

# Interact Congress

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# Interact Congress



**Hello and welcome to the Interact Congress 2009.** We meet in interesting times: this grim economic recession has intensified the need to embrace change and creativity in our own industry - the newest and fastest moving of them all. Innovation has brought us success in the past and we can't afford to stop now.

By your presence here, you are affirming that we won't let the future just happen to us, we intend to shape it ourselves.

We're in for an exhilarating few days! We'll hear compelling results from exclusive research into the latest trends in online advertising and digital and social media. We'll learn about the rapidly shifting power balances in related industries such as publishing and media management. You'll get a chance to tell government representatives of your concerns about regulation and controls. There will be plenty of practical advice on hand from top people who are grappling with the same challenges and opportunities that you are facing every day in your working life.

IAB is recognised by both industry and regulators as the voice for the digital and interactive industry at national and European level. We currently have 23 country members and are growing all the time. We are supported by some of the biggest and best players in our industry and are grateful for their participation in the Interact Congress and our activities throughout the year.

Thank you for joining us this year. I hope you return to your country refreshed and energised by this year's Interact Congress and I look forward to meeting you during our time here.

A handwritten signature in black ink, appearing to read 'Alain Heureux', with a long, sweeping underline.

Alain Heureux  
President and CEO IAB Europe

# Interact Congress

## PROGRAMME: 10 JUNE

**DAY 1 MORNING SESSIONS AND ACTIVITIES BELOW ARE RESTRICTED TO IAB MEMBERS, IAA MEMBERS AND PRESS ONLY**

8am – 2pm **REGISTRATION**

10.30am – 3.45pm **IAB GLOBAL SUMMIT**

Key topics: Training, Expenditure, General Economics

Stockholm

10.30am – 12.30pm **IAB EUROPE AGM**

Copenhagen

12 – 12.30pm **ADEX PRESS CONFERENCE**

(press only) Announce the results of the AdEx 2008 pan-European advertising expenditure report.  
The AdEx Report is IAB Europe's annual report on advertising spend across Europe.

Brussels

1.45 – 5.30pm **IAA GLOBAL BRAND THINK TANK**

Helsinki

### **PUBLIC SESSIONS – SESSIONS AND ACTIVITIES LISTED BELOW ARE OPEN TO ALL DELEGATES**

12.30pm **WELCOME BY ALAIN HEUREUX, President & CEO IAB Europe and President IAB Belgium.**

Pebble Wood  
Corner Restaurant

12.35pm **LUNCH**

1.45 – 3.45pm Conference delegates are invited to participate in one of the **IAB EUROPE WORKSHOPS.**

These are based on various activities of our Working Groups and Task Forces:

Copenhagen

- Public Affairs. Steering Committee : Jon Lund (IAB Denmark), Peter Bisa (IAB Germany) and Jan Decorte (IAB Belgium).  
Debate : Review of roundtable session
- Behavioural Advertising. Steering Committee : Martin Radelfinger (Goldbach Media), Nick Stringer (IAB UK) and Thomas Schauf (IAB Germany)  
Debate : Review of roundtable session
- Mobile Advertising. Steering Committee : Hervé Lejouan (comScore) and Gabriel de Montessus (Hi-Media)  
Debate : Standardisation and Audience Measurement
- Display Advertising. Steering Committee : Eric Urdahl (United Internet Media) and Matt O'Neil (Admonsters)  
Debate : European Inventory & Standards
- Performance-based Marketing : steering committee : Roderick Den Daas (IAB Nederland), Borge Sandengen(IAB Norway), Mitja Djereb (Najdi Slovenia)

2.30 – 5.30pm **PUBLIC AFFAIRS ROUNDTABLE 'POLICY CHALLENGES AND OPTIONS**

**IN ADDRESSING CONSUMER PROTECTION IN THE ONLINE ENVIRONMENT'.**

Chaired by Robert Madelin, European Commission's Director-General for Health & Consumers.

Amsterdam

3.45pm **COFFEE BREAK**

4.15 - 5.30pm **ADEX PRESENTATION (EUROPEAN ADVERTISING EXPENDITURE)**

Listen to PriceWaterhouseCoopers, and other industry experts as we reveal the latest figures for European advertising expenditure for 2008, and look at trends and forecasts for 2009.

