Speaker 1 ([00:20](https://www.rev.com/transcript-editor/Edit?token=NkAMz5gWpgRuJgw3zR0IUB4irAWx6h0AhtZFztu8OOxAQcanl4mFlNXDBG2gjWq0MYvcxgSMdZnu-bsUjamUentvQmQ&loadFrom=DocumentDeeplink&ts=20.31)):

Hey there. Thanks so much for tapping in to our brave new world's panel sessions. I'm USA today, nationally syndicated tech life columnist, Jennifer jolly. And I'm here to introduce you to our panelists and speakers. Now, for those of you who may not have made it to our brave new world's virtual event in November, let me just tell you it is the marketing and analytics event of the year to prepare for market next chapter. How well by helping you really adapt to the forces redefining advertising in 2021 and beyond our ongoing panel sessions now provide you with an easy and quick way to learn from some of the top marketing minds in the entire industry. Today's session is entitled test reinvest and Reba, how marketers are really redefining their media strategies in the face of disruption. Now, we all know the challenges that marketers face from ID deprecation to privacy legislation, but what are marketers actually doing to protect their business and their bottom line?

Speaker 1 ([01:20](https://www.rev.com/transcript-editor/Edit?token=_cZabtmZsf9FPctDNME5FBMRZL0Of0d1RdQjmJ0stSAmskkof1kUsBwWlCY03jHs_HhnDI9gSTGdo0FwT1h4ImgW4hY&loadFrom=DocumentDeeplink&ts=80.12)):

Our panelists in this session tackle the methodologies best practices and unknowns that marketers must contend with to build a media strategy, to stand the test of time. What can we do as an industry and as individual contributors to test new solutions, to know where to reinvest media dollars. Also, what will the future of the supply chain look like without cookies or other perishable IDs? It is a super tough problem to solve, but there's no one better to take it on the new star director of product marketing, Allison deets. She's the moderator leading today's discussion. Allison let's roll.

Speaker 2 ([02:05](https://www.rev.com/transcript-editor/Edit?token=snLkviAaSIUKOX4xYKaG6mT4Z4k8zlu_FjHk4Hs5zG_t0ZmyiC2xSzjcITPrNAZpX0MhL4zHpH-8sJVM8FCvP5Yr9To&loadFrom=DocumentDeeplink&ts=125.13)):

Hi everyone. And welcome to brave new world's breakout session. Um, test reinvest and rebuild. I have with me a great group of individuals. So I'll start by introducing everyone. So Ben Havanas from Omnicom. Thank you for being with us. Diana Horowitz from FUO TV, Stewart Schwartz, Zapple IPO and Andrea QuTech from Goodway group. Thank you guys for joining us today. So we're gonna start the session just by, you know, getting everyone kind of warmed up and, and talk a little bit about the disruption in our industry, which is, you know, the key focus of today. So over the past several years, we have seen significant disruption in our industry. What would you say is the biggest threat facing our industry today? Diana, let's start with you. Uh, thank

Speaker 3 ([02:53](https://www.rev.com/transcript-editor/Edit?token=Q7P4_4r0asAoduz7eUQA0DnxyksPoeFhrU49dKCY6PSgdh8vq78Zc5esXUf5B_TieEk5meb7vUMYJ1D_yE0KqEm1cwI&loadFrom=DocumentDeeplink&ts=173.53)):

You, Allison. It's great to be here. Um, so we're definitely, you know, living in interesting times, you know, we've seen, um, you know, major change, probably more change in the past year than we've seen in the past five years or 10 years in the industry. Uh, you know, with the, uh, the fragmentation of the market, you know, it used to be that, you know, buyers wanted to reach a particular audience. They could just go by, you know, the certain, you know, um, group EV networks made sure they hit those audiences, you know, add, you know, as time went on, add a little digital and they'd be in good shape. Now people are watching on multiple platforms, um, you know, cord cutting of course. And you know, really, and that's one of our main topics today is how do you, you know, measure your performance across all these platforms, you know?

Speaker 3 ([03:39](https://www.rev.com/transcript-editor/Edit?token=CpjeIsdsFCC_DPdE1BLEkMkYH9a9tdS8I6GfFS3NHTT_c9gBREvpg-7QLIs0OOWUX6qCgidqkf_ilNegNdIS9QNO7Ws&loadFrom=DocumentDeeplink&ts=219.02)):

Sure that you're, you know, getting your region frequency and reaching the right audience. So I think, you know, those are sort of the big questions. And, you know, when you look at players like, you know, like FUO TV, we're a great example. You know, we're a cable replacement product. And you know, what we attempt to do is, is really bring together aggregate audiences, um, and provide is my transparency as possible, you know, to, to advertisers as far as who they're reaching on our platform. And then of course, um, and I know we'll talk about this, all of the industry initiatives to actually reach across, uh, platforms and, and, and partners, uh, to make sure that we're providing that transparency and measurement. But I think, you know, that's probably the biggest question to I, we have, you know, Nielsen that was, uh, that may be moving off the scene. Um, so that gives a lot of challenges, but also it's really an opportunity to create, you know, a truly addressable, um, you know, advertising base for, for brands to really reach their specific target audiences.

Speaker 4 ([04:38](https://www.rev.com/transcript-editor/Edit?token=56Er6qYFED7YOFTwjjTPShozyMdg-fEvPcn9Y4xmrDk_D9iq-6eq2g2KRlWkUuYToTklzaFpq0lBYyQ0FLecJsF-YU0&loadFrom=DocumentDeeplink&ts=278.63)):

Yeah. I mean, our, our perspective is certainly, um, thematically aligned with what Diana was just saying. Um, which I think was all spot on. I, I think just to, to be very direct about it, um, from our perspective, the biggest threat is that through some combination of poorly designed regulation and coordination failures in the private sector, we could miss out on a potential golden age of addressable and cross platform advertising. We have a primary research team. Um, we do a lot of consumer surveys to see how consumers are thinking about, um, advertising and, and their experience of it and what they do. And don't like, and whenever we do these surveys, we see that consumers prefer ads that are relevant to them and that are not repetitive. And, and so, you know, if you think about that, a world without consistent and identity is gonna make it impossible to honor those preferences. Um, so the biggest threat is that we end up without that.

