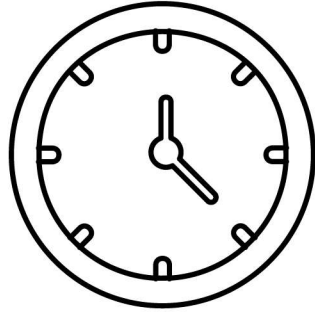


PRELIMINARY PROGRAMME



WORLD TOUR
Asia Forum
Episode 2
October 28th 2021



01 PROGRAMME



02 SPEAKERS



EXHIBITOR

03 SPONSORS

SESSION 1

13.00 - 15.00 Beijing Time

6.00 - 8.00 am UK Time



13:00 - 13:10

Introduction

Tom Goddard

World Out of Home Organization

13:10 - 13:40

Ashish Bhasin interview with Tom Goddard

Ashish Bhasin - *Dentsu*

13:40 - 14:00

OOH in Asia Regional Update

Jim Liu - *BNR Communication*

14:00 - 14:45

Asia – OOH Value in Audience Metrics

Moderated by Gideon Adey - *Gurooh*

Angie Cutter - *TAC Media*

Jim Liu - *BNR Communication*

Rachana Lokhande - *IOAA*

Jun Sakurai - *Live Board*

Franck Vidal - *AdCity*

14:45 - 15:00

New Gameplan with New DOOH

Diya Xu - *Phoenix Metropolis Media*

15:00

Wrap up

Tom Goddard

World Out of Home Organization

SESSION 2

16.00 - 18.00 Beijing Time

9.00 - 11.00 am UK Time



16:00 - 16:05

Welcome Back

Tom Goddard

World Out of Home Organization

16:05 - 16:20

APAC: The lens of success

Barry Cupples - *Talon*

16:20 - 16:50

Showcasing Cutting Edge Technology in OOH

Sean Lee - *d'strict*

Jon Settingsgard - *Daktronics*

16:50 - 17:35

Asia - Programmatic Power Panel

Moderated by

Amanda Woo - *Clear Channel Singapore*

Srikanth Ramachandran - *Moving Walls*

Remi Roques - *Broadsign APAC*

Gavin Wilson - *Viooh*

Troy Yang - *Hivestack*

17:35 - 18:00

Last mile engagement

Tim Bleakley - *Ocean Outdoor*

Chris Lynham - *Unibail-Rodamco-Westfield*

18:00

Wrap up

Tom Goddard

World Out of Home Organization

SPEAKERS - Session 1



Tom Goddard

President and Executive Chairman, World Out Of Home Organization

Tom has served on the board of the World Out of Home Board since 2015 and was appointed President in 2017. He is also Chairman of OOH Capital and former Chairman of Ocean Outdoor from 2009 to 2020 and CEO of CBS Outdoor International from 2000 to 2008. Prior to that he served as CEO to several major OOH businesses including Viacom and Maiden Outdoor.

He is a member of the World Presidents' Organisation and is a Trustee of the London Irish Centre, a charitable and cultural institute, based in Camden, London



Ashish Bhasin

CEO APAC and Chairman India, Dentsu International

Ashish Bhasin is a well-known personality in the Advertising & Media industry in Asia Pacific, for the past 33 years. He is presently CEO APAC and Chairman India, Dentsu International.

He is also a member of the Dentsu International Global Executive Team.

An astute businessman, he built the Dentsu Aegis Network in India from a 50 member team to a 3000 member powerhouse, now the 2nd largest Advertising and Marketing Communications Group in India, overturning for the first time the existing ranking, which has historically been in place for over 80 years. He is now driving the growth and resurgence of Dentsu APAC.



Gideon Adey

Measurement Consultant, World Out Of Home Organization

Gideon is an OOH practitioner with three decades experience with media owners, agencies, AdTech and OOH audience research. Passionate about accountability and measurement - Gideon currently works with Ipsos, a leading research company with global reach on OOH audience measurement, and UniLED solutions, the world's leading independent digital OOH verification company. Gideon consults for the World Out of Home Organization on measurement.

Previously, at Kinetic Worldwide, he was involved in the automation of OOH Planning and Transacting, developing the data for automated decision making in OOH, and represented Kinetic at Route, the UK's OOH audience currency.



