technology, and mobile, and has advised clients in industry changing M&A transactions with a combined transaction value of over \$40 billion. He is the author of Times Square Everywhere, a top-selling analysis of how digital and mobile media are changing the media industry. Mark is a partner at PJ SOLOMON. Before joining PJ SOLOMON, Mark was the head of Barclays (originally Lehman Brothers) out of home media, and TV broadcasting and radio coverage as a part of Barclays Global Technology, Media, and Telecom Group. Prior to Lehman, Mark was an attorney in the M&A Group at Paul, Weiss, Rifkind, Wharton & Garrison.



GABRIEL CEDRONE

CEO, Grupo Vallas - President ALOOH

Argentinean. Actually living in Mexico City. High level executive with experience for more than 25 years in international companies such as Pepsi-Co, Philip Morris, Warsteiner and Grupo Vallas. With a Law Degree by Buenos Aires University and an International Business Specialty, he starts his professional career in the distribution, marketing and sales from FCMG Companies. During his performance on Sales and Marketing areas, he implemented more than 130 brand launches around the world for many products from the food and beverage industry. His career was boosted even more when he developed as Warsteiner International CEO, developing in the highly competitive beer products category. Then he acted as a consultant and advisor for more than 100 international projects in many companies, before moving on to the Media and Advertising Industry.

SPEAKERS



JEAN-CHRISTOPHE CONTI

CEO, VIOOH

VIOOH

Jean-Christophe (JC) Conti is the CEO of VIOOH, a leading global digital out of home (OOH) marketplace. With over 25 years of industry experience, JC joined VIOOH when the business launched in 2018. As CEO he leads a team of digital out of home and ad tech experts in developing and managing VIOOH's platform, which connects buyers and sellers in a premium marketplace, making OOH easily accessible.

At VIOOH, JC is also responsible for driving the business' continued growth. As of April 2021, VIOOH trades programmatically in twelve markets across Europe, the US and APAC regions, with more to follow. With JC at the helm, VIOOH aims to be a world-leading platform in the fast-growing global programmatic OOH sector.



BRENDON COOK

CEO, Outdoor Network Australia

Good360

Brendon Cook founded Outdoor Network Australia, now known as oOh! Media, in 1989 a company that became Aust and NZ biggest Out of Home company. Brendon has had 42 years' experience in outdoor media and was long term board member of the OMA (Outdoor Media Association of Australia) and for the last 7 years on the board of the World OOH organisation. Today Brendon consults to businesses bringing a deep view of business strategy, including customer growth and long-term development, combined with business positioning, to both fast-growing markets and acquisitions, and other financial events from Seed capital, PE to IPO. He is on the Board or Advisory Boards of Thomson Geer, Brennan IT, Good 360, I learning Group, Beatgrid Research and consults to media, creative agencies, and research businesses across the world including oOh!media.



BARRY CUPPLES

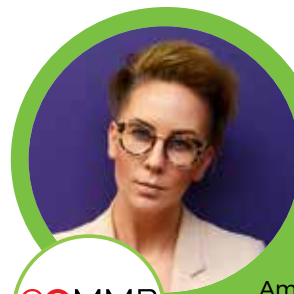
CEO, TALON

Talon

Barry previously spent 25 years at Omnicom Media Group and held roles including CEO Asia-Pacific, CEO Eastern Europe and Global Investment CEO.

He brings extensive multiple media and management experience at a global level and working across a multi-billion dollar client investment portfolio. He will lead the establishment of Talon's offering on a global basis and bring his knowledge and experience to bear as Talon implements intelligent platforms to allow the Out of Home channel to communicate with the foremost potency and efficiency. Barry will work alongside founder and shareholder Eric Newnham and Talon's management shareholders - Managing Directors Frank Bryant and James Copley - together with the rest of the senior management team.

"I am really happy to be joining Talon at a time when we can give real focus to growth and expansion into new markets, as well as credible aspirations to enhance the brilliant service they already provide. For me this is the continuation of an exciting journey and I'm excited to be joining such a dynamic business."



AMANDA DORENBERG

President, COMMB

COMMB
Canadian Council of Home Marketing
and Measurement Bureau

Amanda Dorenberg is a technology & marketing executive with a passion for disrupting traditional industries via new & emerging tech. A 2021 nominee of Canada's Top 40 Under 40, Amanda is an active contributor to Entrepreneur, Forbes, Fast Company, and Rolling Stone. Currently, the President of COMMB (Canadian Out-of-Home Marketing & Measurement Bureau), Amanda is responsible for driving innovative change using emerging technologies across the OOH industry. Leveraging her background in deep tech, product development, and growth marketing, she is responsible for the collective marketing & measurement efforts for the OOH industry across Canada.

