

# Navigating Complexity

How AI and Programmatic Strategies  
Revolutionize Omnichannel

Andreas Sierts - VP, Platform Products

# Every country is different



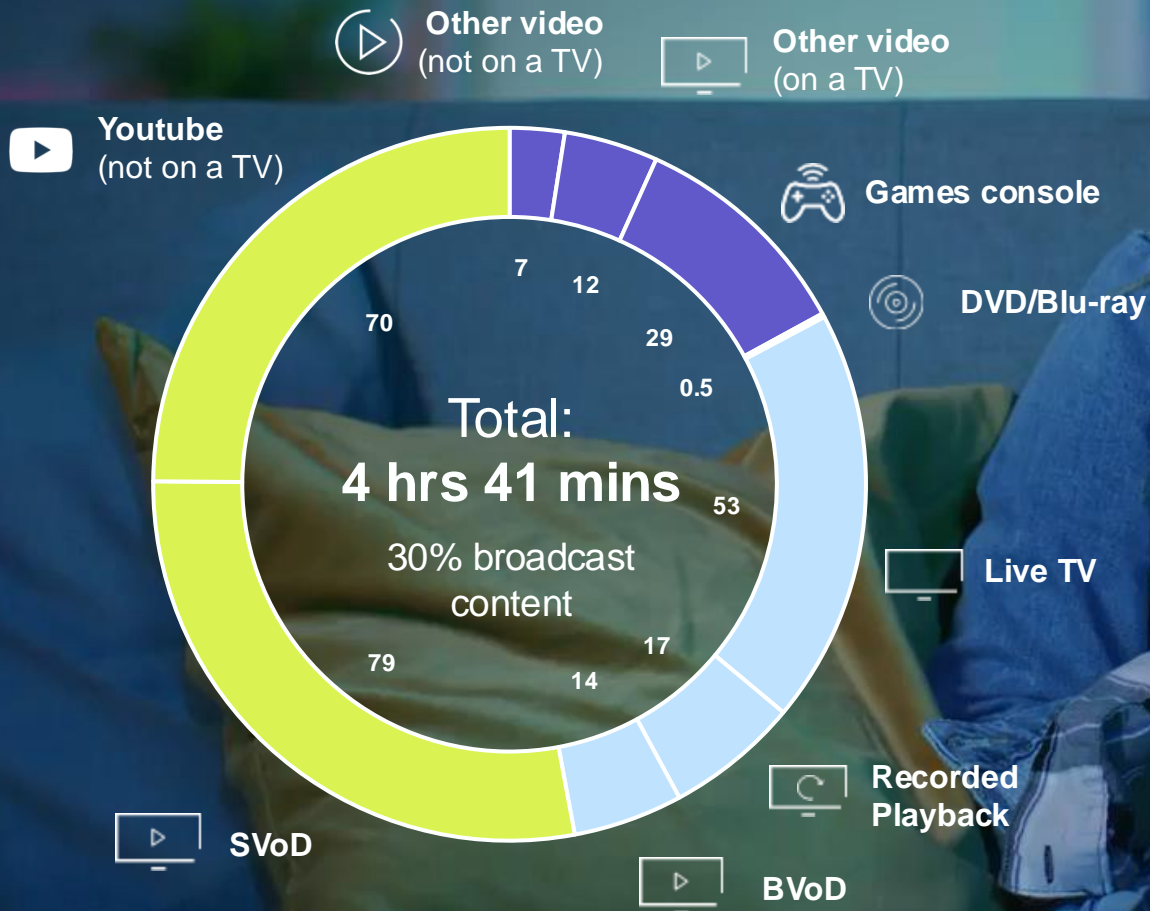
# It's not 'one size fits all'