@gurooh1



[linkedin.com/in/gideon-adey-47a98623](https://www.linkedin.com/in/gideon-adey-47a98623)



Angie Cutter

Managing Director, Founder, TAC Media

Angie Cutter, the Managing Director and Founder of TAC Media, is a pioneering figure and a leading women entrepreneur in Malaysia with over 20 years of experience in the fiercely competitive and predominantly male-dominated OOH industry.

As a game changer in the industry, Angie has grown TAC Media to become a formidable player in the country through her leadership foresight emphasising on collaboration and fair play. Today TAC Media is a trailblazer offering infinite outdoor advertising solutions, mission-driven to deliver impactful, data-driven and measurable solutions to its clients.

Angie has a vast portfolio of clients across over 20 sectors such as telecommunications, power, FMCG, technology, consumer electronics, oil and gas. She has worked with Fortune 500 companies including PETRONAS as well as leading government linked companies such as Telekom Malaysia, Maxis and Digi, being equally at ease with multinational corporations such as Nestle, Coway and Panasonic.

As a woman-in-leadership in the OOH industry, Angie's dynamism and innovative mindset is creating a new paradigm in leading the industry with data, technology and innovation to transform it into a vibrant, credible, measurable and impactful component of the marketing mix.



<https://www.linkedin.com/in/angiecutter/>

SPEAKERS - Session 1



Jim Liu

Chief Executive Officer, BNR Communications
China/Asia Ambassador, World Out-Of-Home Organization

In 2005, Jim began his OOH career by assigned to re-organize the OOH operation of Zenith Media in China. Later Jim joined GroupM to set up Kinetic China. In addition to the amazing business growth record, Jim is also considered the main figure who inspire and drive the progress of the China OOH industry, through conducting the OOH Exhibition of Creativity & Technology.

In 2014, Jim set up LabOut Communications, providing consulting services for transformation and digital upgrade for OOH companies in China, as well as Chinese market strategies and expansion services for overseas OOH companies. Seeing the potential of Chinese brands to go global, Jim set up BNR Communications in 2018 and now has executed OOH placement on all continents.



[linkedin.com/in/jim-liu-18602118091](https://www.linkedin.com/in/jim-liu-18602118091)



Jun Sakurai

President & CEO, Live Board

He joined LIVE BOARD in April 2021 and has been CEO since June. Taking advantage of more than 20 years of experience working in media & agency industry, his task is to accelerate growth of LIVE BOARD, the first programmatic DOOH company in Japan based on NTT DOCOMO's big data, which is the most advanced in the world currently.

His work experience at dentsu since 1998 has equipped him with in-depth experience and strong expertise in IMC. As such, despite having a focus in media business, He had succeeded in tackling clients' diverse marketing issues by building and managing integrated in-house service teams and collaborating with other partner companies.



@



<https://www.linkedin.com/in/jun-sakurai-6a821b160/>



Diya Xu

International Business Director, Phoenix Metropolis Media Co.,Ltd.

Multinational backgrounds in Tokyo/NYC/London and over 4-year advertising working experiences makes me became a Hi-Execution, Adaptive; Responsible people.

My current work specialties in Global campaign execution ; Media-planning ; Trading ; International Business Development ; Business Cooperation etc...I hope my cross experiences could be equipped as my abilities



<https://www.linkedin.com/in/diyaxu/>



Rachana Lokhande

Board Advisor, IOAA / Consultant, Schindler Management AG /
Faculty for OOH, MICA

Rachana is a Business Strategist & leader who has been in the OOH industry for 20 years. She has run India's leading OOH organisation Kinetic (part of WPP) and has worked with some of the largest Digital, FMCG, E-com, Retail & Telecom clients driving efficacy and sustained spends in OOH throughout all her stints. Her efforts were always towards bringing in transparency & setting up compliant trading practices within the OOH industry in India. Recently Rachana was elected as an advisor to the board of Indian Outdoor Advertising Association and playing a key role is bringing industry approved metrics for OOH in India.



@rach_lokhande



<https://www.linkedin.com/in/rachana-lokhande-44b3b31/>



Franck Vidal

Regional Leader, AdCity

Franck started his career in 2005, with JCDcaux in UK and France. He then moved to Bangkok, Thailand in 2008, still for JCDcaux. He joined back in 2011, one of WPP and GroupM agencies, Kinetic WW in Singapore, as APAC Account Director. Franck took his current role of APAC Director at Havas in 2015. Franck's mission was to set up and develop location marketing arm of Havas, called Adcity, for Singapore, Hong Kong and The Philippines, before being promoted APAC Director in 2019.