Luxemburg

5.45pm **END OF SESSIONS**

7pm Informal **NETWORKING DINNER**, providing people with a moment to catch up in a relaxing environment, hosted by IAB Europe. **THE DOMINICAN HOTEL**, Rue Léopold 9, 1000 Brussels

# Interact Congress

## PROGRAMME: 11 JUNE

8am - 2pm **REGISTRATION**

9.30am **WELCOME BY ALAIN HEUREUX - President & CEO of IAB Europe and President of IAB Belgium ROYAL**

ROYAL A&B

9.45am **KEY NOTE OPENING SPEECH PROVIDED BY PHILIPP SCHINDLER,  
Vice President, Northern & Central Europe at Google**

ROYAL A&B

10.15am **KEY NOTE SESSION : ALBAN MARTIN, Head of Social Media Optimisation at Orange**

ROYAL A&B

10.45am **COFFEE BREAK**

11am **PANEL DISCUSSION** 'Making Integration Win' chaired by Simon Waldman, Director of Digital at The Guardian. Panellists include:

**PLATFORM A** – Brendan Condon – Managing Director International

**ALCATEL-LUCENT** - Richard Fraser, Director Business Strategy - Advertising Solutions – EMEA

**WEBORAMA** – Alain Levy, President and Director-General

**PUBLICITAS EUROPE** – Robert de Heer – VP Digital Projects

ROYAL A&B

12pm **PANEL DISCUSSION** 'Spending Shifts' chaired by Guy Phillipson, Chair of Board IAB Europe & CEO IAB UK. Panellists include:

**GROUP M** – Ruud Wanck – COO Interaction

**L'OREAL** – Georges-Edouard Dias – SVP e-business

**SCREEN DIGEST** – Vincent Letang - Senior Analyst/Head of Advertising

**NUGG.AD** – Stephan Noller - CEO

**NIELSEN ONLINE** – John Burbank – CEO

**YAHOO!** – Terry von Bibra, Managing Director & Vice President Business Management APG Yahoo! Europe

ROYAL A&B

1pm **KEY NOTE SESSION** : Didier Mormesse - Senior Vice President of Advertising Sales Research, Development and Audience Insight at **TURNER/CNN INTERNATIONAL**

ROYAL A&B

1.20pm **LUNCH BREAK**

FOYER

2.15pm **KEY NOTE SESSION** : John Mangelaars

Regional Vice President Consumer & Online International division for EMEA at Microsoft

ROYAL A&B

2.45pm **PANEL DISCUSSION** 'Long Tail, Short Tail' chaired by Michael Nutley, Chief Editor of New Media Age. Panellists include:

**BANNER** – Hanne Tuomisto-Inch – Online Communications Director

**NETLOG** – Lorenz Bogaert – CEO

**ADLINK** Internet Media AG - Marc Stilke – COO

**NOKIA** – Tom Henriksson, Head of InteractiveDailymotion – Frédéric Bellier – Executive Vice President Global Media Sales

**TRUVO** – Sajal Agarwal - Head of data strategy and advertiser products

ROYAL A&B

3.45pm **PANEL DISCUSSION AND CASE STUDIES** – 'Winning business in emerging markets'. Panellists will discuss the opportunities for selling European brands abroad in emerging countries like Brazil, Russia, India and China as well as presenting successful case studies.

Chaired by Thomas Duhr Executive Sales Manager Panellists include:

**HI-MEDIA** – Cyril Zimmerman – CEO

**COMSCORE** – Michael Read – VP Europe

**RUSSIA** - Andrey Sveshnikov – CEO - Initiating the set-up of an IAB in Russia

**GOLDBACH MEDIA** – Martin Radelfinger, Business Dev. Officer

**GEMIUS** – Filip Pieczynski - VP

4.45pm **COFFEE BREAK**

5.15pm **CLOSING KEY-NOTE**

5.45pm **CLOSE BY ALAIN HEUREUX, President and CEO of IAB Europe, and President of IAB Belgium**

ROYAL A&B

7pm Cocktails (available to full package delegates and VIPs only)

ATRIUM

8pm Formal Dinner and Networking, Radisson SAS Royal Hotel, Brussels (available to full package delegates and VIPs only)

ROYAL A&B

# Interact Congress



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## PROGRAMME: 12 JUNE

9 - 10am **IAB GLOBAL SUMMIT - MEASUREMENT**

Stockholm

**PUBLIC SESSIONS - SESSIONS AND ACTIVITIES LISTED BELOW ARE OPEN TO ALL DELEGATES**

10am **RESEARCH SHOWCASE ON SOCIAL MEDIA**

Stockholm

Two 30mins presentations on the latest research from the world of social media from Trendstream's Tom Smith and Nielsen Online's Rene Lamfuss.