Speaker 2 ([05:27](https://www.rev.com/transcript-editor/Edit?token=-kOukwlYDFszzN1rFH6B6p6WGw46bO4lSKdX-Ei0tXH2eKU0CBlXbZ_e6xuxcXE7ttiYG2JI_XbLLULX-BoJjjwflIg&loadFrom=DocumentDeeplink&ts=327.73)):

I mean, advertising is gonna consider, continue to exist. It's the way in which we consume content. So I think it's interesting to hear that consumer perspective as that we wanna make sure it's relevant and that it's not, you know, over an abundance, you started to talk a little bit about opportunity. So what do we think is the biggest opportunity Stewart?

Speaker 5 ([05:46](https://www.rev.com/transcript-editor/Edit?token=o_kGtTHvVHpFbbj-k5yhHwWN9PlGhtus-AFF8LrJCty2_Oc_HTYRrmYLCTlqO9mMLMAAFSAlRxcRItpjH61dNZ6VaCQ&loadFrom=DocumentDeeplink&ts=346.15)):

Yeah, I, I think the biggest opportunity is for the industry to finally have more than one currency to work off of and for innovative alternative currencies to finally have their time to shine and their time to step up and potentially be transacted on at scale. I think that's one big opportunity, a huge opportunity, and IPOT is working hard to be a part of that conversation, um, alongside other players. Um, I also think in core operating outcome, further upstream into how media is bought and sold is another opportunity that big data affords right with, with the affor mentioned alternative currencies. We have the ability to finally have outcomes start working its way farther upstream when we're actually negotiate, not as an afterthought after the deal is finished, then the campaign is already run. Right. Um, so I think, I think those are the, the two biggest opportunities that we're excited about here at IPOT.

Speaker 2 ([06:48](https://www.rev.com/transcript-editor/Edit?token=NJ96p7ImU9CKDXnpB_-joS_hqJP_vgVde5ODphzThVLFNrI9iA_SeylVEw6Y6-EaHtV8Ph5POXg3s6Gkc8si1VNkb_8&loadFrom=DocumentDeeplink&ts=408.69)):

It's interesting. You mentioned outcome, obviously outcome is, is a big focus for us at NewStar. It's something that we help. A lot of our clients understand the impact associated with their marketing spend. So, you know, I agree that I outcome, you know, continues to be a key, a key role to have a key role to play. Um, I think, you know, it's been also been something that has, has changed in terms in the last year, in terms of what outcomes matter most for clients, you know, I'm kind of curious, Andrea, do you think how often seen media strategies change in the last year?

Speaker 6 ([07:16](https://www.rev.com/transcript-editor/Edit?token=SHbxCkpy1p91z_iI1G3RaF4yRDfm5sPSiGCsakYrVlxOaVcufXK-h_sTuNbu2sDn_KD0kfRoPfEVcg1rCsj6vLLXcjw&loadFrom=DocumentDeeplink&ts=436.12)):

Yeah. Our client strategy team has seen significant changes over the last year into different ways to reach those audiences, um, in the right time in the right place. Uh, a couple of those different changes are the campaign flighting. So a lot of our brands are shifting, um, and so a more fluid, uh, by, based upon their supply and demand, uh, with the different, um, supply chain starts and stops. That's been really affecting when the campaign should run. Um, a lot of our folks are also leaning in on, uh, publisher data, um, and more first party data strategies versus what they've been using before with cookie, uh, targeting. And we've really seen a shift in the consumer, uh, purchase journey. So a lot of the strategies are moving heavily into more brand awareness and consideration to really win those brand loyalists back. Um, the generations have changed. You've noticed that there's really not much of that loyalty sticking around.

Speaker 2 ([08:25](https://www.rev.com/transcript-editor/Edit?token=EiDwO1KbpenmCVCxVykthUaUVFfLpEV-EDZqugj-CLeqBP1hSkbAyLmiFfWx1DxAHUvisx2-g1aXwFf4fo6PWWHyA2U&loadFrom=DocumentDeeplink&ts=505.48)):

I mean, inventory's interesting, you're talking about product inventory, I assume. And, and that's something that has been a key focus, um, for a lot of brands that we work with as wow. You know, it's, there were so many ebbs and flows that relates to inventory over the last year and a half, you know, around the pandemic and, and continues to be an issue if anybody's reading the news, you know, as it relates to the holidays in the holiday season, you know, inventory is something that has been, you know, a key, a key focus as, um, as we close out 2021. Um, what services or solutions do you think are best poised to really enable addressability in the future?

Speaker 4 ([09:02](https://www.rev.com/transcript-editor/Edit?token=25Avbu2zyVLCs-7MQC0_VeCp6S7cMSFKJ0S5moC-YjZAEzOZNWaFcDTWY5iwqiwnp2yaLClxMNrphn3vkddcwDNaUqY&loadFrom=DocumentDeeplink&ts=542.56)):

Um, I guess I can kick this one off. Uh, so I don't want to name any names or, or specific standards here cause that's, that's not what I'm here to do. Um, but in overall we think that interoperability is going to be more critical going forward than it was in the past. Um, just because if you think about what's going on in the consumer space, there's increasing fragmentation of consumption. Um, and so in order for us to stitch together a wide reaching audience, we need to have an identity signal that can work across the targeting and delivery platforms of a variety of cell. Um, so essentially being able to stitch identity across various standards and inventory sources is going to be very important in the future even more than it is today. Um, of course, uh, considering where I work, I have to take this moment and plug Omni so that that's our Omnicom agency operating system, and it was built with interoperability as a core, a principle. So the premise is that it works with a variety of ID solutions, um, not just one to create audiences and then push them out to activation platforms. So we think solutions like that are gonna be essential as the ID ecosystem matures over the next few years. Um, Stu and his remarks was talking about, you know, the importance of being able to work with a variety of different identity standards. And we completely agree with that view.