They each  
have their own  
ideas especially  
for CTV

# The most important audiences are becoming harder to reach

adform



Source: UK Ofcom

18-34 Year olds

# Let's take you back... to 2019

Magnite

was Rubicon  
and Telaria



Retail media  
was still  
ecommerce



We didn't  
know what  
lock down was



CTV was  
beginning to enter  
the mainstream





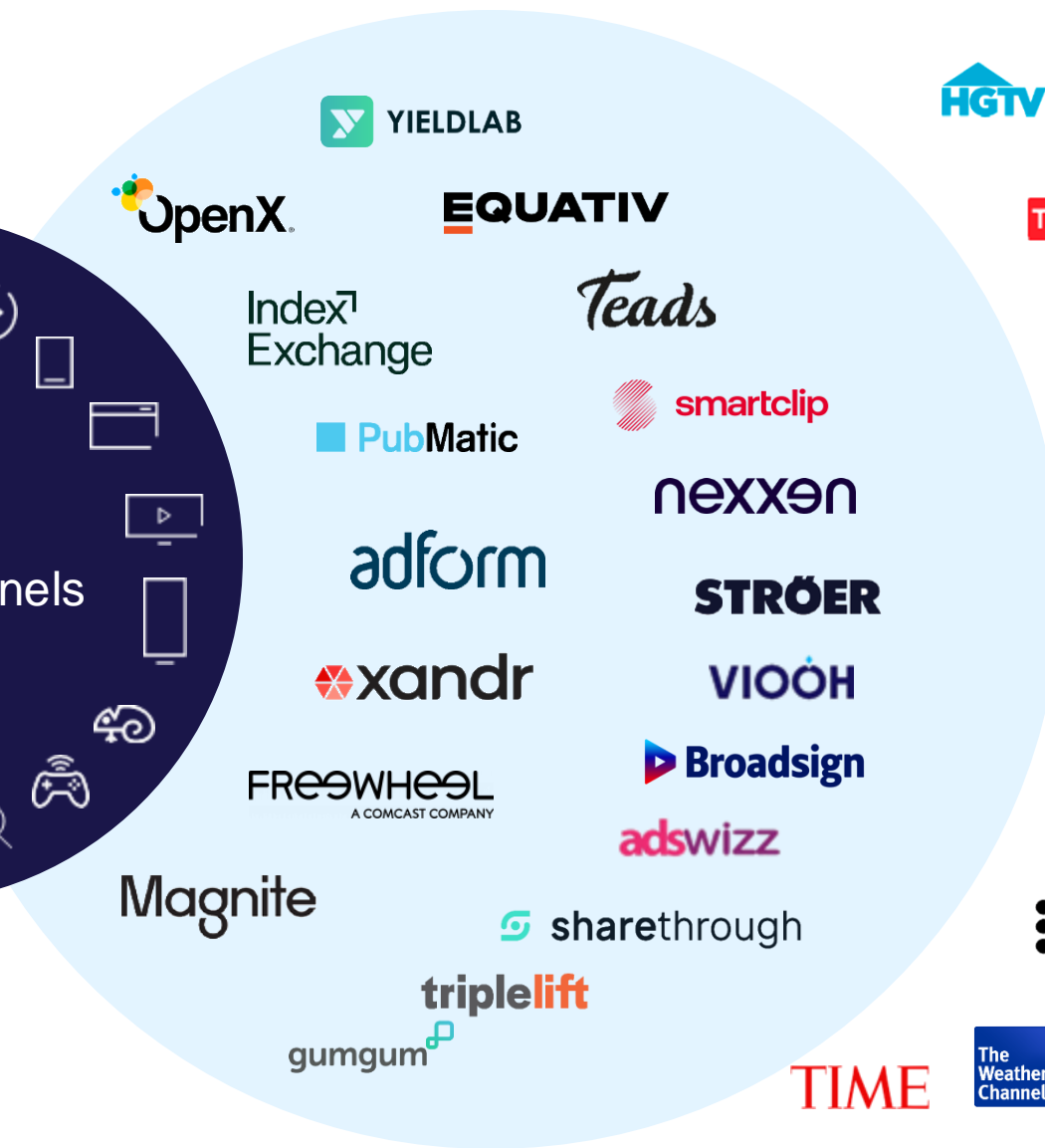
Lets take you back..... to 2019

5 years has moved like 50 years

# Endless possibilities



All channels







You need  
to be as  
Omnichannel  
as your  
audiences



# How do we reach these crucial audiences on CTV

18-34 Year olds