10am - 12pm **THE MIA PROJECT**

Amsterdam

The Measurement of Interactive Audience Project (The MIA Project) is a joint initiative between the European Interactive Advertising Association (EIAA) and The Interactive Advertising Bureau (IAB) Europe. It's main objectives are to analyse audience measurement methodologies across the world and as well as to study the potential for industry-agreed standards that can be applied to the planning phase of international advertising campaigns. It is hoped that the Project's recommendations will help the online medium to be appropriately measured alongside other media, moving forward towards a methodological approach for online measurement that is accepted by all.

11am **COFFEE BREAK**

12.30pm **LUNCH & NETWORKING ACTIVITY**

2pm **CLOSE**

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## Speakers

### **Frederic Bellier - Executive Vice President, Global Media Sales of Dailymotion**

An ESC Reims and Middlesex University graduate, Frederic started his career in Canada and the UK working 7 years in the healthcare (Fournier Group) and investment banking industry (JP Morgan).

Frederic joined the Internet industry in 2000 as UK country Manager of the price comparison Toobo and was later promoted to Head of the E-Commerce Development activity within Liberty Surf / Tiscali Group. In 2004, he became Head of Media Portal activities for Tiscali / Alice (Telecom Italia) where he managed sales, business development, marketing and operations. He joined Dailymotion in early 2007.

Frederic leads Dailymotion innovations development for brands to leverage the adequate marketing solutions within the video digital space. 37th website worldwide, Dailymotion Network attracts over 59 million unique monthly visitors worldwide (source: comScore, April 2009).

### **Lorenz Bogaert - Co-founder and CEO of Netlog**

Netlog is a leading European social networking platform with over 35 million registered members. Lorenz studied law and management at the universities of Brussels (BE), Fribourg (CH) and Namur (BE). It was during his studies when he started Netlog and when he got known as a contributing editor to various Internet and IT magazines as well as for managing an Internet consulting business.

### **John Burbank - CEO of Nielsen Online**

John R. Burbank is CEO of the Online division of The Nielsen Company. Operating in more than 100 countries, Nielsen is the world's leading provider of insight on consumer behaviour.

Before joining Nielsen, he was Chief Marketing Officer for AOL, and Vice President Marketing for AT&T. Earlier in his career, John spent a decade at Procter & Gamble in brand management where he led many of P&G's pioneering Internet efforts.

He received a BA and MBA from the University of Chicago.

### **Chris Clarke - Chief Creative Officer of LBi**



Chris is an award-winning creative who has been at the forefront of the digital industry since the late 90s. In 2000 as a UK founder of pioneering digital agency Abel & Baker, Chris helped bring a new level of creative excellence to the nascent digital industry. In 2002 Abel & Baker became part of Wheel, where Chris eventually became Executive Creative Director. As part of the management team at Wheel Chris delivered a reputation for excellence founded on big creative thinking and award winning work for clients like BT, InBev, ABSOLUT Vodka, Starbucks and Sony PlayStation Europe.

In early 2006 Chris moved to Digitas agency Modem Media as European Executive Creative Director becoming UK President and Executive Creative Director of Digitas following the acquisition of the agency by Publicis.

While at Digitas Chris re-invigorated the creative product, winning new business with Vauxhall, Shell and HP & Bayer. Chris comes to LBi as Chief Creative Officer with a global remit for the creative product, & the agency Brand. As part of the LBi board Chris will also help drive the strategic vision of the group.

### **Brendan C. Condon - Managing Director of Platform-A International**

As Managing Director of Platform-A international businesses, Brendan is responsible for leading the company's commercial initiatives across Europe and Asia. Prior to this role, Brendan served as MD of Advertising.com International and before that was Advertising.com's chief financial officer – managing the company's finance, human resources, legal and corporate services divisions.

Prior to joining Advertising.com, Brendan served as Senior Vice President of finance and operations for AOL Media Networks and was a key player in the transaction and integration of the company's acquisition of Advertising.com. Before joining AOL in 2002, Brendan served as Executive Vice President and Chief Strategist at Time Warner's Time Inc. division, where he was the liaison for Media Networks, Inc. and the Time Inc. titles for all local cross-media platform advertising programs and initiatives. Brendan has also held other various senior corporate, finance, sales and marketing roles during his 23-year tenure at Time Warner.

Brendan holds a BS in mathematics from St. John's University and an MBA in finance from Columbia University.