Speaker 3 ([10:18](https://www.rev.com/transcript-editor/Edit?token=uB2fPX4d4aPRze24j2oeuHDf1Wy9piqLtt39-hp4NTiaxydhiZmEvsYerhNLKwxCTsoWTcE8_S6XrY-KHWm8m8yQyrY&loadFrom=DocumentDeeplink&ts=618.24)):

I, I would just, um, later on Ben to what you said, um, a moment ago and, and Stu as well about the importance of being interoperable and, and being, you know, part of, um, participating in a variety. I mean, we're, you know, as FUO, you know, we, um, participate, we're the, actually the first CV CTV partner to and unified 82.0, um, we just, um, you know, uh, launched our partnership with D on the Ram one platform, you know, we'd love to, you know, work, uh, then with you guys as well. You know, we're very, we know it's very important for, um, brands to your point to be able to reach our audience through these different, um, uh, platforms that enable identity tracking and, you know, obviously fully privacy, um, privacy, uh, confirmed, but, you know, to, to reach our first party addressable audiences, I also wanted to come back to what you mentioned about, um, you know, the importance of contextually relevant advertis.

Speaker 3 ([11:17](https://www.rev.com/transcript-editor/Edit?token=n2QoGQXLTOQHNkK2pFXGlmyZ6nBRz5-e3EGIwiy9L6S8Kn6JLAT0g-8oFDyt9TRsXWt5k8yThraLlaOgpDbDzqRoW2E&loadFrom=DocumentDeeplink&ts=677.83)):

And I would add to that, you know, so that's the benefit of, of all of this, you know, we are able to, you know, um, in the case of a subscription service, you know, really understand what our viewers are doing and, and behavior, but also, you know, provide in addition to, um, you know, addressable targeting on that level, contextual targeting. Um, so, you know, know, again, I think that's one of the big opportunities in this new brave new world as it were, um, that we're talking about is that we really do have that premium television content, you know, watched on the, the CTV screen. I mean, to me, when I look at, you know, my years in the industry, that's, that is the biggest change is that, you know, you can have all of this type of addressable targeting within that premium content in that optimal viewing environment, um, where you have the greatest engagement. So, um, I think, uh, you know, bringing together the ability to target, you know, content and identity, um, that's a really a winning combination for brands and consumers. Yeah.

Speaker 2 ([12:18](https://www.rev.com/transcript-editor/Edit?token=qepBZOsMkdN7ds_39PPTylCof-aBRdBaa2XjB0vTvXUwZ_6cZNV9zi5hXBALyEvEos15khJlRmGaceL1leTsRNDN4UI&loadFrom=DocumentDeeplink&ts=738.59)):

You touched on contextual and it's interesting, you know, being in sort of the TV space, it feels like, you know, TV has legacy been so sort of a contextual environment, you know, I know we, we leverage agent demo. Um, but it, it really is, you know, about making sure or that you're in the right on the right TV platform, the right shows in the right place, you to be relevant and to, to still be contextual. And it does feel very similar kin to the contextual world we're talking about on digital, Andrea, I, I wanna kind of circle back to something, you know, we've talked about, we're talking about identity already, um, which is something I wanted to, to touch on, but you mentioned first party, um, data and PE and, and real relationships with first with, with publishers, I'm curious, you know, how do you think about the role of identity as it relates to, you know, a future where, you know, there is a focus and an emphasis on first party data.

Speaker 6 ([13:03](https://www.rev.com/transcript-editor/Edit?token=zd6q1Y1slfYVtW2x-AHEYq766hN6tqpvgPYKX2LUMssqJ25pkGXEoGQIebFN1EeUZhQ-51LAUi68aiplt5VxnwbqhHM&loadFrom=DocumentDeeplink&ts=783.79)):

So, yeah, we're, we're definitely seeing that shift into how marketers in advertisers are leveraging their first party data. It's really important to ensure the consent mechanism and gaining that party data. Um, there's many different platforms and tools out there to help marketers with that, um, with just managing it. Um, we've seen a wide variety of, of marketers not having enough first party data. So I think as we move into this new world, marketers do need to kind put this effort full steam ahead into collecting the right type of first party data is gonna help them with their business outcomes. Um, and really just to find that proper value exchange, um, with the consumer to collect that data, to make it more valuable for them, um, publisher to data is another one that we've really leaned heavily into with some of our clients. And they've realized the benefit of the data that the publishers have.

Speaker 6 ([14:04](https://www.rev.com/transcript-editor/Edit?token=XFRZ-DJf8PNtJppm-r3--n1H2K5yjV_9BLIburIREATPTLRmxC81XHs-xsDI-K8rklCqGpzmAO4-HDXIeLIOnrWIkHM&loadFrom=DocumentDeeplink&ts=844.82)):

Uh, they are, you know, in their own way, collecting their data, whether it's contextually or email based. Um, they have this wealth of knowledge that they're very protective over, which they should, but we're able to tap into that and find audiences on the right, um, sites that attract our audiences. And, you know, finally knowing who we're, we're contacting without having, uh, to use first party data. Um, so there's just a different, you know, variety that they can different ways that they can attract new audiences and kind of grow that first party data without having a huge amount to start with.