Franck and his team have implemented award winning campaigns across Asia-Pacific, for global and local clients including Netflix, NBA, Swarovski, NETS, FairPrice...

For the past 20 months, Franck has also accelerated DOOH measurement and programmatic adoption with Havas partners and Havas clients.



<https://www.linkedin.com/in/franckvidal/>

SPEAKERS - Session 2



Tim Bleakley
CEO, Ocean Outdoor Ltd

Tim Bleakley was appointed Chief Executive Officer of the Company in 2018 having served as Chief Executive Officer of Ocean Outdoor since May 2010. A specialist in media brand building and turnarounds, Tim has steered Ocean through three phases of private equity investment, followed by three UK acquisitions and the Company's full LSE listing in January 2019 via its investment partner, Ocelot. Ocean Outdoor Ltd has since expanded into Europe via multiple strategic acquisitions in the Netherlands and Scandinavia. Tim was the recipient of the International Leadership Award at the 2019 World OOH Congress.

Tim has previously held senior leadership positions in some of the UK's highest profile media companies including ITV, talkSPORT, Emap Advertising (now Bauer) and CBS Outdoor (formerly Viacom).



Barry Cupples
Global CEO, Talon Outdoor

Working his way up the ranks, Barry has been in the advertising industry for over 35 years. Prior to joining Talon, he spent 25 years at Omnicom Media Group helping the business to expand globally through a range of roles including Global Investment CEO. He has extensive media and management experience at a global level, as well as experience at working across multi-billion-dollar client investment portfolios. At Talon he leads the establishment of Talon's offering on a global basis, bringing his knowledge and experience to the business as it implements new technologies and approaches to other markets.

His primary focus is now on evolving Talon's technology and scaling its global capability for clients, building an unmatched global capability as a full-service Out of Home agency.

 <https://www.linkedin.com/in/barry-cupples-7a802b2/>



Sean Lee
CEO, d'strict

Sean Lee, CEO of d'strict, has been in the design industry for 14 years since joining d'strict in 2007. Through various work experiences such as Management Support and Business Development, he has been in charge of leading d'strict since 2016. The recent WAVE project, Arte Museum, and his continuous effort to provide an inspiring work environment for the creators have been gaining acknowledgement. Despite his unique background as a certified public accountant (KICPA), he gave up a stable career and took a new path to innovate and develop the design industry.



Chris Lynham
Head of Media, UK & Europe, Unibail-Rodamco-Westfield

Chris joined Westfield in 2007 and built the UK's first fully digital OOH media proposition when the flagship Westfield London shopping mall opened in 2008. This continued in 2011 with the launch of Westfield Stratford, the gateway to London 2012 Olympics. Since the acquisition of Westfield by Unibail-Rodamco in 2018, Chris's responsibility extended to cover 70 malls across Europe with the remit to deliver the UK media product and partnership strategy in all regions. Chris was previously Head of Media at the airport group BAA.

 <https://www.linkedin.com/in/chris-lynham-bb4a2b13/>



Srikanth Ramachandran
Founder and Group CEO, Moving Walls

Srikanth Ramachandran is the founder and Group CEO of Moving Walls – a data and technology-led company that helps leading brands measure, reach, and influence consumers on the move.

His achievements across corporate and entrepreneurial life comprise: establishing and growing IBM Singapore's e-business team, including Implementing the world's first end-to-end Secure Electronic Transaction (SET) transaction in 1996; and building and merging Knowledge Dynamics (KD), a regional leader in the analytics space, with a NYSE listed company in 2006.

At Moving Walls, he has scooped a range of Malaysian, Regional and Global Awards including the Most Promising Entrepreneur Award at the 2015 Asia Pacific Entrepreneur Awards (APEA).

Srikanth has degrees in engineering and business and serves on the board of a few technology companies across Asia.

 <https://www.linkedin.com/in/srikanth-ramachandran-b7a105>

SPEAKERS - Session 2



Remi Roques

General Manager, APAC , Broadsign

Remi Roques, General Manager, Broadsign APAC, oversees regional activity for the APAC market, driving and implementing the strategy for Broadsign and establishing strong partnerships with regional entities. Previously, Remi directed and developed technical teams while driving growth in startups and large corporations in San Francisco, Paris, and Sydney. He holds a Master's degree in aerospace engineering and an MBA, and has more than 20 years of experience in the software industry.