### **Georges-Edouard Dias - Senior Vice President at L'Oréal**

Georges-Edouard Dias is currently heading L'Oréal e-business group, a position that he has occupied since 2001. With his team, he supervises the worldwide development of L'Oréal proprietary.net platform which, in France hosts currently more than 150 L'Oréal brand web sites for Europe, Asia and Northern America. The team is equally responsible for corporate interactive communications as well as setting content partnership with leading web portals such as MSN or Sina.com in China, and has launched an ambitious project of developing a common worldwide CRM architecture, based on Siebel 7.7, with a pilot already running in Korea and France, and further instances currently being implemented in China and Brazil.

Dias was previously VP of Interactive Development at L'Oréal USA, where he defined L'Oréal's policy related to electronic commerce and launched the first selling sites in L'Oréal's history.

Dias' interactive career commenced when he was promoted as project manager in charge of launching L'Oréal corporate web site in 1997, an important change from his previous positions in a group that was mostly marketing focused; from product manager at Garnier International when he joined L'Oréal after he graduated from HEC in France in 1983, to VP of Marketing at Vichy International before he was moved to corporate.

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## **Thomas Duhr - Executive Sales Manager and Member of Sales Management of United Internet Media AG**

Focused on the media industry from the beginning, the graduated biologist and academic economist started his career as a management trainee and project leader for electronic media at Handelsblatt Group, Dusseldorf. After stations as product manager for the revolutionary afternoon edition of Handelsblatt, Handelsblatt Evening News and being in charge of the product field Digital Newspaper he then took over in 2000 as a board member the responsibility for building up Internet Television Startup beTVeeen.com AG, a partly owned subsidiary of publishing group Handelsblatt GmbH. In 2002 the media and marketing expert changed his position to the former WEB.DE AG, Karlsruhe. He worked as Executive Sales Manager in the field of Media Sales responsible for sales operations as well as for the development and leadership of sales control and new strategic sales areas. Thus he started ADEurope in 2003. Since February 2006 Duhr is responsible for the same areas at United Internet Media AG (merger of WEB.DE and GMX), Montabaur as well as for the national and international affairs of Germany's leading digital media sales company.

Thomas Duhr is involved in several committees of the industry. From 2004-2006 he has been an active member of the Board Of European Interactive Advertising Association (EIAA). In 2006 he has been elected Vice President of IAB Europe (now Vice Chairman within the restructured industry association). In those roles he implemented the conjoint MIA-Project (Measurement of Interactive Audience) of both committees. Since 2008 he's chairman of the board of Germany's audience measurement organisation, AGOF. Furthermore Duhr is leader of the targeting working group of BVDW (German Industry Association for the Digital Economy).

## **Richard Fraser - Business Strategy Director, Advertising Solutions EMEA at Alcatel-Lucent**

Richard Fraser is Director of Business Strategy for Alcatel-Lucent's Advertising Solutions Group. His experience includes 7 years in the advertising industry in both New Zealand and London with OgilvyOne & Ogilvy Interactive, focussed on direct marketing and digital advertising practices for global clients and brands. Richard joined Alcatel-Lucent in 2004, motivated by the role that technology will increasingly play in the enablement of interactivity and personalisation of content and advertising media, and ultimately to a fundamental shift in the way content and media will be delivered to consumers.

Richard's responsibility is in developing the solution strategy and proposition for Alcatel-Lucent's personalised and interactive advertising solutions – which include mobile, online and TV based advertising media capabilities.

Richard holds degrees in Psychology and in Business Administration, and a Masters Diploma in e-Commerce focussing on Economics and Technology from Birkbeck College, University of London.

He is currently based in Brussels with Alcatel-Lucent.

## **Fabia Georgetti Juliasz - CEO of IBOPE NetRatings (IBOPE Group)**

Ms. Juliasz is the CEO of IBOPE NetRatings, a joint venture between IBOPE Group and Nielsen NetRatings for Latin America. She also holds a regional position as a Director of IBOPE Media Information.

Ms. Juliasz has deep knowledge of Internet Business and of Latin America, being also Vice-President of IAB Brazil, the Brazilian Chamber of eCommerce and Director of Metrics and Statistics at ABRANET, the Brazilian Internet Services Provider Association.

Educated in Brazil, Ms. Juliasz has an MBA degree with a focus on Finance and Marketing, and a Bachelor's degree in Computer Science. She is also a teacher at Information Management at Escola Superior de Propaganda e Marketing – ESPM – and Fundação Getúlio Vargas – FGVSP - in São Paulo, Brazil.