SPEAKERS



ROB DREBLOW

Global Head of Marketing Services, WFA

Rob leads the marketing services function at WFA. His focus is on championing client-side marketers' priorities globally and enabling knowledge exchange amongst 135 of the world's biggest multi-national brand owners. Since joining WFA, membership has trebled.

Prior to joining the WFA, Rob was Associate Director at MediaCom where he spent 8 years split between London and Toronto.



NEIL EDDLESTON

Founder, Runor Data Consulting

Before establishing Runor Data Consulting in 2020 to guide clients in making sense of the use of data in the media space for measurement and targeting, Neil worked in strategic marketing and research roles in television (ITV) in the United Kingdom and more recently in a global role for the JCDecaux Group. As Managing Director of the global sales and marketing division, JCDecaux OneWorld, he was responsible for developing lasting partnerships with international advertisers and agencies. Latterly he was a member internal structure which developed the group data strategy including the establishment of VIOOH, an industry programmatic trading platform. Neil represented the JCDecaux Group on the board and technical committees of numerous industry audience measurement bodies throughout the world. He was a member of the steering group and Chairman of the technical committee of the ESOMAR global guidelines for outdoor audience measurement, GGOODAM, and continues to provide support in OOH and cross media measurement to industry stakeholders via Runor. Neil has an Honours Degree in Economics



MICHELE ERSKINE

Chairman, COMMB

Michele Erskine was appointed CEO Canada for OUTFRONT in 2017 after spending 11 years in marketing, operations, and sales leadership roles with the company. A 16-year COMMB veteran, Michele has previously served on COMMB's Research Committee & currently serves as Chair of the Board of Directors since 2018. Prior to joining OUTFRONT, Michele worked agency-side in a variety of roles such as media buying/planning, research, & broadcast/radio, forming the foundation which has led to a love of out-of-home and a commitment to driving the business forward with passion, innovation and thoughtfulness.



MICHAEL GIRGIS

CEO, Big Digital

Gideon is a Measurement Consultant for the World Out of Home Organization - developing OOH Audience Measurement Guidelines, and Global Market Sizing. Additionally, Gideon runs a consultancy business applying three decades of OOH analytics experience for buyers, sellers, industry bodies and OOH AdTech. Currently for Ipsos in the UK on Audience Measurement; and UniLED globally, promoting and delivering independent audience verification for DOOH; alongside some advisory roles. Previously, Gideon worked for the world's largest buyer of OOH media, Kinetic, developing Audience Planning, helped develop the UK's OOH Audience currency, Route, and as Chair of the UK Specialist IPAO body, he has worked to bring standards and regulation to OOH.

SPEAKERS



Broadsign

ADAM GREEN

SVP, Broadsign

Adam Green, Senior Vice President, Strategy, ensures that we continue to make the right decisions to grow our business organically and through strategic partnerships and M&A. Previously, Adam spent three years growing Broadsign's programmatic platforms business. Prior to Broadsign he spent eight years managing Google's relationships with media and creative agencies in Canada. He has also worked as a management consultant, a renewable energy sector entrepreneur, a mechanical engineer, and an analyst in the computer hardware industry. He holds a degree in mechanical engineering from Queen's University and is a proud grad school drop-out.



MOVE

GRANT GUESDON

CEO, MOVE 2.0 Lead & MOVE

Grant's superpower is counting people in a way that makes the Out of Home universe move beyond just the people to measure attention and the impact. You could count the number of people on one hand who understand audience measurement as well as Grant does. He is the industry's secret weapon. He has worked in Out of Home audience measurement for over two decades following an equally stellar career in agency land, planning and buying. Grant is the lead for MOVE 2.0, the Australian industry's new audience measurement system currently in development. Between Grant and Charmaine, they have over 30 years combined OOH experience, making them industry veterans or 'lifers' as they like to call themselves.



DAKTRONICS

BEN AESOPH

International Market Manager, Daktronics

Ben Aesoph is the International Market Manager for Daktronics. In his position he creates and implements effective sales strategies and leads the Europe, Middle East, Africa, and Latin America sales teams toward achieving each of their regional goals. He develops competencies and processes to create an effective and efficient sales organization. Ben joined Daktronics in 1994 and has worked in many areas of the company, including; customer service, engineering, project management, regional sales, and currently directs international sales efforts for Daktronics. Ben joined the international market in 2004 when he moved to Europe to help establish the Daktronics Germany office. After 3 years in Europe he was offered the opportunity to move from Germany to Dubai to help expand the Daktronics presence in the Middle East. In 2010, Aesoph moved back to the corporate office in the United States to be the Market Manager for the International regions.



