

# AGENDA OVERVIEW

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9:00 AM - 9:30 AM

## WELCOME REMARKS

- Rob Rasko, President, Brand Safety Series
  - John Miskelly, APAC Investment Director, GroupM
  - Yean Cheong, Executive Advisor, APAC, The 614 Group
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9:30 AM - 10:00 AM

## BRAND SAFETY, AUTOMATION, AND PROGRAMMATIC: WHAT ARE THE BIG TOPICS AND ISSUES IN APAC TODAY?

- Caspar Schlickum, Regional Managing Director, Accenture Interactive Operations, APAC
  - Arshan Saha, CEO, Xaxis APAC
  - Pierre-Yves Riou, Programmatic Director, MediaCorp
  - Alvin Neo, CCMO of NTUC Enterprise & FairPrice Group and MD of NTUC Link
  - Yean Cheong, Executive Advisor, APAC, The 614 Group
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10:10 AM - 10:30 AM

## EXCLUSIVE ORIGINAL RESEARCH PREVIEW PRESENTED BY TAG: A DIVE INTO THE RESULTS OF TAG'S FIRST-EVER FRAUD SNAPSHOT STUDY OF APAC *Presented by the Trustworthy Accountability Group (TAG)*

- Mike Zaneis, CEO, TAG
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10:30 AM - 11:00 AM

## BRAND SAFETY AND BRAND SUITABILITY: WHY ALL ADVERTISERS SHOULD NOT BE TREATED EQUALLY

*Presented by Channel Factory*

- Darshan Radia, Director, Platform Development & Innovation Media Solutions Division, SPH
  - John Montgomery, Global EVP, Brand Safety, GroupM
  - Robin Zieme, Partner EMEA, Head of Business Development, Channel Factory
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11:00 AM - 11:10 AM

## MORNING BREAK

11:10 AM - 11:40 AM

## REDEFINING TV BUYING – WHAT ROLE DO OTT AND CTV PLAY?

*Presented by DoubleVerify*

- Conrad Tallariti, Regional VP of Sales APAC, DoubleVerify
  - Peter Angelis, Director, Digital Operations, Omnicom Media Group
  - John Ross, Associate Director, CTV Products, DoubleVerify
  - Janet Leung, North Asia Lead, Precision
  - Gavin Buxton, Managing Director APAC, SpotX
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11:40 AM - 12:10 PM

## THE STATE OF ADVERTISING TECHNOLOGY AND ARTIFICIAL INTELLIGENCE

- Basil Chua, MD, Multiverse Partners
  - Jonathan Mackenzie, Managing Director, Publicis Media Precision, APAC
  - Vivian Yeung, Managing Director, MediaCom SG
  - Oliver Tan, CEO, ViSenze
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12:10 PM - 12:40 PM

## CONTEXTUAL ADVERTISING IN A COOKIELESS WORLD

- Alex Sibois, APAC Head of Agency and Channel Sales, LinkedIn Marketing Solutions
  - Michelle Cui, Director, APAC Client Management, Kinesso of IPG
  - Jennifer Chase, Vice President, Digital Sales & Solutions, Commercial Group, MediaCorp
  - Vivek Shenoy, Senior Director, Product and Operations, Spiceworks Ziff Davis
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12:40 PM - 1:30 PM

## LUNCH BREAK

1:30 PM - 2:00 PM

## CREATING AN ENVIRONMENT WHERE TRUST AND TRANSPARENCY CAN FLOURISH

*Presented by EMX*

- Rob Rasko, President, Brand Safety Series
  - Hemant Menon, Programmatic Lead Singapore, Dentsu Aegis Network
  - Deryck Wills, Country Lead, EMX Digital
  - Cindy Deng, Managing Director APAC, App Annie
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2:00 PM - 2:20 PM

## HOW TO POWER CONTEXTUAL INTELLIGENCE IN A POST-COOKIE WORLD

*Presented by Oracle*

- Derek Wise, Chief Product Officer, Oracle Data Cloud
  - Addy Cutts, Director of Platforms, APAC, Oracle Data Cloud
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2:20 PM - 2:50 PM

## CONSUMER DATA PROTECTION AND REGULATIONS

- Dan Hughes, Chief Data Officer, Asia Pacific, Middle East, and Africa, Publicis Group
  - Ben Tuff, Chief Product Officer UM APAC, IPG Mediabrands
  - Hooi Yen Chin, Legal Counsel to APAC Startups, Polaris Law Corporation
  - Sonalika Sarna, Director, Strategic Insights and Analytics, Epsilon
  - Pablo Gomez, Chief Digital Officer APAC, Kantar
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2:50 PM - 3:00 PM

## AFTERNOON BREAK

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3:00 PM - 3:30 PM

## MOBILE ADVERTISING: DEEP-DIVE ON VERIFICATION, IN-APP, IN VIDEO AND MORE

- Cindy Deng, Managing Director, APAC, App Annie
- Jonathan Beh, CEO, Cadreon China
- Dushyant Sapre, Managing Director, MoPub APAC
- Chris Tuan, Head of Agency and Programmatic Partnerships, APAC, Unity3D

3:30 PM - 3:50 PM

## THE STARHUB BRAND STORY BY MS STARHUB

- Yean Cheong, Executive Advisor, APAC, Brand Safety Series, The 614 Group
  - Jeannie Ong, Executive Coach, Former CMO, StarHub
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3:50 PM - 4:00 PM

## CLOSING REMARKS

- Rob Rasko, President, Brand Safety Series
- Yean Cheong, Executive Advisor, APAC, Brand Safety Series, The 614 Group