## **Tom Henriksson - Head of Nokia Interactive Advertising**

Tom Henriksson heads the Nokia Interactive Advertising business at Nokia. Nokia Interactive Advertising is building a global open marketplace for mobile advertising with the Nokia Media Network, a network of premium publishers, brands and mobile operators that reaches more than 100 million consumers worldwide.

Prior to his current position, Tom built Nokia Ad Service at Nokia Emerging Business Unit and acquired Enpocket Inc. to form Nokia Interactive Advertising. He has also held roles in Strategy and New Business Development at Nokia Ventures Organization, managing the identification and starting of new business globally.

Tom has a long background in setting-up and developing start-up technology businesses. He was the founder and managing partner of Holtron Ventures, a highly successful Finnish venture capital firm, a partner at a technology start-up advisory firm, and he held sales and marketing management roles in a Finnish radio-technology start-up business. Tom has also worked in an international management consulting firm. He is a board member/advisor of several start-up companies.

## **Rene Lamsfuss - Senior Director Product & Methodology EMEA at Nielsen Online**

Rene Joined Nielsen from United Internet Media, where he was the architect of innovative fusion and product development initiatives. He was also Chairman of AGOF, the German industry currency. Rene is in overall charge of Nielsen's European syndicated product set and works with industry bodies to deliver their desired solutions.

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## **Vincent Letang - Senior Analyst and Head of Advertising Research at Screen Digest**

Vincent has been analysing global advertising markets for ten years. Screen Digest launched 'Advertising Intelligence' in January 2009, a new online service focusing on television advertising and digital advertising trends, assessing the impact of economic, technological, regulatory and media-usage changes on advertising revenues. Screen Digest has published reports and market studies on emerging digital advertising formats: mobile advertising, online video, digital out-of-home, in-game advertising.

Vincent has been invited to speak in more than ten international conferences since joining Screen Digest. He is regularly quoted in the financial and specialized media (FT, Guardian, Variety, L'Express, Reuters, CNBC, Bloomberg). He holds a masters degree in Economics from Dauphine University, and graduated from HEC Business School, in Paris.

## **Alain Levy - Président, Directeur Général of Weborama**

After a career in international trade and a first experience as an entrepreneur in Russia, Alain Levy created Startup avenue in association with his childhood friend Daniel Sfez.

Startup avenue specialised in the counseling and support of company creation and as such was key in the creation and development of Weborama. In 2005, the links between the two companies were institutionalized and Alain Levy naturally joined the managing team.

Alain Levy graduated from engineering school, Les Ponts et Chaussées and from MIT, BOSTON.

## **Robert Madelin - Director-General for Health & Consumers, European Commission**

Robert Madelin became Director-General for Health and Consumers in January 2004. He has overall responsibility for the day-to-day running of the work of the Directorate-General in its three main areas: public health, food safety and consumer protection.

He has previously served as a Director in the Directorate-General for Trade, and was Deputy Head of Cabinet to Sir Leon (now Lord) Brittan, European Commission Vice-President. Robert was educated in England at the Royal Grammar School, High Wycombe and at Magdalen College, Oxford. He has also studied at the Ecole Nationale d'Administration in Paris.

## **John Mangelaars - Regional Vice President of Microsoft's new Consumer & Online International (COI) division for Europe, Middle East and Africa (EMEA)**



John Mangelaars is Regional Vice President of Microsoft's new Consumer & Online International (COI) division for Europe, Middle East and Africa (EMEA). COI is responsible for Microsoft's consumer business (PC, phone, web) in all markets outside the United States. COI drives all sales, marketing, content & programming, business development, and operations across Windows, Windows Mobile, Windows Live, MSN, advertising sales, and other services. In this role, John is focused on delivering great end-to-end experiences to consumers across EMEA, in close cooperation with a broad network of retail and online partners, advertisers, and publishers.

A seasoned Microsoft leader with seventeen years experience at the company and a track record of building successful businesses, John was previously Regional Vice President for the Online Services Group, EMEA, responsible for the Windows Live and MSN online business.

Prior to this John was General Manager, Field and Partner Team, for the Information Worker (IW) Division at Microsoft's Seattle based headquarters. In this role he was responsible for IW field strategy which included planning, field sales and partners. He was also responsible for the 2007 Office system field and partner preparations leading up to the launch.

John began his career at Microsoft in the Netherlands in 1990 when he led the Apple Macintosh applications business. Since then he has held a number of key positions including General Manager of Microsoft Netherlands where, in three years, he boosted the Netherlands to the number one market in EMEA. Following this, John worked in the company's EMEA headquarters running marketing for the region.