kinetic

KEITH KAPLAN

Global CEO, Kinetic

In late 2020, Kinetic welcomed Keith "Kappy" Kaplan as their new Global CEO. Kaplan is a highly skilled advisor, investor, and executive who has played a significant role in shaping the ad-tech industry for 20+ years. He brings a wealth of media, digital, and technology monetization expertise to his role at Kinetic. He helped build a global ad network at Adconion (now Amobee), led Global Client and Agency Development for Yahoo, and spearheaded Global monetization as President for King Digital Entertainment, (Candy Crush) a division of Activision. Kaplan's leadership is paired with the promise to further develop the world's largest agency OOH center of excellence through innovation and outcomes. He has been focusing Kinetic on the impact and potential of OOH throughout the entire marketing ecosystem. Kaplan's aim is to continue growth and momentum in OOH globally while evolving the industry around amazing strides in automation and digitization. Kaplan's ambitions are driven by one belief: Out of Home has proven and will continue to prove its value for brands and their hard-to-reach, but loyal, curious, and engaging audiences.

SPEAKERS



JEREMY J. MALE

Chairman - CEO, Outfront Media

Jeremy J. Male has served as OUTFRONT Media's Chief Executive Officer since September 2013, and as Chairman of the Board of Directors since October 2014. Jeremy previously served as the Chief Executive Officer, UK, Northern Europe and Australia for JCDecaux SA since 2000, with operational responsibilities for 11 countries. He also served as a Member of the Executive Board at JCDecaux SA from October 2000 to September 2013. Prior to that, Jeremy served as Chief Executive Officer, Europe, of TDI Worldwide Inc. With his long and successful career in senior management positions and executive board experience in outdoor advertising companies worldwide, Mr. Male brings an unparalleled global expertise to the outdoor advertising industry. Jeremy and his wife reside in Greenwich, CT and they have two children.



BEN MILNE

Head of OOH, Amplifi Global

Ben is the Head of OOH at Amplifi Global, the supply side platform of dentsu International. In this role Ben leads dentsu's OOH and location-based marketing specialists across the globe including the Posterscope and PSI brands along with the OOH & location specialists based within the Amplifi platform. Ben has worked for dentsu for the last 22 years in various roles across planning, strategy, innovation and leadership in OOH across the UK, Russia, China, Japan, APAC and now leads dentsu's global OOH effort. Whilst based in Tokyo at Dentsu Inc. he spent five years helping to establish new OOH solutions such as Liveboard Inc., now Japan's leading OOH SSP. Following this Ben moved back to London to lead PSI, dentsu International's global location-based marketing specialist, as Managing Director in September 2019. Ben was appointed to his new role as Head of OOH for dentsu International in December 2021.



CHARMAINE MOLDRICH

CEO, OMA

Charmaine Moldrich, OMA's long-standing CEO, who has over 40 years' experience working in a variety of sectors including media, the arts, higher education and government as a marketer, communicator and leader. In her 12 years as CEO of the OMA and MOVE she has been part of the Outdoor industry's growth in a rapidly changing, technology driven world. She can always be heard vigorously and robustly debating and discussing all things media measurement with Grant Guesdon who has been with MOVE for over 13 years.



CATHERINE MORGAN

Director of Ocean Labs, Ocean Outdoor

Cat is Director of Ocean Labs across the Ocean Group, a collective of creative, data and digital specialists who are transforming out of home from a static medium to a progressive, creative, digital, responsive channel. Ocean Labs is an industry incubator which draws together the creativity, emerging technology and Digital Out Of Home (DOOH). Helping advertisers, agencies and brands understand and develop the right creative approach to leverage new and emerging technologies of DOOH.. The Labs team is responsible for delivering some of the world's most famous DOOH campaigns, including the hard hitting and multi award winning Women's Aid, Look At Me. Cat has also been shortlisted for TechWomen100 and Creative Women of the Year by the Drum & Creative Equals. As a mentor, Cat is a member of Bloom, mentoring and championing women in communications. She is also a member of Women for Women International and works closely with The Female Lead initiative.

SPEAKERS



NAREN PATEL
CEO, Media for All & Geoprove

Naren Patel joined the Outdoor industry in 1991. During his earlier career at Primesight he helped turnaround the business, floated it on the LSE and then sold the business to STV plc. In 2007 Naren led an MBO of the business and proceeded to grow Primesight through digitisation, acquisitions and organic development, making Primesight one the leading and most successful brands in media industry. In September 2018, Naren sold Primesight to Global Radio and left Global in May 2020 after assisting with the integration. Naren has spent the last two years volunteering and building up Media for All (MEFA), which is a social enterprise he created to help minority talent thrive in the media industry. Media for All has over 500 members and offers mentoring and support services to its members. It is challenging the media industry to improve diversity and the lived experiences on minorities in the sector. Naren is also the founder of Geoprove, which is a mobile advertising verification product.