@RemiRoques



<https://www.linkedin.com/in/rroques/>



Gavin Wilson

Chief Revenue Officer, VIOOH

As Chief Revenue Officer at programmatic OOH marketplace VIOOH, Gavin works with DSP, brand and agency partners to drive the growth strategy of the company, focusing on wider adoption across the digital industry as VIOOH expands into new territories. Gavin can be described as a programmatic expert, first moving into the sector in 2012, and has championed the technology ever since. Prior to joining VIOOH Gavin was CRO at German DSP Sociomantic Labs, where he was responsible for growing the businesses globally and working with each region to drive client value and interactions. He went on to oversee its integration into dunhumby, for whom he went on to work as a Managing Director, Media, managing a large revenue and people portfolio for both digital and non-digital products, including the running of a full media department across multiple media channels using Tesco's first-party data and dunhumby Science.



<https://www.linkedin.com/in/gwilsonviooh/>



Troy Yang

Managing Director of North Asia, Hivestack

Troy has extensive management consulting, analytics and ad tech experience working with brands, advertisers and agencies across various industries in Asia over the past 15+ years. He has helped major Fortune 500 brands from formulating new market entry and pricing strategies to optimising their marketing budgets through media mix modelling down to executing brand's campaigns effectively through omni-channel DSP.

Prior to joining Hivestack, he was Senior VP at The Trade Desk for North Asia overseeing business operations in Greater China, Japan and South Korea. He also held senior leadership roles at Nielsen and Analytic Partners, successfully scaling their operations and expanding their footprints across the Asia Pacific region.

Troy is a key member of the Chinese General Chamber of Commerce (CGCC) in Hong Kong and Committee of the Chinese People's Political Consultative Conference (CPPCC) in Shanghai.



<https://www.linkedin.com/in/troy-yang-a2a1075/>



Jon Settingsgard

Product Manager, Daktronics

I love learning new things and exploring new opportunities. I enjoy finding creative solutions to difficult problems, whether they are technical, business-related or people-related. My passion is helping teams achieve their goals and enjoy the fruits of good planning, hard work, and dedication to a job well done. This is what has lead me into a career with Daktronics, where the results of our work are so visible and impactful.



Amanda Woo

Chief Development Officer (CDO), Clear Channel Singapore Pte Ltd

Amanda is the Chief Development Officer of Clear Channel Singapore with 15 years of experience in Media, Marketing, Business Development and Strategic Partnerships. Amanda leads the overall development strategy and serves as an integral member of the executive management team. Working closely with the Executive Committee, she is tasked to build a team and a company that encompasses all the prospects of the future while continuing the work that has been progressively enabling an out-of-home (OOH) business through digital, tech and scale.

She is a strong advocate of lifelong learning, believing success can only be achieved through constant search for improvement and growth regardless of position. Amanda counts the greatest achievement as building a company's competitive edge – attaining and providing solutions that what our competitors are otherwise unable to.



@ClearChannelSG



<https://www.linkedin.com/in/amanda-woo-8753a647/>

SPONSORS



We're on a mission to light up the world. We believe in a world where digital and real-life experiences collide. Where campaigns drive growth, build excitement and prompt innovation. Where digital interactions inspire conversations and connect communities. Where bold creativity inspires bright ideas.

From your local high school scoreboard to video systems in major league stadiums, and roadside LED signs to iconic digital signage in Times Square, Piccadilly Circus and around the world, there's a good chance you see our products every day.



Hivestack is the global, full stack, marketing technology company that powers the buy and sell side of programmatic digital out of home (DOOH) advertising.

Part of the Talon group, Plexus is the largest independent global OOH network. International Out of Home planning and buying requires creativity, agility, and bespoke expertise. Working closely together, we bring smarter media planning and creative execution to life for our clients around the world. In a rapidly changing marketplace, digital, automation and programmatic represent huge opportunities, but also there are challenges to consider.



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.



SPONSORS



Phoenix Metropolis Media is focus on digital outdoor mega media for 14 years The Leading DOOH advertising media owner in China

Covered 30+ cities & 66+ LED screens The total amount of self-owned resources ranks No.1 in the industry in CHina Affects more than 60million urban citizens daily. From 2019 ,Phoenix Metropolis Media is active engaging with international media owners to explore DOOH market beyond China.