## **Alban Martin - Head of Social Media Optimisation at Orange**



Alban Martin is head of Social Media Optimisation at Orange. Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. He is overlooking innovative marketing campaigns, bringing his expertise to the Audience and Advertising activities of Orange in Europe. Alban is also author of books about Social Networks, co-founder of the Social Media Club Paris, and Associate Professor at La Sorbonne.

## **Didier Mormesse - Senior Vice President of Advertising Sales Research, Development, and Audience Insight at CNN International.**



Based in the Paris office, Mormesse is responsible for overseeing all aspects of research for advertising sales, editorial / programming, and digital media across the CNN International portfolio (tv, online, mobile). He manages a research team of 12, based in London, Paris, Frankfurt and New York. Prior to joining CNN in 1997, Mormesse was at Eurosport for two and half years where he was Marketing and Research Director.

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## **Stephan Noller - CEO of nugg.ad**

Born 1970, Stephan Noller is one of the three nugg.ad founders. As CEO he is responsible for the ongoing progress of the nugg.ad solution as well as a continuous technological update in line with the current market development.

Stephan Noller studied Psychology at the University of Cologne and graduated with honors for his thesis "Mental Models and Web Navigation".

Noller has many years of experience in the field of data analysis and the development of complex solutions for online-marketing. He worked for TNS Emnit as well as TNS Infratest where he dealt with new ways to measure internet reach as well as developing targeting systems.

## **Michael Nutley - Editor-in-chief of New Media Age**

Michael Nutley, Editor-in-chief, New Media Age Michael Nutley has been a business journalist for 24 years, covering a number of areas including software, telecommunications, construction and leisure. He took over as editor of New Media Age in July 2000, and was promoted to editor-in-chief in 2007. As editor-in-chief he maintains a strategic overview of the entire new media sector, from both a client and a service provider perspective. He's also particularly interested in online advertising, the convergence of TV and the internet, and the transformative effect of interactive media on organisations.

## **Guy Phillipson - CEO of Internet Advertising Bureau (IAB)**

Guy Phillipson took over as CEO of Internet Advertising Bureau (IAB) in January 2005. Following his 100 day review, the IAB was restructured and repositioned as a valuable resource for marketers to help them make the most of all online advertising disciplines, including search, display, e-commerce and sponsorships.

During his first year, online advertising revenues overtook radio, consumer magazines and then outdoor to become a truly mainstream medium. In October Guy Phillipson hosted the IAB annual conference, Engage 2005, which included keynote speeches from Sir Martin Sorrell, Lord Puttnam and Bill Gates, who famously pronounced, "the future of advertising is the internet".

By the end of 2007 online ad revenue reached a heady £2.8bn and the internet's share of total media spend hit 16% - the highest share anywhere in the world. In March 2006, Revolution magazine named Guy Phillipson as Digital Business person of the year

Before the IAB, Guy was Head of Advertising at Vodafone UK and gained considerable marketing experience at The Marketing Store, Barclays Bank and The Granada Group.

## **Filip Pieczynski - Vice President of Gemius**

Filip Pieczynski holds a diploma in Finance and Banking from the Warsaw School of Economics. For the last 5 years he has been responsible for the international development of Gemius.

His responsibilities include negotiations with local joint-industry committees which are related to the introduction and development of internet audience measurement. Moreover, one of his duties is establishing cooperation with publishers as well as media and advertising agencies. As Director of the International Operations Department he also supervises the team of Gemius employees abroad.

In February 2009 he was promoted to the position of Member of the Board.

## **Martin Radelfinger - Chief Business Development, M&A Officer of Goldbach Media Group**

Martin Radelfinger studied Radio Television and Film at the University of Texas at Austin and graduated with a Master of Science in Communications from Temple University in Philadelphia. He lectured and published on the subject of the social and cultural impact of new communications technologies at the School of Communication at Temple University. As Vice President New Media at The Editor & Publisher Company New York, Martin Radelfinger was responsible for the development of new media for the American Newspaper Industry. In 1996 he joined the founding team of MMD/Real Media in New York and served the company as Vice President Market Development. After over twenty years in the United States, Martin Radelfinger returned in 1999 to Switzerland to become Managing Director and Partner of Homepage AG, the interactive agency of the Swiss based Wirz Partner Holding. In June 2000 he founded AdLINK Media Switzerland and merged the company with the online operations of Goldbach Media in 2004. He served as Managing Director of AdLINK Media until 2007 and joined the Management Board of Goldbach Media Group in the position of Chief Business Development and M&A Officer in the course of the IPO of the Group. In 2008 Goldbach Media acquired the ARBOMedia Group with online operations across Eastern Europe. He presently serves on the Supervisory Board of ARBOMedia and on the Board of IAB Europe.