ANNIE RICKARD
Managing Partner OOH, Women's Equality Party and Chair of the Steering Committee

I have had a long and successful career in OOH, building Posterscope from a UK start-up to a global network, now part of Dentsu. My focus was on developing a strong culture, investing in people through training and development, and investing in insight. My ambition was to stay at the forefront of the fast-changing industry by continually challenging the status quo. In 2021, I joined forces with Tom Goddard to create OOH Capital, a unique consultancy in the OOH industry that now has an international team of experts working with cities and municipalities, investment companies and businesses helping them to realise the full potential from OOH. I am also a Director of the Women's Equality Party and Chair of the Steering Committee. I believe that equality for women is not only a women's issue; when women fulfil their potential, everyone benefits.



SEAN REILLY
CEO, Lamar Advertising

Mr. Reilly has served in various capacities at Lamar since 1978, then a family owned private business. He is a Harvard University and Harvard Law School graduate and began working on acquisitions and real estate for Lamar in 1989. He became the Chief Operating Officer of Lamar in 2001. In 2011 he was promoted to Chief Executive Officer. He currently serves as the Board Chair of the Outdoor Advertising Association of America. He was named a 2015 National Finalist Entrepreneur of the Year by Ernst & Young. Mr. Reilly has served in leadership positions on numerous non-profit and community boards and institutions, including the Board of the Louisiana Recovery Authority, the state agency charged with crafting Louisiana's long term recovery response to hurricane disasters. Policy. Mr. Reilly's also serves on a number of other Boards.



DAVE ROBERTS
CEO, Primedia Outdoor

Dave Roberts, the CEO of Primedia Outdoor since his appointment in 2012, has a formidable track record of growing the business over almost two decades of financial stewardship and strategic leadership. During his tenure, Primedia Outdoor has undergone a number of transformations and throughout these often-complex re-alignments and integrations, Dave has been at the helm, steering the company toward improved delivery, profitability and operational efficiencies across 9 different African markets. Dave has also been instrumental in pushing innovation in the OOH space. Primedia Outdoor was one of the first to market with roadside digital in South Africa – initially, urban DOOH, followed by a succession of large-scale digital screens across major freeways in South Africa and numerous African countries in which the company has offices. The creation of the OMC (Out of Home Measurement Council) in 2015 was yet another landmark in the OOH industry in which Primedia Outdoor was a principal founder, with Dave at the helm. Primedia Outdoor recently won the coveted MOST Award for the best OOH Media Owner in South Africa in 2021.

SPEAKERS



CHRISTIAN SCHMALZL

Co-CEO Ströer SE & Co. KGaA

Christian Schmalzl was born in Passau in 1973. He studied political science, philosophy, literature, and sociology in Passau, Munich, and Cardiff. While in college, he also worked as a freelance journalist in the editorial departments of various newspapers and publishers. After graduating from college, he joined Munich-based MediaCom as a trainee. In 2002, a little more than two years after starting out as a trainee, he became the youngest managing director in the agency group's history. In 2007, he assumed full responsibility for all business activities in Germany. After just 10 years with the internationally active media group, he was made Worldwide Chief Operations & Investment Director (COO) at the age of 36. He has joined Ströer's Board of Management at the end of the year 2012. As COO, he headed overall group operations in Germany and abroad. In March 2017 Christian Schmalzl has been appointed Co-CEO of Ströer SE & Co. KGaA and since then is leading the M-DAX company together with Co-CEO Udo Müller.



SILVERMAN SHELDON

CEO, SmartBomb

Sheldon Silverman is a Partner at OOH Capital & Founder/CEO of SmartBomb Media Group & Liquid Marketing. He is a Trustee of the Automotive Aftermarket Foundation & on the Board of Directors of the Digital Signage Federation. He is the Co-Chair of the DSF Global DOOH Council whose mandate is to foster educating brands & agencies on the power of DOOH & increase industry stakeholder partnerships. Sheldon was on the Inaugural Leadership Committee for the UN Media For Social Impact Summit & the Advisory Council for the Obama White House's Multicultural Outreach. Some of his industry awards include the 2014 United Nations Leadership Award for Driving Social Change Through Media, the Global SpeechTek Award for Best Voice Application & multiple CADM Tempo Awards.



ADRIAN SKELTON

Managing Partner Talon Outdoor

Adrian Skelton has over 25 years of OOH experience, joining Talon Outdoor in its infancy in 2014 and quickly becoming managing partner. A key part of Talon's senior management, he recently oversaw the initial US expansion, the launch of Talon's International offices in Germany, Dubai and Singapore and the development of the groups global OOH network Plexus. Adrian previously spent over a decade at Kinetic where he set up and ran the direct appointment side of the business.



ANDREAS SOUPLIOTIS

Founder & CEO, Hivestack

Andreas Soupliotis is the founder and CEO of Hivestack, a leading global, full stack, advertising technology company that powers the buy and sell side of programmatic digital out of home (DOOH) advertising. Headquartered in Montreal, Canada, Hivestack has global operations across 25 markets including Tokyo, London, New York, Mexico City, Shanghai and Sydney.