Speaker 2 ([14:40](https://www.rev.com/transcript-editor/Edit?token=wB12F0x0foe9ScMCH4f1iS0wx9l3HEENsz9hsC6C7-as6mojFqmFmEc0MGidn_Rc5RGOfUM1nbTNU3Sj5dEWlLP_IP8&loadFrom=DocumentDeeplink&ts=880.33)):

Maybe this one goes to Ben and Andrea, but how do you see brands managing and protecting their own data and this new ecosystem? Yeah,

Speaker 4 ([14:48](https://www.rev.com/transcript-editor/Edit?token=8eKNTvvI1bVArynl1i68GLMe6m238W9LoweGPazOxJDcOHi8GxUDUOdee3tsnSjLMbpxZBdQUgLyPNoVqe5C0yEL1dE&loadFrom=DocumentDeeplink&ts=888.4)):

I think I would just build on what Andrea was saying. Um, I guess I had a, had a couple points about this. Um, so, and maybe this is obvious, but just if brands are collecting more and more PII based first party data, then that means that information security becomes more important for them because the consequences of leaking out a bunch of PII are much more significant, um, legally and otherwise, and the consequences of losing, losing control of a cookie pool. Right. Um, and then the second piece is exactly what Andrea was saying, which is just consent management is critically important, um, because not only is there, uh, increasingly strict regulation of consented data, but also there's a lot of variety across markets. And most of our clients operate in a, a wide variety of markets. And so, um, because of that, clients need to be more vigilant than ever about how they collect, manage and use customer PII. So, uh, we offer our clients a consent audit and diagnostics to make sure that they're meeting their legal obligations wherever they operate, while also enabling the use of this data for appropriate and advertising purposes.

Speaker 5 ([15:53](https://www.rev.com/transcript-editor/Edit?token=snv5hriHu8t8KvXfTxh2f98o9Kt1RH3FS6wNeUxorKNpjhrLC3W36mOMDnYjDlqn_Fe4BJsx3uMZ9gDQHwgK2wo5Ht8&loadFrom=DocumentDeeplink&ts=953.08)):

Just to build on that, I, I feel like there's coming from the measurement perspective. I feel like there's a comfort level and an education process that's constantly in play right now with all this first party data at our fingertips. You know, all of the, the networks and the brands that we work with are constantly battling with one another to try to get permission to place pixels and to do server to server integrations. Right? But like the truth of the matter is if we want to use this first party data to drive an outcome story, there is permissioning needed, right. And client clients, whoever those clients may be need to raise their comfort level and their education level about what's what what's okay. And what's not okay. I think most brands that a network approaches will say just out of instinct know to having pixels place, but like they're kind of important, right? So there is a right way to drop a pixel there's a responsible way to drop a pixel. Right. So I just think, I think there's a lot of progressive brands and networks that are doing this at scale now and agencies. Um, but I think there's also an equal amount that are afraid of it and don't know enough about it. So I think that's important. Are

Speaker 2 ([17:13](https://www.rev.com/transcript-editor/Edit?token=HVDwHab27NiVVWyBg1ygcbj_L8XcJ58pPILVVz9tnf1t8IayJz38vMdVpUACfGxoPHBgHEQOPYJRu9PGm0deBhXQx28&loadFrom=DocumentDeeplink&ts=1033.33)):

There innovations that you've seen come to bear as it relates to, you know, addressing that privacy, that anyone in this group that would wanna be, you know, would wanna speak to that you think are, you know, interesting and, you know, um, taking a forward looking approach to privacy by design.

Speaker 3 ([17:29](https://www.rev.com/transcript-editor/Edit?token=2fruybE-xKDT_aQTcqj0Yc05Jqn_7glLo1d32SxJ7X8az5gIkXO3o5dag54Y2pouavNiMKsxxWi8vNJ3iFmhwCfwJQQ&loadFrom=DocumentDeeplink&ts=1049.76)):

I mean, I think these different identity, um, initiatives really take that very much, you know, into consideration. I mentioned unified ID 2.0, um, being one example, but I, you know, uh, I think that is a, a key point to making those usable, um, you know, and then just speaking from the, the publisher perspective, I mean, everything on our end is, is opt-in, you know, um, that's a huge, important component as a subscriber service that we protect the data of our viewers and, and ensure that, you know, um, there is the full opt-in, uh, to, to receive, you know, any kind of targeted advertise, anything of that nature.

Speaker 2 ([18:10](https://www.rev.com/transcript-editor/Edit?token=xRPLOaaULroJuuY52n4eyUwY2MMnrxQ0mCGCKx2-NVJp3ompuKtNok8FZ0KzUGUzVS86UQliDtoXKeMy0KY2Rv58A7g&loadFrom=DocumentDeeplink&ts=1090.99)):

Yeah. It's definitely making the industry is definitely making it easier for consumers to, to opt in to, um, to be aware of, you know, what, they're, what they're, self-selecting into. Um, I'm curious, like, let's just take a little bit of a deep dive into TV since, you know, we've got two TV experts on the phone. Um, how has ID deprecation and privacy rug regulation impacted TV in particular?

Speaker 5 ([18:31](https://www.rev.com/transcript-editor/Edit?token=8S2f8Uexo3pQi4l6fDGC0AyJ4kQSRlkEWe2x-0LChw5DEjngh144-foW6b40zLPfxS5cBotBhLdwwvsqEL-6QsCsQfo&loadFrom=DocumentDeeplink&ts=1111.78)):

I don't know about you guys, but I think one thing that I've noticed is is that there is literally a new identifier popping up almost every single day, right? It's like some, some of them perhaps more credible than others, but I think what it points to is massive fragmentation and just more complex in arriving at the measurement that our clients need and want. Right. And what, you know, open ID, you know, is, is one of the more recent announcements and certain people are siding with them. Certain people are siding with other IDs. So I just think to me the, the impact from a measurement standpoint is around complex to be, I think I'm not saying it's not necessary to protect what needs to be protected, but it does make things a lot more complicated. <laugh>

Speaker 2 ([19:19](https://www.rev.com/transcript-editor/Edit?token=osVJ6uFk-0TeK7_yWkrop0OzWMv-WupkWBAcQp6zB_Q8Bu85IQ6Ukmr5kFOpsMSjTAnA-mB2s6YWs2hjjHbrfMUtims&loadFrom=DocumentDeeplink&ts=1159.15)):

Yeah. And Ben and Andrea, do you have thoughts on how you're helping brands navigate that? I mean, that it does feel very complicated and every time I talk to an advertiser, they, they almost wanna just, you know, hide under the covers and, and until things sort themselves out. So I'm curious, how are, how are you guys helping brands navigate through that fragmentation and that confusion?