## **Michael Read - Senior Vice President/MD Europe at ComScore**

Michael has been with comScore in Europe since its start up in 2004. He is responsible for all EMEA commercial activities managing the regional business out of the UK office and other offices in France and Germany.

He had previously worked with NetValue and MMXI Europe. Prior to moving into online audience research Michael had been UKMD of BPA International a US magazine auditing company, and had the distinction of presiding over the first ever audit of a website! Sadly the site, owned by the Economist group did not survive. Before that he worked in UK commercial television working for LWT, Meridian and TVS Broadcasting selling TV advertising.

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## **Philipp Schindler - Vice President, Northern and Central Europe at Google**



Philipp Schindler joined Google in 2005 and oversees the company's operations in Northern and Central Europe (NACE), including the UK, Ireland, the Benelux countries, Germany, Switzerland, Austria, Sweden, Denmark, Norway and Finland.

Before joining Google, Philipp was a senior vice president at AOL Germany, running the company's marketing and sales activities and serving as a member of their management board for 6 years. Within this capacity, Philipp was responsible for one of the largest marketing and sales budgets in the country, constantly innovating in the areas of direct marketing, traditional brand marketing, customer relationship management, business intelligence and data mining, and pricing. He developed a range of major sales partnerships and a number of internationally acknowledged marketing projects, winning several industry awards, such as the Golden Effie. Previously he served as head of marketing at CompuServe in Germany, a subsidiary of AOL Inc., and also worked as an e-commerce and marketing specialist at the global AOL headquarters in the US. Before joining AOL, Philipp was accepted into the top junior talent program of Bertelsmann AG, where he focused on new media activities within their global corporate strategy unit.

Philipp earned a Diplom Kaufmann degree with distinction from the European Business School (EBS) in Oestrich-Winkel, Germany. He is a scholar of Studienstiftung des deutschen Volkes and also serves on the jury of the German Marketing Award.

## **Tom Smith - Managing Director at Trendstream**

Tom launched Trendstream, a company dedicated to understanding global trends in web usage. Trendstream provides their clients unique research on web usage, social media and mobile as well as providing consultancy on how to respond to social media change.

The main focus of this is the "Global Web Index", an online bi-annual research study into web usage in 16 markets and 16,000 web users that will launch in July 2009. Prior to setting up Trendstream, I worked as the Head of Consumer Futures at the global media agency Universal McCann, where I was charged with understanding the key consumer trends in web, mobile and communications technology and interpreting what it meant for their clients. It was in this role that I created the world's largest Social Media tracking study, Wave, which grew to over thirty markets in just two years, making it the largest global study of its type. I also produced many research reports, trend overviews and articles that explored the impacts of internet usage and social media globally.

## **Marc Stilke - Chief Operating Officer at adLink Internet Media**

Marc Stilke has been board member and speaker of the AdLINK Group since 2005. He is responsible for the affilinet and Sedo divisions. He also is in charge of product development and M&A. In this capacity he broadened the business model and built the Network of Specialists into a full-service provider of online marketing solutions.

Prior to taking a seat on the board, he was in charge of the online marketing arm at United Internet AG, the AdLINK Group's main shareholder. Stilke's earlier stations included Lycos Europe, where he supervised the European portal business and domain/web-hosting activities, and Bertelsmann AG, where he held various executive positions.

## **Andrew Sveshnikov - Founder & Managing Director of 360 Interactive Agency**

Andrew Sveshnikov is a Founder and Managing Director of 360D Interactive Agency, one of Russian market leaders in creative digital and integrated marketing campaigns ([www.360d.ru](http://www.360d.ru)).

In 2008 using 360D Interactive agency as platform Andrew organized international conference 'Internet marketing' ([www.beinteractive.ru](http://www.beinteractive.ru)), with support and participation of Russian government authorities, Russian Chamber of Commerce, Interactive Advertising Bureau (IAB) and others.

In 1995 Andrew started his own business and today he is a founder and shareholder of such companies, as: PR agency PRP, a Weber Shandwick affiliate ([www.prp.ru](http://www.prp.ru)), PR boutique Comunica, an Affiliate of Golin Harris International ([www.comunica.ru](http://www.comunica.ru)), media monitoring and analysis agency PRNews ([www.prnews.ru](http://www.prnews.ru)), publishing agency A2, BTL agency P4P.