Andreas has over 22 years of experience spanning across the software and ad tech industry, most notably in various R&D positions at The Microsoft Corporation. Andreas also founded Ayuda Media Systems, which was acquired in 2018, and sits on the DPAA Board of Directors.

SPEAKERS



ANDREW R. SRIUBAS

Chief Commercial Officer, Outfront

As the Chief Commercial Officer, Andy is responsible for the company's strategic direction. This includes oversight of the company's partnerships, product, digital operations, client platform experience and corporate & business development; as well as our significant municipal and real estate relationships. Andy started at OUTFRONT in 2014 as EVP, Strategy & Development. Prior to joining OUTFRONT, Andy served at the Chief of Strategy & Corporate Development for Sonifi Solutions. As a 23-year veteran of the investment banking industry, he held Managing Director roles at JPMorgan and others providing strategic advice to, and raising capital for their Technology, Media & Telecommunications clients. Andy serves as a director on the Media Rating Counsel's board which audits audience measurement methodologies and sets standards for the advertising industry. Andy is a member of Seachange International's Board of Directors and on the board of Nanoscent Labs based in Haifa, Israel. He is an advisor to several emerging technology companies.



ROHAN TAMBYRAJAH

Chief Strategy Officer, PHD Global Business

Rohan is a communication strategist with over 18 years' experience working in agencies and media companies. His strategic capabilities are centred around a background in digital and a fascination with how technology is changing consumer and brand behaviour.

As the Chief Strategy Officer in PHD Global Business, Rohan heads up a large team of strategists, planners and innovators and oversees the strategic output across PHD's portfolio of large global brands. He works with household brands such as HSBC, VF Corp, VW Group, Chanel and Diageo.



CHRISTIAN VON DEN BRINKEN

GM, Ströer Core

German, Born 1969, Diploma in Geography, 2 years Nielsen, 8 years Managing Director Initiative, 5 years Managing Director MediaCom, since 2011 with Ströer as Managing Director Strategy & Innovation. Running Ströer Core since 2021 a unit that focuses on the development of the OOH+ product, Strategy and Innovation. Lives in Düsseldorf, Germany. Ambassador and Founder of ARIC (Artificial Intelligence Competence Center) and Ambassador of ELNET (European Leadership Network).



SCOTT WELLS

CEO, Clear Channel Outdoor Americas

Scott Wells is CEO of Clear Channel Outdoor Holdings, Inc., with operations in 31 markets spanning 4 continents. A member of the CCOH board, Scott is also CEO of Clear Channel Outdoor Americas since March 2015. Previously, Scott worked at Bain Capital, where he led operational improvement and transformation efforts across a variety of investments. He is Chairman of Achievement Network (ANet), an education-related non-profit, as well as Vice Chair of Communications and a board member of the Outdoor Advertising Association of America (OAAA) and serves on the board of the American Advertising Federation (AAF).

SPEAKERS



LESLIE LEEN

SVP of Marketing, Vistar Media

Leslie Lee is Senior Vice President of Marketing at Vistar Media, overseeing global marketing and customer education. Prior to joining Vistar in 2017, Leslie was Director of Marketing at independent demand-side platform (DSP) ChoiceStream,, and Senior Manager of Communications at the global DSP Turn (now Amobee). Before joining the programmatic technology industry, Leslie worked at InkHouse Media+Marketing, a public relations agency. Leslie is currently on the advisory board of We.DOORH, and is an advisor to Eulerity (an early-stage startup focused on digital advertising for local businesses). Leslie has a BA from Harvard University.



BEN JANKOWSKI

Founder and CEO, Modern Media Solutions

Ben Jankowski is the Founder and CEO of Modern Media Solutions.

Modern Media Solutions focuses on providing real world, tangible, practical, and sustainable marketing solutions. We will do this by working to identify opportunities & challenges, developing & executing solutions, and managing progress toward north star objectives. In short, Modern Media Solutions will be a collaborative partner and thought leader for marketers who are managing the marketing and media transformation needed to best serve today's consumers.

Modern Media Solutions is founded by Ben Jankowski. Ben has 40 years experience on both agency and brand side. He is a leader in the media/ advertising industry. He has held various positions at agencies and marketers. He spent 28 years at agencies and holding companies including Grey and Media Edge/ WPP, MPG/ Havas and for most of his career Omnicom agencies.

After his successful agency career, Ben moved to lead the paid media specialty for Mastercard. Here he led the companies and their initiative towards optimizing their media investment around the world. There have been many accomplishments including working on the team that has saved the company hundreds of millions of dollars, driven clear media strategies, executed powerful engaging customer experientially led media partnerships; collectively helping Mastercard become a top 10 brand (according to Brand Z).