Speaker 6 ([19:37](https://www.rev.com/transcript-editor/Edit?token=D-NazFcSPQQlq0mL1slLkCApVh2BUpSL4HLgRDOyzhqrq5aflyIUUw5XVszXxKd3hr_FFDRDRaskBphLucdSGpvVDrE&loadFrom=DocumentDeeplink&ts=1177.61)):

So we're doing, um, a lot of testing and learning right now, um, with the various identifiers, just so we can get a better understanding on how to, you know, guide our consumers or guide our clients, um, into using them. <affirmative> CTV in general is just complex on how to buy it. So when you layer on that identifier, it's just, we're, we're just really helping them through it and supporting them through it and just testing and learning to make sure that we're just as knowledgeable to help provide the best recommendation to our clients. Um, I think the other thing that's common, they hear our clean rooms so that, you know, those environments are, um, a place that we're able to help our clients see more into the, you know, holistic buy with all these different identifiers. So that's been a really, um, good learning experience for us and for our clients.

Speaker 4 ([20:27](https://www.rev.com/transcript-editor/Edit?token=md5BuvvQeeVznH3tSbk6hx9WIC6n7HwC3k2t_l-Z8uH_5gdfbj3KI5A3L5k1d-ohwHzubBmT2SkEyma2G-p7nE1h2xw&loadFrom=DocumentDeeplink&ts=1227.96)):

Yeah. I would certainly echo the clean room point. Um, Omni has integrations with all of the major clean rooms. Um, we just announced a, a clean room partnership with Disney recently, so yeah, a hundred percent. Um, we're so we're working towards resolving the fragmentation issues and measurement that have been created by the changes in the landscape. Um, and, and yeah, beyond that, we've come out and publicly endorsed the U I D too, as our, as our preferred identifier, primarily cuz it's interoperable with, uh, some of the other existing AMI. Um, because, so we talked about the measurement side, but on the buying side, uh, resolving fragmentation is just as important, right? Because it, it's only of limited help to us if we can merely see overlap and exposure after the fact, what we want to be able to do is control that exposure in the first place. And so, um, we're encouraging our cell side partners to align around that ID standard and, and ones that are interoperable like open AP so that we're getting the best results for our clients and minimizing waste.

Speaker 3 ([21:28](https://www.rev.com/transcript-editor/Edit?token=XdeIBL-fI6hsoYxQvpx4FsTvb7wZbwHmzMJmwNr8f6TPXlnO90A2XKtmUgLz0z0MnSfSTE0Gx7DZI_0QYdRzDmcZ7gE&loadFrom=DocumentDeeplink&ts=1288.02)):

I mean, I, I would just add, you know, from, from the cell side, um, and from the TCTV side, you know, one of our core objectives is, is to make it easy to, to buy CTV and to, you know, um, find your way through all this. So, you know, we have multiple ways, um, you know, as I mentioned, you know, um, we can advertises, can target, um, you know, our audience through our data. You know, we, we have an integration as well with live ramp so we can create, we create custom segments, you know, in market auto buyers or, or that type of, of targeting. Um, if it's a programmatic buyer, they can also bring their own data, um, to their DSP. So, you know, we're, and in that case they can bring their own data and then target textually on our platform. Um, and then, you know, again, you know, U I D 2.0, and, and we're really very open to operate with, with any platform.

Speaker 3 ([22:23](https://www.rev.com/transcript-editor/Edit?token=6SQvt5d3rv8QLp6QdigPMIGpMKym1Xi4u90Y05DekCqFmds0QCuSIt_PTSJiM9gDT1tsNSfSnwSCCjGZge5fFRMA6s0&loadFrom=DocumentDeeplink&ts=1343.62)):

We, we still take Nielsen, dark, you know, someone wants to run a campaign on a, on a new else guarantee. We will do that. You know, so I think that's part of the partnership really between the sell side and, you know, between us and, and our agency and, and, and, um, client partners is to really make it easy to find that right audience, you know, watching that exact type of content in that mindset, that's really gonna, um, you know, be beneficial to the brand and, and to try to look at it in that way, simplify it by talking about goals and objectives and not get lost in, um, too much of, you know, the complexity find the right solution for the objective and, and really focus on that, you know, from our perspective.

Speaker 2 ([23:08](https://www.rev.com/transcript-editor/Edit?token=OMIx4Em1FtH8odA-x4gfPMWDSX_AFaLb4QJ_E9FBC4ca2h9M5ji1PPp_IdMQgIZ_Ls9R7_ErRTcsWUoCqqKyAsY7N4U&loadFrom=DocumentDeeplink&ts=1388.84)):

So you're starting to talk about TV buying, which I find really interesting. I I'm curious, this is maybe, um, a contentious question, but I'm curious, you know, do we, do you think the upfronts will continue to evolve? How do you think TV buying will continue to change Stewart?

Speaker 5 ([23:24](https://www.rev.com/transcript-editor/Edit?token=DQaSwcVjmzvWZ3GX6HOwqwC4toXpq3-EuThMaqCdYltkqgqEfivMHGtcOo7V_k5ADMlnF9gb4f9WB6qe5kfKjwA8P1I&loadFrom=DocumentDeeplink&ts=1404.48)):

Yeah, I think at upfront, at, at the upfronts coming up, I think you're gonna see more cross lot form kind of selling efforts than you've ever seen before. I think last year kind of teed things up, but I think it's, it's gonna explode this year because all of these O T T kind of companion brands to the major networks have massive targets against them for this upcoming year. Right. They need to start shifting eyeballs from linear to digital, as the migration from cable becomes more, um, persistent, right. And, and, and with that comes really big sales targets. Um, so I think you're gonna see more cross-platform integration in how the networks announce things. Um, and I think, you know, Diana not to put words in your mouth, but right, for, for companies like, like Diana's, that are gaining more and more traction in the marketplace, you're gonna see them coming in aggressively talking in about how unique their audience is above and beyond linear, the unique value those audiences provide above and beyond linear. And, and, and to take that one step further, the efficiencies that those audiences provide above and beyond linear, cuz it's not always about reaching a net new audience. Sometimes it's about reaching the same audience more efficiently. So that would be my prediction.