It has constructed one of the most influential outdoor communication platforms in China

Moving Walls is a media technology group with a presence across four continents and seven markets. The Company operates Moving Audiences, a patented multi-sensor approach to location-based media measurement. Today, Moving Walls processes more than 10 billion data points and measures more than 100,000 media sites across the globe.

Through measuring physical locations and people movement, this powers Planning, Buying, Verification, and Content Delivery capabilities for location-based media like billboards, digital signage, and transit media.





Experience the Daktronics Difference

Daktronics helps its customers to impact their audiences throughout the world with large-format LED video displays, message displays, scoreboards, digital billboards, audio systems and control systems in sport, business and transportation applications. Founded in 1968 as a USA-based manufacturing company, Daktronics has grown into the world leader in audiovisual systems and implementation with offices around the globe.

Discover more at www.daktronics.com.



SPONSOR



2021



We activate programmatic DOOH with precision. Globally

Hivestack is the largest independent, global, full stack, marketing technology company that powers the buy and sell-side of programmatic digital out of home (DOOH) advertising. On the buy side, marketers use Hivestack's Demand-Side Platform to create measurable campaigns that activate DOOH screens in real time based on consumer behaviour and audience movement patterns.

On the sell-side, DOOH media owners use Hivestack's Supply-Side Platform & Ad Exchange to attract programmatic revenue. DOOH media owners can also use Hivestack's Ad Server to power audience-based, directly sold campaigns. Attribution is central to the Hivestack platform, offering buyers and sellers the ability to measure business outcomes at all stages of the consumer sales funnel.

Hivestack is headquartered in Montreal, Canada, and has global operations in Toronto, New York, London, Berlin, Paris, Madrid, Rome, Amsterdam, United Arab Emirates, Tokyo, Singapore, Shanghai, Sydney, New Zealand, Thailand, Malaysia, Mexico City and Guadalajara.

For more information, please visit <https://www.hivestack.com> or follow us on LinkedIn, Twitter and Facebook @hivestack



SPONSOR

2021



Light up the world

Broadsign empowers publishers, agencies and brands to harness the power of out-of-home and connect with audiences across the globe. Powering over 425,000 signs along roadways and in airports, shopping malls, health clinics, transit systems and more, Broadsign is at the heart of people's lives.

The Broadsign platform helps publishers 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.



SPONSOR

2021

PLEXUS

Smarter as Standard

Part of the Talon Group, Plexus is the largest independent global OOH network.

International OOH planning & buying requires creativity, agility and bespoke expertise. Our Plexus team serves as a centralised hub connecting over 20 Talon & partner offices around the world, enabling us to plan, buy and execute client campaigns globally.

Working closely together, we bring smarter media planning and creative execution to life for our clients around the world;

Smart Media

- *Media optimisation*
- *Data-driven audience insights*
- *More relevant target audiences*

Smart Creative

- *Dynamic Creative*
- *Optimisation*
- *Data driven dynamic content*

We call this Smarter as Standard



SPONSOR

2021



YOUR HEADLINE

VIOOH is a leading global digital out of home marketplace. Launched in 2018 and with headquarters in London, VIOOH's platform connects buyers and sellers in a premium marketplace, making OOH easily accessible.

Led by a team of digital OOH and programmatic tech experts, 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. VIOOH currently trades programmatically in 12 markets, and is on track to reach 18 markets by the end of 2021.

For more information about VIOOH, please visit www.viooh.com



SPONSOR

2021



Measure, Reach and Influence Moving Audiences

Moving Walls is a media technology company with a presence across four continents and seven markets. We enable leading brands to Measure, Reach, and Influence moving audiences. Some of our global clients include Unilever, Toyota, Volvo, Uber, Disney, GoPro, Iffix, and Foodpanda.

We operate Moving Audiences, a patented multi-sensor approach in location data collection processes more than 10 billion data points and measures more than 100,000 media sites across the globe. Through measuring physical locations and people movement, this powers Planning, Buying, and Measurement capabilities for location-based media like billboards, digital signage, and transit media.

Moving Walls has won over 40 regional and global awards over the last 5 years in multiple categories earning the unique distinction of being recognised in the Creative, Media, Activation, and Technology categories. In 2019, Moving Walls was recognised with The Drum Awards for Best use of Data for Creativity. We were recognised at the Location World Excellence Awards 2019 for bringing location innovation to consumer markets. We took home the trophy in the international category at the Outdoor Advertising Awards (OAC) in India. Moving Walls was also recently shortlisted as top 20 startups for Alibaba Entrepreneurs Fund Jumpstarter 2021 Global Pitch Competition.