Ben is a true global media executive having worked in over 60 countries during his career. He has translated this knowledge to be an industry leader:

- Ben was the Co- Chair of the World Federation of Advertisers Media Forum and Global Media Board.
- He is also the Co-Chair of the Media Committee and Media Advisory Board, groups led by the Association of National Advertisers (US).
- He serves on the Executive Board of the Mobile Marketing Association's Data and Media Committee
- Many other appointments in the industry

Ben is part of the new generation of marketers that is driving ownership and change on important media topics and this work has help shape some of the leading industry initiatives today including brand safety, cross media measurement, privacy among others.

Ben is a frequent speaker on industry events and has spoken at most every global media/ advertising event including Cannes Lions Festival, CES, DMEXCO, Festival of Media, Advertising Week in both the UK and US among many others.

SPEAKERS



KYM FRANK

Global CXO, Motionworks

Kym is an audience and media research expert. Her focus is on improving business outcomes through marketing, measurement, and attribution. Her career spans insights roles with leading media companies on the publisher side, agency side, and supplier side. Most recently, she served as President of Geopath, the US measurement body.

Kym joined Motionworks as Global CXO this fall, where she is developing new ways to leverage population intelligence data - in the OOH industry and beyond. Kym oversees a wide range of categories and markets - including expansion of OOH measurement into new regions.

She is the current President of the Marketing Research Council (MRC), a board member for the Digital Signage Federation (DSF) and a member of their Education Committee.



NICOLA MULLETT

Deputy Managing Director, Mediatel

Nicola has worked in media data and technology for 25 years. Beginning her career as a software developer after graduating from Cambridge, Nicola moved into project management and business analysis to lead Mediatel's consultancy business. She has worked on a multitude of ad technology projects across digital, print, TV, radio and OOH, and is currently leading the delivery of the UK industry initiative SPACE to bring efficiencies to Out of Home advertising.



PRAMOD PANCHA

Chief Technical Officer, Moving Walls

Pramod is the Chief Technical Officer of Moving Walls responsible for innovation in Moving Walls product and platforms. An expert on system architecture and design, he has worked on a wide range of technology startups where his teams have built large scale software and hardware systems for applications including mobile apps, enterprise IP-PBXs and carrier-grade IP and WDM systems. Pramod holds several patents and has published over 20 papers. Pramod started his career with Bell Laboratories where he led projects resulting in several breakthroughs including the world's first wireless high-speed (ATM) local area network. Pramod received his Ph.D in Electrical Engineering from the University of Pennsylvania where his thesis was on Digital Video Transport in ATM networks.



BRUNO SCHMUTZ

Managing director, Ipsos

Bruno is currently leading the 'Media and audience measurement' service line of Ipsos in France ; he is also responsible for the deployment of Ipsos OOH Audience measurement solutions worldwide. For 25 years, he held managing positions in marketing and market research, both on client and supplier sides : Hachette Filipacchi média (world leading publisher), Publicis (advertising), and Ipsos (market research). What thrills him most is to find creative ideas and solutions addressing client needs, and boosting business growth and profitability ; to innovate through technology and disruptive thinking ; to shape the future of the industries.

BREAKOUT SESSION



REMCO DOLMAN

CEO and Founder Spotzi

Remco Dolman is the CEO and founder of Spotzi. Remco founded the company in 2014. His goal is to help companies find new locations where they can grow their business or find new customers. The result is a data driven application with its focus on out-of-home. As a CEO of Spotzi, Remco is responsible for driving the company's growth so they can help more out-of-home companies discover new opportunities.

A large, light green silhouette of a city skyline, featuring the CN Tower and various skyscrapers, spanning the bottom half of the page.

BREAKOUT SESSION



TOM GODDARD
President & Chairman
WOO



ANNA BAGER
President & CEO
OAAA



GABRIEL CEDRONE
President
ALOOH



MARTIN CORKE
CMO
Clear Channel UK



GUILLERMO DE LELLA
Director
Grupo Al Sur



DANIEL HOFER
Member Global Executive Board
JCDecaux



JEREMY MALE
Chairman & CEO
Outfront Media



NOOMI MEHTA
Chairman
Selvel One Group



CHARLES PARRY-OKEDEN
CEO
ECN



SEAN REILLY
CEO
Lamar Advertising



DAVE ROBERTS
CEO
Primedia Outdoor



KATRINE A. ROBERTSON
CEO
BlowUP Media



CHRISTIAN SCHMALZL
Co-CEO
Ströer SE & Co. KGaA Germany



LEON TAVIANSKY
CEO
GLOBAL

BOARD



Established in 2001, Absen Optoelectronic Co., Ltd (SZSE: 300389) is a trusted global brand providing LED display solutions and services. Featuring reliable visual performance and proven product quality, Absen's LED displays have been exported to over 120 countries and regions around the world.