Speaker 3 ([24:47](https://www.rev.com/transcript-editor/Edit?token=Sy_bYl4mZNNMY26VhpqkuVdVVy50zqi0by8FmjhETcKP-PwtTAw14ezmXfKYqsJBhX1UdL2pTFmTVsJKrpqB4jODi5A&loadFrom=DocumentDeeplink&ts=1487.4)):

I'll just ladder onto that a little bit. And thank you. That was definitely a good, uh, summary of our, of our, uh, positioning. Um, but yeah, I think we already saw even this year, you know, we participated in the new fronts, um, and you know, there was, we had, there were TV brands in the new fronts, there were digital in the front. So I think it really is merging. And I think it really is, you know, I mean, group M put out that study, um, earlier this year about one in five TV dollars are now going to a CTV, what they call, you know, CTV, uh, plus. So any kind of nontraditional linear platform and, you know, and again, it, you know, comes back to that idea that at, you know, um, at this point TV, doesn't no longer owns the premium content and doesn't own the big screen.

Speaker 3 ([25:35](https://www.rev.com/transcript-editor/Edit?token=lB4tOLwetLCNjOrOBxYkA8gzbaS-H-aDFI_DkD6bV_moU1O7L0t_PmLFYvktepksJQ03eiGrjNu2Na3o1EHoOgZa25Q&loadFrom=DocumentDeeplink&ts=1535.57)):

So, you know, FUO, you know, 94% of our viewership is, is on a CTV device. You know, 90% of it is live. That sounds a lot like TV and you're watching sports. You're watching, you know, your, your favorite, uh, regional sports networks. You're watching your favorite shows in first run. Um, and at the same time, as Stu said, you're getting that efficiency, you're really targeting the audience. You're, you're not getting, you know, the quote unquote, um, waste that you might get, uh, buying on a traditional, uh, G R P. And, um, you know, you're, you're really getting your brand message right, right. To the right person at the right time, you know, in the right content. So, um, you know, we're definitely seeing that on our end and, and I agree, I think there's just a lot of, you know, additional value. And then of course that ability, as I mentioned to, to buy all that, uh, programmatically, you know, so that you're, you're really automate, um, and, and getting the most out of, out of every, uh, every dollar fuel that you're investing.

Speaker 2 ([26:34](https://www.rev.com/transcript-editor/Edit?token=Y52lLvEgT_FaiLV2wM4LO2gd0RrvXrQ_bGHcW2RkFVqKOAe4uX8PZ7C51ooQhry0cPOijCdQmZ776n1jwk-NzZmpyck&loadFrom=DocumentDeeplink&ts=1594.86)):

And so what do we anticipate for TV buying in 2022? You guys are talking a little bit about some changes in terms of how things are gonna merge together in terms of the upfronts Ben and Andrea, what do you think in terms of, from the agency side and in terms of, you know, how TV buying will change in 2022?

Speaker 4 ([26:51](https://www.rev.com/transcript-editor/Edit?token=ELFyGylfBORFSaViv_ZkPBOy1Oin6RTMZ-fGKA8hdt6EMP-L2D1xRrdjTPhydsb0B7cOYKb6-jG2zjtIXDLtRQ_-9Cw&loadFrom=DocumentDeeplink&ts=1611.31)):

Yeah. It's, uh, it's always fun speculating about the future, right. Um, cuz uh, people have to wait a while to tell me that I was wrong. Um <laugh> so what we're we're trying to do anyway, is, is, uh, continue to break down the budget silos that have historically historically kept, uh, linear dollars out of the digital space. Um, I think we all agree, those distinctions are making less and less overtime. Um, but it's a conversation we have to have, uh, with each of our clients individually, because a lot of the time that's driven by internal client budgeting processes. And so it has to be worked out on by sides. It's not like we on the agency side can just snap our fingers and change the allocation rules. Um, but what we're trying to do overall with our narrative is just encourage people more and more to think about TV as just being a screen. Um, and like it could be populated with content that's delivered via traditional MVPD, or it could be through, you know, FUO on a Roku, whatever. Um, it's just a screen. Uh, and so like, like anything else, like mobile or TV or mobile or PC, um, as opposed to being a specific set of partners that TV budgets traditionally flowed to over a certain period of time. So that's the, uh, that's the change we're trying to make? I don't think we're gonna get a hundred percent of the way there next year, but we're making progress.

Speaker 6 ([28:09](https://www.rev.com/transcript-editor/Edit?token=tDH4UgidjKHNTLPEjhta9nkk0XtT8uI-7Vu1Fj3Kku1xSiamEwX7skY9XB0sZ01nkh9pcnPsBrmJWEpaEfFAJcv964s&loadFrom=DocumentDeeplink&ts=1689.51)):

Yeah. I would just echo that. Um, the hope is that more of the traditional and digital buying, uh, kind of are together in one room and kind of have a full plan holistically to reach that audience. Um, and Diana you mentioned automation. I think that that's really going to be a huge shift in 2022 with, um, some of the new funds upfront shifting into programmatic. I mean, the fact that you can buy for a live, you know, sports event programmatically a couple days before it shows is pretty impressive. So I think, um, marketers are gonna start to lean more heavily into that as last minute changes come up or last minute promotions. Um, so I do see a lot of that, all, um, evolving in the buy.