# 5 things to focus on



**Identity**



**Premium  
Inventory**



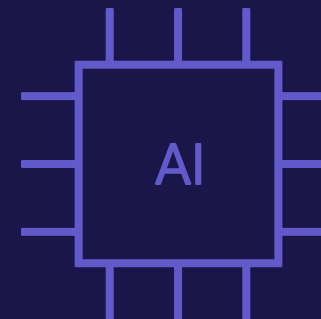
**Control and  
Transparency**



# 5 things to focus on



**Retail**



**Embrace New  
Technologies**





Programmatic Advertising would not be possible without AI.



# Volume and Veracity of a Media Exchange

## In the blink of an EYE

*which takes roughly 200-400 ms*



GenAI is simply **not fast enough** for the trading use case

**800,000 – 1,500,000**  
bid requests  
per second





# Volume and Veracity of a Media Exchange

## In the blink of an EYE

*which takes roughly 200-400 ms*



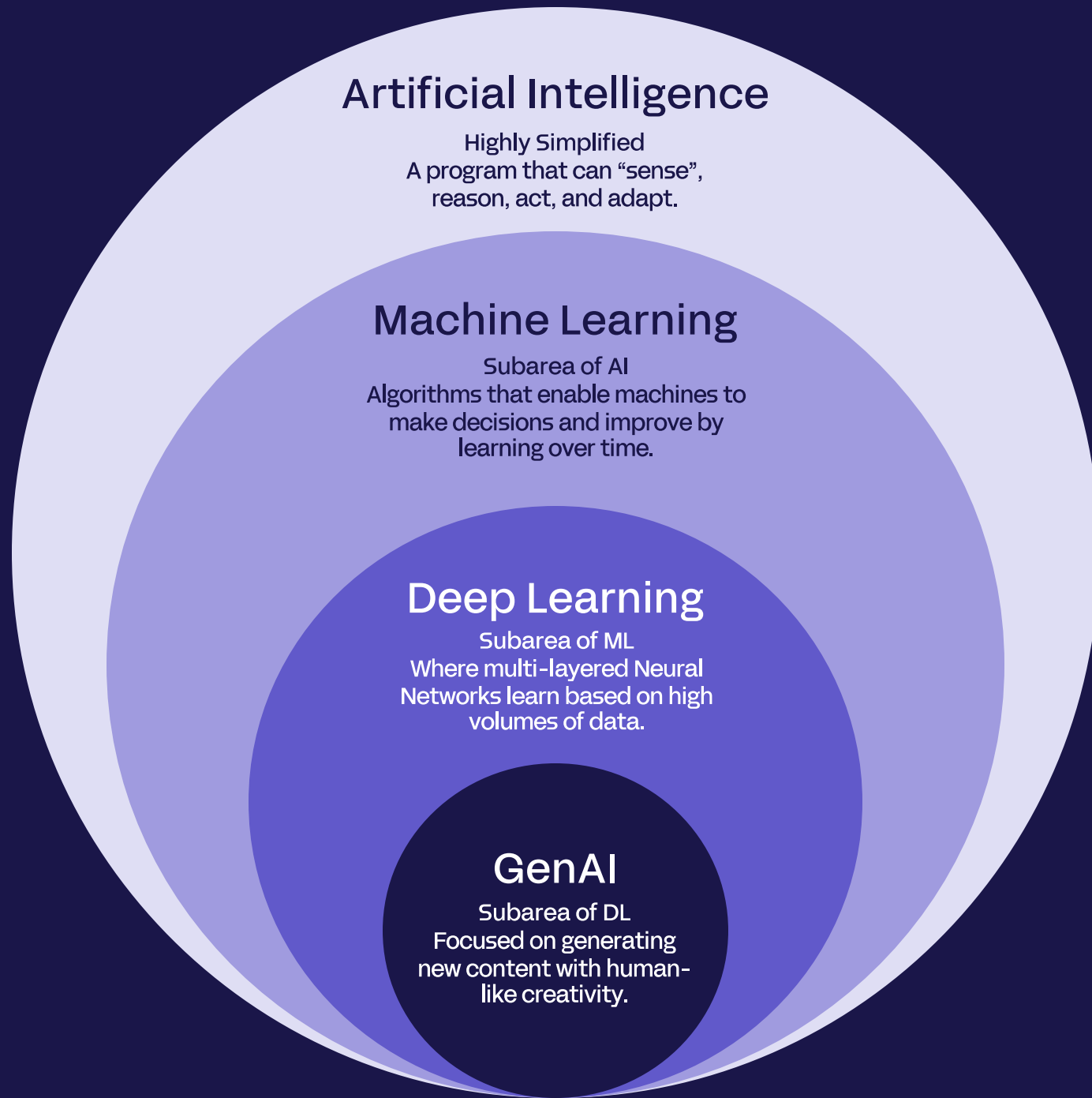
GenAI is simply **not fast enough** for the trading use case