Amongst the Chinese manufacturers of LED, Absen has been ranked number one Chinese exporter for the last, consecutive, nine years. With more than 30,000 successful installations in OOH advertising, retail, sports, entertainment, spectacles, branding, corporate and broadcasting, Absen has an LED product solution for every application.

As a truly global player Absen is constantly developing its international sales and service networks. For our European partners and customers our European HQ is located near Frankfurt a.M., Germany, where we would welcome the opportunity to meet with you and demonstrate the proven quality and cost-effectiveness of our award-winning products.



Broadsign is making it easier than ever for media owners, agencies and brands to harness the power of out-of-home and connect with audiences across the globe. Powering over 1 million signs in airports, shopping malls, health clinics, transit systems, and more, Broadsign is at the heart of people's lives.

The Broadsign platform helps media owners more efficiently manage their business operations while enabling brands and agencies to easily book OOH campaigns. The platform includes tools for content distribution, playback and proof of performance; sales inventory availability and proposal generation; automated programmatic DOOH transactions; and OOH business operations.



COMMB is the national not-for-profit organization for the Canadian out-of-home (OOH) industry. Our membership base is comprised of advertisers, agencies, programmatic tech-stacks and OOH companies, large and small. COMMB is responsible for the collective marketing and measurement efforts for the OOH industry, developing proprietary audience measurement methodologies for a variety of OOH media formats and ensuring the voice of OOH is at the forefront of media via broad marketing and communications initiatives.



Founded in 1968, Daktronics is recognized worldwide as the leading designer and manufacturer of electronic scoreboards, programmable display systems, advertising displays and large screen video displays using LED technology. The company has installed more than 35,000 individual video-capable displays in more than 80 countries around the world and has multiple international manufacturing and office locations.

These displays inform and entertain people throughout the world including thousands of digital billboards and many custom Out Of Home digital advertising displays in places like Times Square, New York, and Piccadilly Lights in London. Recently the company installed an 8,000 sq. ft. LED video display system at Rogers Centre, Toronto, Canada.

A light green silhouette of the Toronto skyline, including the CN Tower, is positioned in the background of the page.

SPONSOR

DREAMMEDIA®

DreamMedia was born in 2004 and is currently considered the market leader in static and digital billboards in Portugal. The brand's first internationalization occurred in 2012, in Mozambique, and it stood out for its innovative solutions. Between 2013 and 2020, the group, recognized throughout the market, significantly increased its market share by acquiring some of its largest competitors, and, this way, undisputedly becoming the greatest player in the billboard market in Portugal. In 2021, it entered the street furniture segment in full force, with the company winning, in the last year, some of the most important concessions in the country, such as the concession of the Municipality of Porto. The brand revolutionized the market by creating the first and largest digital billboards advertising network in Portugal, thereby making dreamMedia the main agent of digital transformation in the country.

Hivestack

Hivestack is the largest independent, global, full stack, marketing & ad tech company, powering the buy and sell side of programmatic digital out of home (DOOH) advertising.

On the buy side, marketers use Hivestack's Demand Side Platform (DSP) to create measurable campaigns that activate DOOH screens in real-time based on consumer behavior and audience movement patterns. On the sell side, DOOH media owners use Hivestack's Supply Side Platform (SSP) & Ad Exchange to attract programmatic revenue. DOOH media owners can also use Hivestack's Ad Server to power impression-based, directly sold campaigns.

Our suite of solutions allows advertisers to plan, activate and measure DOOH campaigns at scale.

GAME CHANGERS Ipsos

Ipsos - world leader in Out of Home measurement. Ipsos operates OOH solutions in 17 different countries. (11 recognised industry currencies). We offer the most accurate and reliable insights for media owners, media agencies and brands. People-centric measurement Ipsos provides a total understanding of audiences. Our approach centres around understanding people and is how we build solutions reflective of local environments. We leverage the best in technology, national data sources and our research expertise to deliver realistic representative OOH data for any market need. Global Expertise Ipsos is present in over 90 different countries. Our local knowledge is supplemented by a central global OOH team which includes the expertise of MGE Data. (OOH Data and Technology specialists who design, develop and manufacture equipment and software.) This mix of global and local expertise enables us to offer tailored contemporary solutions, ensuring our clients have the most accurate datasets for media planning and advertising. We continually invest in our audience measurement capabilities. Our scale and expertise in data science ensures our tools are future ready. We help our clients to unleash the power of audiences.

mediaresources Solutions for the sign industry.