Speaker 3 ([28:52](https://www.rev.com/transcript-editor/Edit?token=YZXAFnmXDrNlW8D8Bq9QFIKVFkDLPoeOsAGi4k__V6PVuCeRpTugwcPQhF66T1UdOkcoKbtQ68oFi8ZbvSWwCdh59UM&loadFrom=DocumentDeeplink&ts=1732.93)):

I'll just add just one thing on, you know, we're, we're very, um, we're very bullish on programmatic and, and to your point, Andrea, Andrea would really, really see it as a premium buying, um, platform. And, you know, we really run the blue chip national brands through, through our programmatic partners and it, and it really it's, it's just a more efficient way of, of, um, placing your media, you know, couple of days, day of during, you know, it really gives so much flexibility. We mentioned the data, the ability to bring in your own, your own data without any having to sign up really with anyone, you know, so it just gives so much ease. And, and I actually heard, you know, head of a big media company saying that, you know, they're, they're looking at, you know, 30% of their inventory being fully automated, you know, in three years. And you know, you look at any of the streamers, you know, us included, you know, it's a hundred percent automated now. Um, so I really do think, um, as that evolves and you know, it just creates so much more opportunities as you mentioned, so completely agree on that.

Speaker 2 ([30:02](https://www.rev.com/transcript-editor/Edit?token=Guaq_Q8QZJ2clnxnr5wMdgaJFMht0DACHQ9AX_n14sv9j0Vf_HZWKRDjfxCxJwQDNh8e24CXX2ZkwtAseAh9axhyWVs&loadFrom=DocumentDeeplink&ts=1802.77)):

So while we're making predictions for the future, I know everyone's so comfortable doing that. What other disruptions might be a ahead for us in 2022?

Speaker 5 ([30:11](https://www.rev.com/transcript-editor/Edit?token=WiXPKyUyv2ySgFsHztXPHvohMsW6C_oU5p_x80jvON7eG662Y20grlcCbaOwNUaP0c1fv0KJV7MtGOMNVZTdqLO4LlU&loadFrom=DocumentDeeplink&ts=1811.31)):

I have a good one. Can I start go

Speaker 2 ([30:14](https://www.rev.com/transcript-editor/Edit?token=a-k43-gaGIfd3mag8HT0Nlm27rsK8EgrlQzl0V10r0CQX_hK81Pfsi8vJoPk6t1u5uVqRY_t60o2Z_sWmTmE1x-EOWs&loadFrom=DocumentDeeplink&ts=1814.33)):

For it?

Speaker 5 ([30:15](https://www.rev.com/transcript-editor/Edit?token=fCl1zTWGEOZYHMgqaqz6BPi8i0bAHQiDubW-X4PTRieA15o_ILgqScjByiTTMwWKiWHh4vAmePISmVAahjRc5GQ4pyg&loadFrom=DocumentDeeplink&ts=1815.85)):

So I am slightly terrified by the number of new, new television, new televisions coming to the market, right? Roku has a TV Amazon's coming out with a TV. Comcast has a TV coming out. They already have it selling in, in, in, uh, in Europe. And I believe they're bringing one here as well, right? With, with all of these is nothing against any of those companies. They're all amazing companies, right? But all the fragmentation that we've already talked about in this discussion is gonna just get worse right now. That just means more Walt gardens, right? They're they're coming out with a television, not because they're so interested in hardware, they're coming out with a television so that they can <affirmative> control the audience and serve ads to that audience. And, and again, getting the data around that is gonna be more difficult. So transparency is not gonna go up. It's gonna go down, right. Complexity is, is gonna go go up as well. So I'm, I'm a little bit nervous about all of these, um, all of these, um, streaming players coming out with hardware.

Speaker 2 ([31:25](https://www.rev.com/transcript-editor/Edit?token=uBdbGOka-K_iqO0acWtou4RgmHjTG-HCTVBrv-kDt-Vlj_w4wQFbpMlhREK2BEWvLZd0BT5OyHvfIchmea_zPQ45en4&loadFrom=DocumentDeeplink&ts=1885.75)):

That's an interesting one that, you know, I haven't heard a lot of people talking about. Um, so it's interesting that you mention it Stu because, you know, I, I personally can't see myself buying a new TV, but you're talking to the wrong person in this, in my household in terms of the TV purchaser. So, um, it'll be interesting to see how much adoption rise for those, because, you know, there is some established brands and that's a, that's a competitive space for them.

Speaker 3 ([31:48](https://www.rev.com/transcript-editor/Edit?token=zjK7qzuetwUV8PLOQ8nwBZgxW1w4cfYY3IpMexqzVYKSbOqA4HOyZpFuikAgAiDans_GdF9jkbl5jykVLxRXsG-ahrs&loadFrom=DocumentDeeplink&ts=1908.14)):

I'm gonna say, it's a great point, cuz you know, every time a new TV comes out, we then we then, uh, as FUO, you know, we need to integrate. So, you know, we, we LG Visio, you know, um, what's next,

Speaker 5 ([32:00](https://www.rev.com/transcript-editor/Edit?token=X8HN6yu_prTFbYnGFYjjjOjkMo5gUSSPJA8zz4H_LgBJqQ5RDv7CLjYak1yytZiZVEObRxtHCuXuxPeMgko0NNbNt1c&loadFrom=DocumentDeeplink&ts=1920.08)):

<laugh>, that's a great point. It's more work for, for you as well. Right? Cause you need to be pre your, your app needs to be present in that environment. Yeah.

Speaker 3 ([32:09](https://www.rev.com/transcript-editor/Edit?token=4keSPJ140H8L8fNlI7cE5W9WSYyqWmZzhrS-mECevVEQ0sf2FLaLvbZ89z_uTxzcimQXJd2wvfrWHXg7pifI-4k725o&loadFrom=DocumentDeeplink&ts=1929.26)):

Yeah. I mean, that's not necessarily a bad thing, but to your point it's, it's, it does create more and that's more hands and more, more data. Um, I mean I think, you know, one thing that we're seeing across the market and it's actually benefits, um, you know, um, folks like us and, and, and, you know, is, is the, um, the expansion or the fragmentation of sports rights, you know, again, you used to go to, you know, you knew where the super bowl was. You knew where the, where the world series was. You knew where you were gonna watch Thursday night football, Monday night football. Now it's in, you know, a lot of different places. Um, so that's something obviously that we watch very closely. Um, you know, as I say, we benefit like, you know, we had the, um, we got the exclusive rights streaming rights for the, um, south American and soccer world cup, um, qualifiers for comic ball, which is great. But at the same time, you know, I think that's definitely something to keep an eye on. Um, and something that will even further the migration from traditional television, cuz sports, definitely something that is what keeps people tied to their table, their cable, um, you know, subscriptions and when they can find their regional sports teams and other teams elsewhere. Um, I think we're gonna see a lot of that, you know, obviously, um, when Amazon's done with, with Thursday night football. So that's kind of something that we're keeping an eye on. Um, on our end,