A background image of a computer screen displaying multiple financial data charts. The charts show various line graphs and bar charts with different colored lines (red, blue, green, purple) representing different data series. The x-axis shows time intervals from 07:00 to 12:00. The y-axis represents values, with some labels like 'rsvert004' through 'rsvert016'. The overall aesthetic is blue and purple, typical of a data visualization interface.

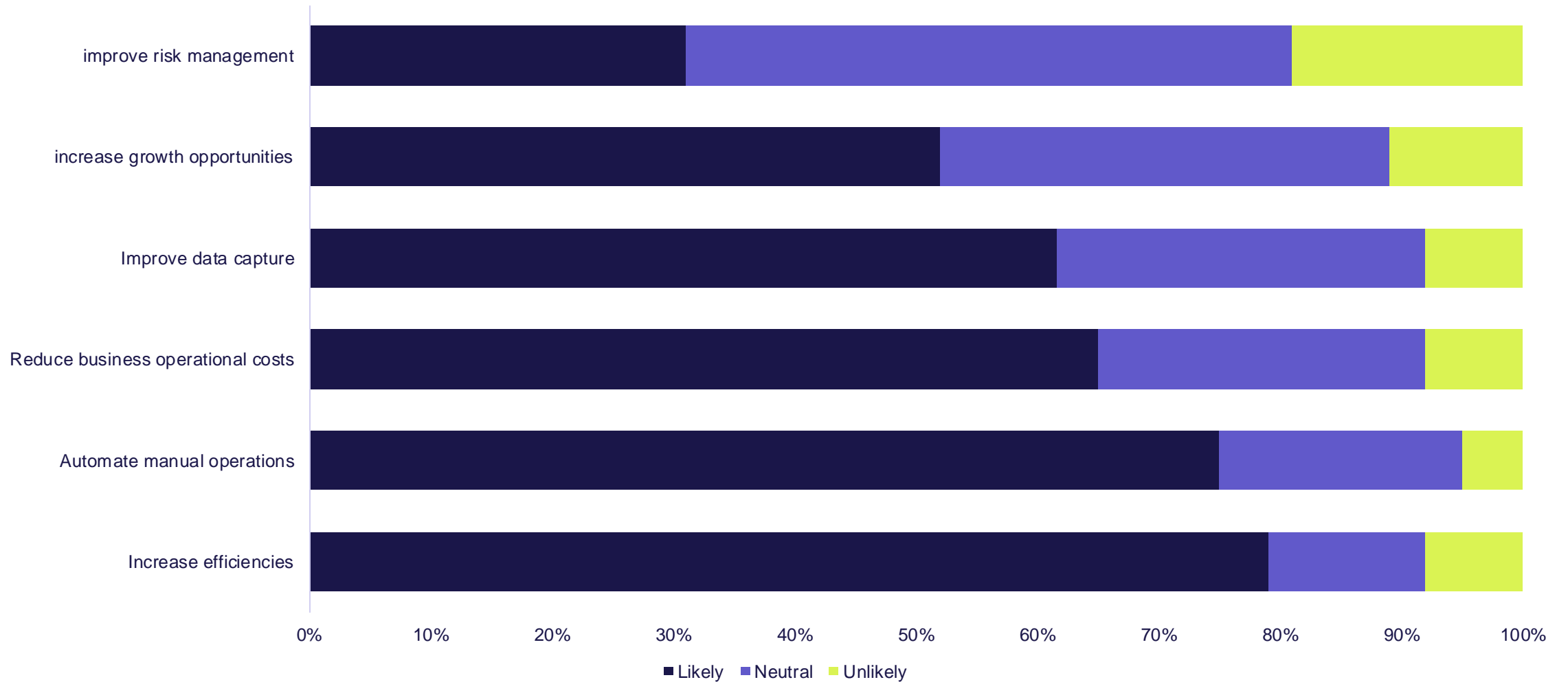
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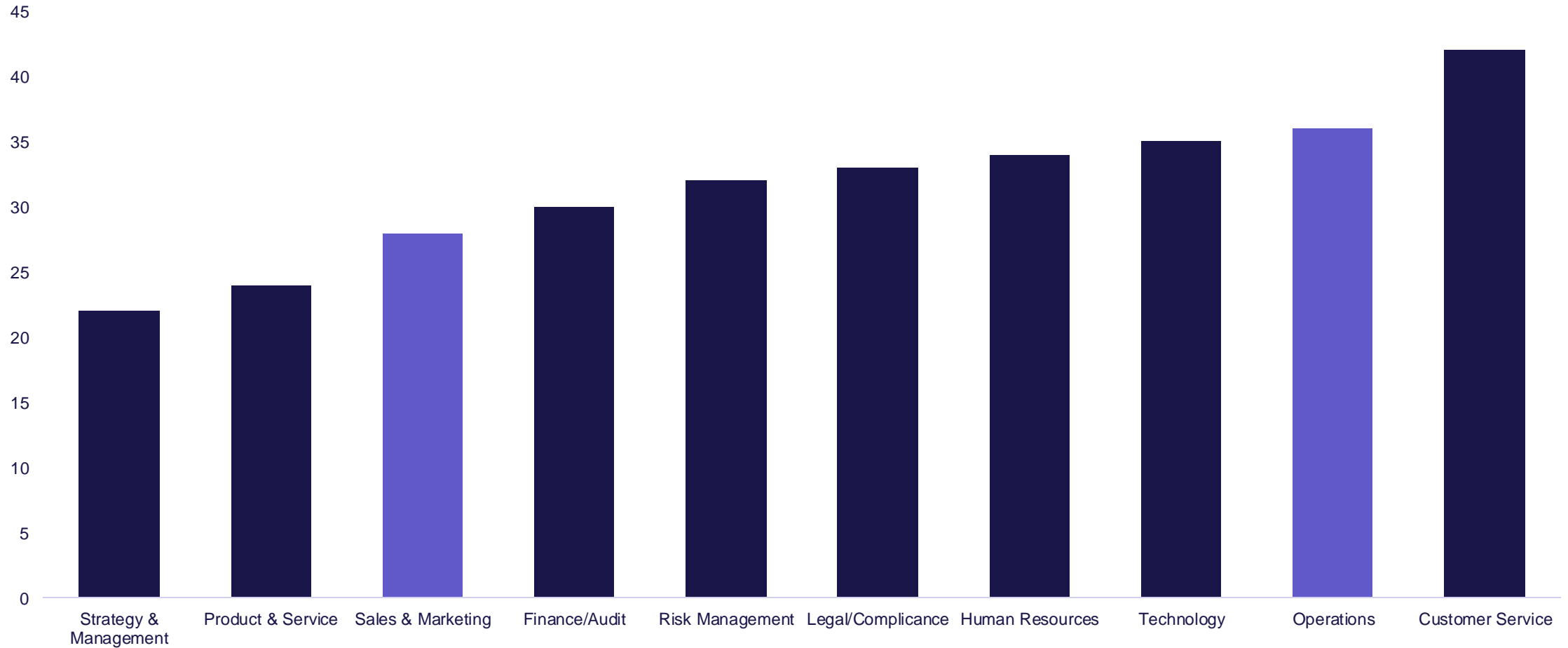
# What is AI?