Established in 1967, Media Resources Inc, is an integrated manufacturing & sign services business focused on supporting the billboard industry with Large Format Printing, Indoor & Outdoor Digital Displays, 3D Fabrication, non-digital billboard hardware and Sign Installation services across Canada and the United States. Media Resources VISIONiQ LED display technology has been approved and deployed by virtually all major North American billboard operators with 1000s of installations from indoor airport to traditional billboards, to world class spectacles in Las Vegas, Toronto, Phoenix, and other major centers across North America. We are recognized on Deloitte's Technology Fast 50 list for Canada and Technology Fast 500 for North America and the sign company of the year for 2021 by the Sign Association of Canada. Recently we have invested in new automated manufacturing systems in North America including state of the art extruded cabinet system for the global market that along with our core VISIONiQ module and control system technology takes our digital display technology global.

SPONSOR



Moving Walls is a media technology group with a presence in seven markets across four continents. The group operates a myriad of technology for both the demand and supply sides of Out-Of-Home (OOH). For planners and buyers, Moving Walls operates 'Moving Audiences', a patented multi-sensor approach to location-based media measurement like billboards, digital signage, and transit media. For asset owners, the group's supply-side subsidiary, Location Media Xchange (LMX) is a platform for marketers to profile locations based on the types of audiences around the site and activate mobile and physical place-based media like digital billboards to reach them during this offline journey.



Every out-of-home location has its own unique profile. We provide insight into who is passing by a billboard, where they are coming from and where they are heading to. Based on these insights we create a profile of the type of customers you can reach.

Proof of Play.

Show your advertisers what type of audience they reached during their campaign with our HomeBase reports. Or use our congregate and pathfinder reports to show them how long they have been exposed to your ad and map the reach of their campaign.

Reach shoppers.

Looking to just visualize billboards near a supermarket to reach shoppers? It can be done quickly and easily with our integrated Store Locator.

Interactive mapping.

Our interactive mapping tool also helps you stand out from the crowd with the opportunity to add video content, spec sheets and distance testing.



The Siroky Group specializes in Business Solutions for the Out of Home industry. With years of industry-leading experience and a collaborative cross-company culture we know your business inside and out. We can help you streamline your processes, drive productivity and fuel fresh insights that will drive your business forward. We understand that it's not just about technology, it's about what technology can do to keep your business ahead. To thrive in business today, you need to build bridges between employees, customers and partners. Streamline processes. Increase Productivity. Empower your business to outperform. We get you there by integrating software, systems and your business to simplify your day to day and accelerate your success. Our custom designed and OOH specific industry leading software provides you with everything you need to run your operations, from Proposal to Payables, Mapping to Maintenance, we've got the right solution for you.



Unilumin Group Co., Ltd. is a professional LED products and solutions supplier and the global supplier of FIBA. Founded in 2004 with registered capital of RMB 917 million (USD 110.79 million), Unilumin went public in 2011 with a stock code of 300232. Based on the corporate mission of "Together, for a brighter future", Unilumin is dedicated to providing high-quality and high-performance LED full-color display, LED professional lighting and urban landscape lighting products as well as solutions for global customers. Unilumin focuses on the innovations of product and technology, leading the development of NPP display, LED super TV, optical communication, intelligent lighting and mass production of Mini-LED 0.9. LED Display products and solutions of Unilumin have been widely applied in various fields globally, including corporate & education, retail, DOOH & digital signage, leisure & hospitality, venues, live events, control room and so on.

SPONSOR

The logo for VIOOH, featuring the word "VIOOH" in a bold, dark blue sans-serif font. A small blue diamond is positioned above the second "O". The logo is partially enclosed by a green circular arc on the left side.

VIOOH

VIOOH is a leading global Supply Side Platform connecting buyers and sellers in a premium marketplace, making OOH easily accessible. VIOOH is pioneering the transformation of the OOH sector, championing its role in enhancing omni-channel digital campaigns through the use of programmatic capabilities and data.

The logo for Vistar Media, featuring the word "VISTAR" in black and "MEDIA" in red, both in a bold sans-serif font. The logo is partially enclosed by a green circular arc on the left side.

VISTAR MEDIA

Vistar Media is the world's leading end-to-end programmatic ecosystem for digital out-of-home (DOOH). Vistar Media's demand-side platform (DSP) and supply-side platform (SSP) empower buyers and sellers to easily transact on DOOH inventory, while applying intelligent data insights that improve media performance. Vistar's SaaS solutions (unified ad server and Cortex for device and content management) deliver enterprise-grade solutions for monetizing and operating digital signage networks at any scale. Founded in 2012, Vistar Media is headquartered in New York City and has offices across the United States, Canada, EMEA and APAC. Through its global reach, direct platform integrations, data partnerships, and complete technology stack, Vistar Media continues to power innovation and growth across the digital out-of-home industry.

A light green silhouette of the Toronto skyline, featuring the CN Tower and various skyscrapers, spanning the bottom of the page.

SPONSOR