



The Future of the Data Driven Media Agency

- A perspective from
Starcom MediaVest Group



Our Belief.....



We believe experiences matter, they enhance lives and build brands.

We design and deliver experiences for communities of people with common interests, that are also tailored to individual needs and preferences, allowing them to interact, contribute and share.

From a springboard of **deep human understanding, we ensure our experiences are data inspired, digitally enabled, and content rich** to delight people's senses, capture their imaginations, extend their capabilities and entertain their passions!



“The Next Generation Media Agency”

will become more, not less powerful because finally, in a social / mobile world, the medium is indeed the message. , media agencies can and should become the world's arbiters of how to use data across companies – they should create systems and processes that facilitate useful sharing of data between media companies and marketers.

The data/tech/analytics stack will become increasingly critical, with more and more discernible performance alpha attainable through sophisticated application/continuous learning and improvement. Integrating these capabilities with media is becoming far more important than choosing media

...strategic advisor and intermediary to help guide clients through increasingly complex options as the media landscape is getting more fragmented, more complex and offers more opportunity than ever for brands to reach the people that matter to them.

...Scale: The economics of keeping it best-of-breed doesn't make sense as marketers would have to execute an M&A strategy for their marketing operations which would distract from their core businesses. Expertise: Having the product chops to create a “virtual stack” and being able to slot in/out service providers as the market shifts.

...will move beyond media planning and execution to providing the combination of best of breed technology and the services to implement and drive value from the technology. They will be “technology powered”.

...will be even more important in 2017 as it is today. We predict the agency network(s) that will lead the pack will capitalize on the breadth of the data available and will use that data to change the way they go to market. But most importantly can activate in an agnostic approach across all media channels.

...will be the “impact agency” [and] deliver (1) target experts (need state and value microtargeting in the best case), measured opportunities (quantified), (2) content via the best message/ creative and “on demand” or real time Analytics to activate and analyze and (3) touchpoint customization experts: who portfolio plan, how to spend, what worked

5 Key Trends

Scarcity vs Abundance

Human knowledge is more critical than ever

All marketers have access but integration defines advantage

Registration IDs are the new cookies

Scale is redefined as market maker access

The market is driven by Scarcity vs Abundance

Scarcity Model

- Today: High demand, low supply
- Direct to Publisher channels:

Premium Video	Social
Premium Display	Search
Analog Video	Mobile
Publisher Content	

Abundance Model

- Today: High supply, low demand
- Programmatic channels:

Display	UGC Video
Search	Social
Mobile	

Human knowledge is more important than ever in machine to machine world

Data can make people smart or dumb

- When Anne Hathaway makes the news, shares of Berkshire Hathaway increase +4%
- 1 Share of Berkshire Hathaway costs \$120,000

More data requires more human expertise

Securities / Investor Sector Jobs (000)

1997*	2007	2022	% Change
706	884	1001	+42%

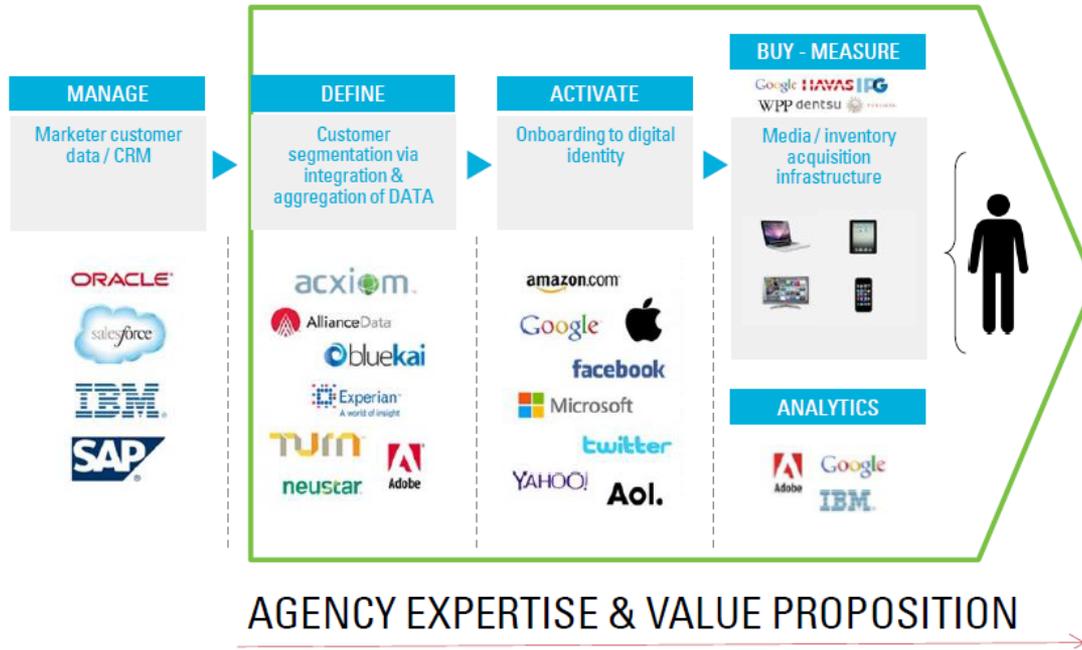
* Year prior to electronic exchanges begin introduced