# Improvements CEOs expect from GenAI



# Improvements CEOs expect from GenAI

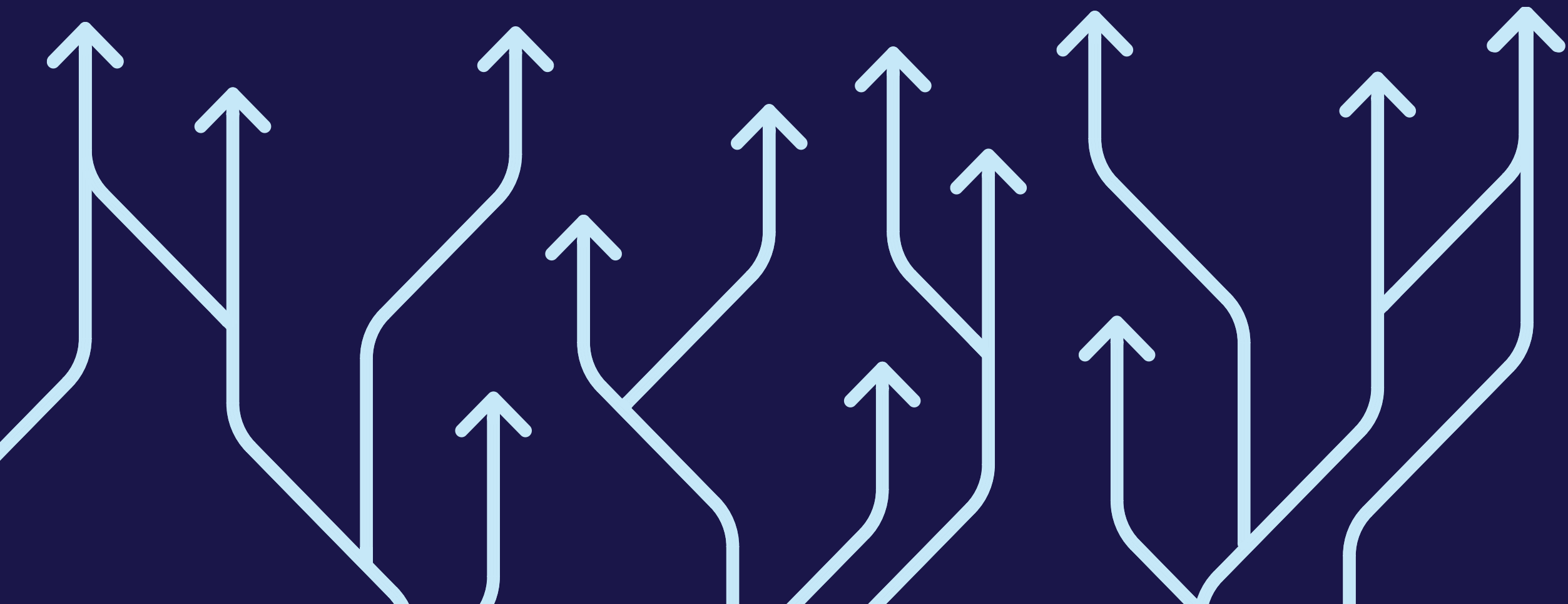






# Status in Advertising

# (Gen)AI = Possibilities