Speaker 2 ([33:34](https://www.rev.com/transcript-editor/Edit?token=AJaM0m_rPy_TZYJOHNVJu5_wEpKkMoCf5h8auNKaJ2ul7Xx5YqPvrTPz6CHfBUBNRm9BXEpzXbzPI8D4hq380_AWjhI&loadFrom=DocumentDeeplink&ts=2014.64)):

We face that in Chicago, when the cubbies went, um, off of their, their local Chan over the many years and they, they granted their own channel. So I, I know exactly what you're talking about.

Speaker 3 ([33:45](https://www.rev.com/transcript-editor/Edit?token=3NzAtry-j5-YZ7sLETrZddo2LSDrTPFkzsYGB3Ir5FFI_KYRzayLZm6WgWBeoDcK1wUByOoHOSXYJMBDTkvYc_VDudQ&loadFrom=DocumentDeeplink&ts=2025.13)):

Diana, you can watch that on

Speaker 2 ([33:47](https://www.rev.com/transcript-editor/Edit?token=rSjToRYwDpaz6F3y1P8CNXbzAg6qYN_lA_IF1goVhkYXoTe0uWqHf2UQLB1yrhKrZHP0mavbkp-fR0q4tyhzSRMn0Fk&loadFrom=DocumentDeeplink&ts=2027.09)):

<laugh> <laugh> any other thoughts from the group in terms of, you know, what we might be ahead for us in, in the year ahead. I just think

Speaker 6 ([33:55](https://www.rev.com/transcript-editor/Edit?token=1t-7ssWNrhO8q5r56zNxYMBfNFfxV4zg5vRe2oRnDNR7IGI6XPkhuPtCWVfcqtRUlpciiBCpIWG7GzmLCLACH0OkXyI&loadFrom=DocumentDeeplink&ts=2035.5)):

There might, in terms of, you know, opposite of more fragmentation, I do think we might see a little bit more of consolidation with platforms, um, that might make it a little bit easier, but that's a wish, I think more than, um, what's to happen.

Speaker 2 ([34:12](https://www.rev.com/transcript-editor/Edit?token=GvKm9iiBDEetJbo6-SIqTSBbhrtVLf9RQDIcxUhD8EoDC_6BPYK81M28jiowuEOKetVYvjI7SearxAISRxfPxFDPV30&loadFrom=DocumentDeeplink&ts=2052.02)):

We have to keep the end in mind, right? We have to keep the, the, what is the goal that marketers are trying to achieve? You know, we're talking about IDs, we're talking about clean rooms, we're talking about all these things, but the, the real focus is what marketers are trying to achieve, which is, you know, reaching their intended, intended audiences at the moments that matter most and then being able to measure so that they can determine whether or not what they're doing is working or not working. And I think you're right. Measurement and attribution continue to be, um, a, a big focus because, you know, marketers wanna make sure that they're, they're doing the right things and they're, they're, they're leveraging data and insights to help them make better decisions in the future. And so, um, you know, any other thoughts in terms of, you know, from the group in terms of what, what should be the top focus for marketers in, in the year ahead, we, we talked about disruptions, but what about their focus? What should they be emphasizing in their own business?

Speaker 4 ([35:02](https://www.rev.com/transcript-editor/Edit?token=MK6SG9jYhBCdjV3-uVz2y2sKjDL20mQ66MlD-BMoJrcRS7EAWjWJfRF7KUwl9l8Uadg3_0jyLJxysa9OBagEKM8JaJw&loadFrom=DocumentDeeplink&ts=2102.64)):

Yeah, I can, I can go first on this one. Um, I think the number one thing for marketers is to figure out a way to test and learn into a durable identity strategy. Um, I, you know, we see reports now on the trade press of, you know, some advertisers have started to test and learn with U I D too, and, and other intraop identifiers. Um, but that doesn't mean it's a settled question because there's so much more scaling that has to happen before those become viable solutions. So what we're encouraging our clients to do is start testing and just keep testing. Um, certainly through the end of 22 and into 23, because that's when we expect the most rapid period of maturation is going to be for these identity standards.

Speaker 2 ([35:46](https://www.rev.com/transcript-editor/Edit?token=3F8zhJLDfN23DTX5s1bKShyHpzgTHXkdpc01SXICJgiqUKlHGtMY6Hsltlr52RJsj01Vcn6PlHNqC26jLatGzzjZQRw&loadFrom=DocumentDeeplink&ts=2146.55)):

I agree. And, and that kind of circles back to a topic that we've already discussed here today, which is, is test and learn and the idea of, of, you know, taking that first step forward. You know, there is a lot of disruption in the industry. There's a lot of change happening. Um, I think the one thing that is constant is that change. So, you know, what we really wanna see is, is how we help, um, you know, the industry take that next step forward and, and the path ahead for us. And, and I really appreciate all of you guys joining us today to chat about, you know, the industry, the disruptions that we're facing and what's ahead for us. So thank you again for your time and, and, and really appreciate the, the session today.

Speaker 1 ([36:27](https://www.rev.com/transcript-editor/Edit?token=Dm8D4p2WitUYafnQeSJTpLVU-ks26i1UarFWfQENViBlGEZX7LiQMn5apJkM3HoWTv_9kluzgwh7pCmmfUemMZTulOc&loadFrom=DocumentDeeplink&ts=2187.38)):

So much interesting information. Thank you so much, Allison and team. And thank you for joining us today. We'll see you again for next brave new world's panel sessions in the coming weeks till then be well.