Among the clients of this group of agencies there are such companies, as: Bayer, Danone, Exxon Mobil, Gunvor, Hewlett Packard, Johnson & Johnson, Microsoft, Nestle, Sochi 2014 Bid Committee, Pepsi, RUSNANO, Siemens, UBS, Vimpelcom and many others.

Before starting his own business, Mr. Sveshnikov had a successful career in journalism. For 4 years he worked at Finansovye Ivestia, joint publishing project of The Financial Times and Izvestia in Russia, where he headed World Markets department working in London and Moscow. Prior to this position he worked as staff writer/sales manager for a joint venture of Hearst Magazines and Izvestia in Moscow. He is a graduate of Moscow University, School of International Journalism.

## **Hanne Tuomisto-Inch - Online Communications Director at Banner**

Hanne has had 8 years experience in online marketing. She currently works across all Banner clients developing their online strategies, working closely with our in-house Interactive team. Prior to joining Banner, Hanne worked at IDG Global Solutions as director of interactive programs, leading the international online sales team. In addition to sales, Hanne acted as consultant to the IDG country managers across Europe on their online strategies and new product launches. While there she launched the IDG European webcast, whitepaper and lead generation programmes across the region.

Hanne's role within Banner is that of an online evangelist both internally and externally to help the agency and clients fully exploit the medium to its upmost potential. She is also fluent in all Nordic languages and German.

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## **Terry von Bibra - Managing Director, Yahoo! Germany & Vice President of Business Management APG, Yahoo! Europe**

Terry von Bibra has been Managing Director for Yahoo! Germany since 2005 and is re-sponsible for Yahoo!'s business in Germany as well as in Austria and Switzerland. Since January 2008, he has also held the position of Vice President of Business Management APG at Yahoo! Europe. Within this function, he is responsible for business operations, resource planning, and process optimization on a European level as well as for strategic special projects within the Yahoo! Advertiser and Publisher Group (APG).

Terry von Bibra's strategic focus is to consistently place the needs of Yahoo!'s marketing customers at the center of the business, to make Yahoo! a one-stop provider for inte-grated products and services in online marketing, and to therefore make Yahoo! the most attractive marketing platform and partner of choice for advertisers and publishers.

From November of 2005 to December of 2007, Terry von Bibra also held the position of Vice President Central Europe. Previously, the native-born American was employed by Amazon.com and became responsible for European online marketing business as the European Head of Business Development beginning in 2001.

Terry von Bibra studied German Studies at the University of California in Santa Barbara, followed by Advertising Photography at the Art Center College of Design in Pasadena, USA. He also holds a MBA/MBI from the Rotterdam School of Management.

## **Simon Waldman - Director of Digital Strategy and Development, Guardian Media Group plc**

Simon Waldman joined the Guardian as a journalist to work on some of its earliest internet ventures in 1996. He was launch editor of Guardian Unlimited in January 1999, and became the company's first Director of Digital Publishing in 2001.

Under his stewardship Guardian Unlimited became a profitable market leader, widely acknowledged as one of the world's leading newspaper websites, and the recipient of countless awards, including three prestigious Webby's - ahead of the New York Times and Washington Post. In 2006, he was appointed Director of Digital Strategy and Development at Guardian Media Group plc and a member of the Group's Executive Committee, where he is responsible for creating and driving digital strategy across all the Group's divisions, and working closely with GMG Chief Executive Carolyn McCall on the Group's broader strategic development.

Before joining the Guardian, Simon worked as a freelance journalist, specialising in media and technology. From September 2006 to February 2009, Simon was Chairman of the UK Association of Online Publishers (AOP), and he was appointed to the Board of Eniro, a Swedish directories business, in April 2008.

## **Ruud Wanck - COO Interaction of GroupM**

The world's leading media investment management operation, serving as the parent company to WPP media agencies. Ruud's talk is entitled 'Campfires of the 3rd Millennium'.

## **Cyril Zimmermann - CEO of Hi-media**

Cyril Zimmermann is the founder and CEO of Hi-media which is one of the largest European on-line media pure player. Hi-media employs 370 people in 9 countries and has grown by 30% to 135M euros of revenues in 2008. He is a graduate of the Paris School of Management (ESCP), and of the Institute of Political Studies of Paris, he also holds a bachelor's degree in History

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