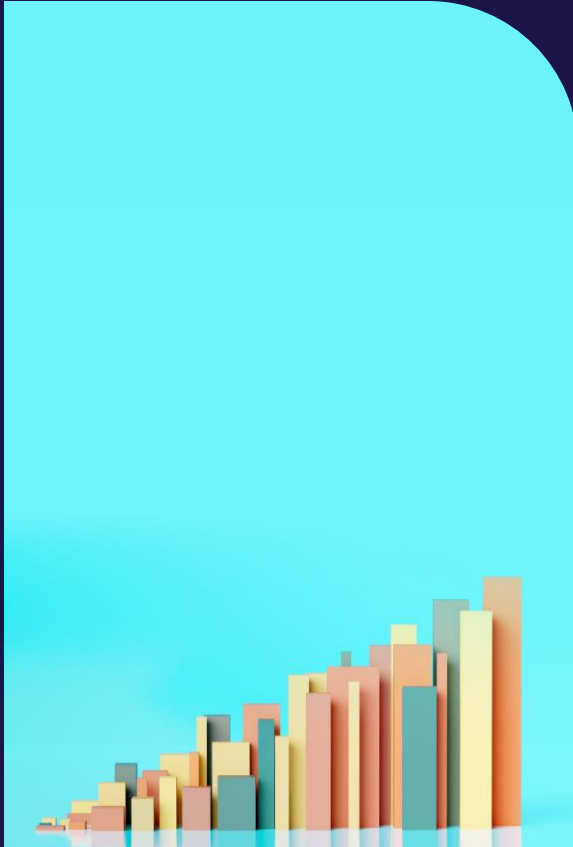




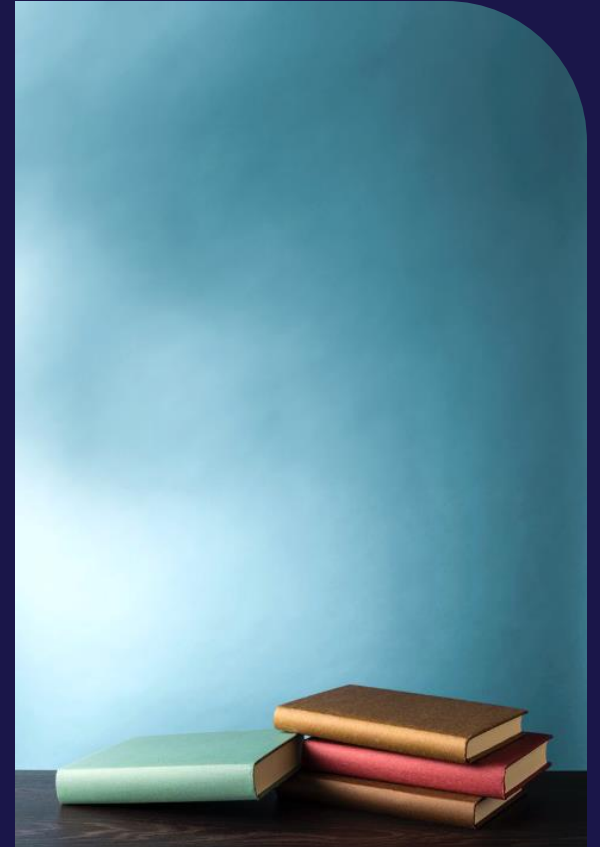
Creativity



User Experience



Efficiency



Accessibility



**Catch the right wave...**



**adform**

Change the game