While all have the same tools, clearly more wealth is created by the experts

- Goldman Sachs
- JP Morgan Chase
- Berkshire Hathaway

All Marketers have access to technology but it is

Integration across stacks that defines competitive advantage



- No one tech stack will win/meet all needs
- Winners will use many stacks to gain knowledge quickly
- Understanding fragmentation drives expertise in optimization

A few media companies will control the most valuable registration data

Google		Microsoft		amazon.com.	COMCAST
Google ID	FB Login	Live.com	Apple ID	Login	Xfinity ID
Inventory	Inventory	Inventory	Inventory	Inventory	Inventory
DSP	DSP	DSP	DSP	DSP	DSP
DMP	DMP	DMP	DMP	DMP	DMP

- Registration IDs become the new cookies
- These companies will be careful to share their inventory externally
- Success will be measured in marketers/agencies ability to integrate across the stacks

Scale is redefined as market maker access: partnership, innovation and speed

 <p>Technology</p>	 <p>Measurement</p>	 <p>Contagion Tool</p>	 <p>Location-based Targeting</p>
 <p>Content & Data</p>	 <p>Data & Creative</p>	 <p>Insights</p>	 <p>Addressable</p>
 <p>Measurement</p>	 <p>Content Publishing</p>	 <p>Content & Data</p>	 <p>Data & Tech</p>

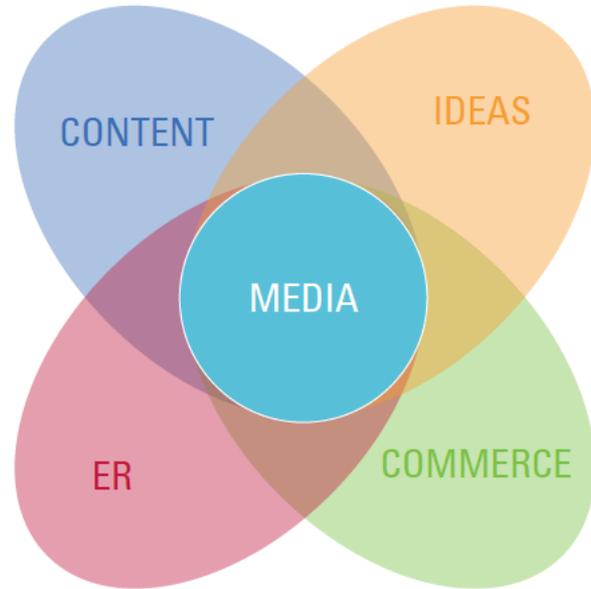
Roadmap for the future



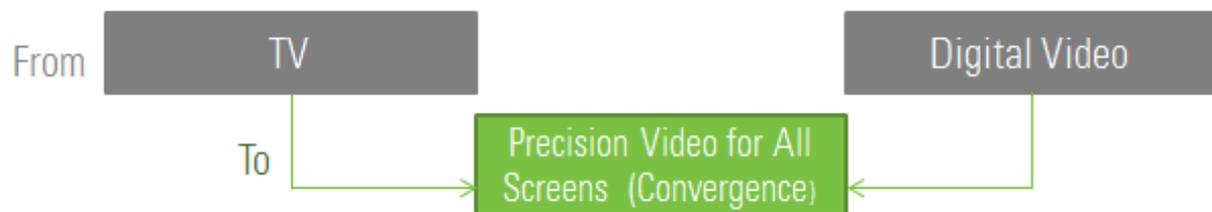
As data becomes centric to marketing – the agency holding company eco system will evolve

We believe media becomes the **nexus** of marketing

- Data
- Content
- Real-Time



The Future of Video



Data-Driven Linear

Buying TV Smarter and more precisely
Social Data:
e.g. Nielsen Social-Guide, Twitter TV Ratings and **many more**
Purchase Data:
Datalogix, TRA
NCS (Catalina)

1st Screen Addressability

'Addressable TV'
Audience or data-driven TV leveraging STB data
Operators:
Hold inventory, data and can control pricing
Technology & Other
Most 'programmatic' video adtech trying to claim space

1st Screen Connected

Connected 1st screen TV with over the top (OTT) video service
Devices: e.g. Xbox, Roku, AppleTV, Sony Crackle
Ad Tech: Innovid leading, mixpo, vindico, others

1st Screen Active Amplification

'Social TV': Use 1st screen to drive active 2nd screen participation
(call to action or social TV-related activity)
Twitter: TV ad targeting
Broadcasters testing different technology – e.g. Mass Relevance, never.no, Wavin
Consumer Apps: Shazam, Zeebox, TVTag/GetGlue etc.

1st Screen Passive Amplification

'TV Syncing': Passive approach to syncing TV ad on all other screens
Approaches: passive ACR (audio content recognition) or data modeling/matching

Multi-Screen 'Digital' Video

Digital distribution of video. – premium, mid & long tail on pc, mobile and tablet
Largely accessed direct (via insertion order) or Programmatic – AODv



Thank you