SPONSOR

2021

We activate programmatic DOOH with precision. Globally

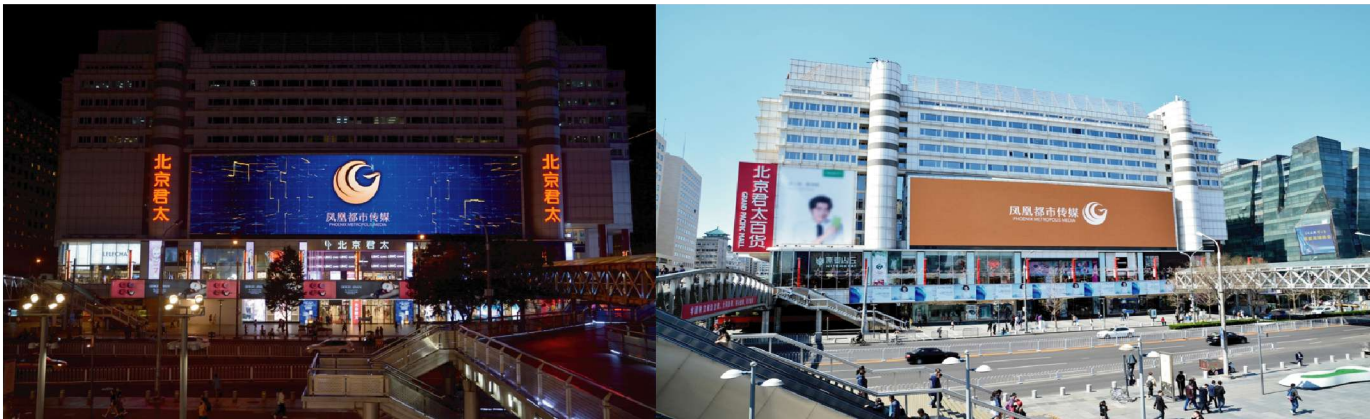
As the largest digital outdoor media owner in China, Phoenix Metropolis Media collaborates with global media providers to fully meet customers' demand by providing high reputation and coverage professional services, strong planning and creativity ability, as well as sufficient technical support. Phoenix Metropolis Media is pioneer in DOOH advertising technology, specialized in building Glasses Free 3D Visual effect, Transparent 3D, Scene Guide and other creative visual technology for brands to engage with its target audience.

In addition, Phoenix Metropolis Media expands rapidly in domestic and international media resources, covering more than 300 cities and 900 LED screens in China, reaching 19 countries and regions in America, Europe, Oceania, Asia and other continents. It has been fully operated global outdoor media buying.



SPONSOR

2021



WOO Executive Team



MARK FLYS

Chief Operating Officer

Over 30 years experience in Outdoor Advertising/Out of Home Media, 14 of which were self employed as an OOH media owner. Chief Operating Officer for World Out of Home Organization, the global OOH Federation. Taking care of business on a daily basis on behalf of the WOO Board of Directors. The WOO Board includes representatives from key media owners such as JCDecaux, Clear Channel, Ströer, Global and oOh! Media, as well as OAAA and ALOOH! Mark is married with two children and lives in Amersham Buckinghamshire. He also plays guitar in a London based media industry band.



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 Studios, based in Milan. She 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.



RICHARD SATURLEY

Chief Marketing Officer

Richard has been working since 2014 with the World Out of Home Organization (WOO), the only truly global Out of Home Association, working to promote and improve the OOH industry on behalf of its members.

Initially brought into WOO to manage the 'Always On' Research Project, Richard has seen his role broaden to a wider Communications Marketing and Operations Remit. This includes management of the WOO Communications Programme and its annual OOH Awards, as well as working with partners such as EASA, ICAS and the National OOH Associations. Richard was promoted to CMO in 2020.

Richard is a marketing professional with experience across varied Consumer service, Travel and Hospitality industries. He also has practical business development experience as a Foodservice Controller to a range of clients in the Foodservice Sector. Richard has broadened his experience through interim, project management and consultancy work with a specific focus on strategic, brand and account development.

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

Registered Office (not mailing address):

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

UK Tel: +44 1494 581777

www.worldooh.org