



Media Forum

in a ‘warts-and-all’ format under the Chatham House Rule, WFA’s Media Forum provides peers the chance to come together to discuss and tackle common media challenges and further our industry’s agenda.

Meeting details

When: Thursday May 22nd 9am – 2:30pm
Where: 150 5th Ave, MasterCard, New York City
Questions/register: events@wfanet.org

WFA members include:



Competition compliance policy. The purpose of the WFA is to represent the interests of advertisers and to act as a forum for legitimate contacts between members of the advertising industry. It is obviously the policy of the WFA that it will not be used by any company to further any anti-competitive or collusive conduct, or to engage in other activities that could violate any antitrust or competition law, regulation, rule or directives of any country or otherwise impair full and fair competition. The WFA carries out regular checks to make sure that this policy is being strictly adhered to. As a condition of membership, members of the WFA acknowledge that their membership of the WFA is subject to the competition law rules and they agree to comply fully with those laws. Members agree that they will not use the WFA, directly or indirectly, (a) to reach or attempt to reach agreements or understandings with one or more of their competitors, (b) to obtain or attempt to obtain, or exchange or attempt to exchange, confidential or proprietary information regarding any other company other than in the context of a bona fide business or (c) to further any anti-competitive or collusive conduct, or to engage in other activities that could violate any antitrust or competition law, regulation, rule or directives of any country or otherwise impair full and fair competition.

Agenda

9am to 2:30pm | Thurs May 22nd

Media Forum

8:30am	Welcome Coffee
9am	Welcome, updates & round-table introductions Matt Green (WFA) to initiate round-table introductions, update on WFA initiatives and recent outputs. Jay Altschuler (Mastercard) to provide intro and summary of MasterCard’s major media challenges.
9:20am	Media measurement: For the industry, by the industry Tina Daniels (COO, ANA/Aquila US) to share progress with Aquila Cross-Media Measurement (a prototype of the Halo framework), which is on track to be launched to the market by ANA later this year.
9:45am	Data integrity: the next frontier for measurement As per the considerations articulated in the WFA Media Charter, advertisers should consider prioritising quality reach while abandoning vanity metrics. Guest: Jamie Barnard (CEO, Compliant) to share how higher ‘data integrity’ standards can reduce risk and avoid waste, while potentially supporting the Media Charter aims.
10:05am	Working session: Progressing standards with media measurement All Members to engage in working sessions designed to capture the major challenges (and potential solutions) with media measurement, globally.
10:45am	Break
11:15am	Towards greater global media transparency & simplification Guest: Ebiquity (tbc) to provide context and stimulus to member presentation and working sessions, by presenting on the state of media transparency.
11:40am	Working session: In pursuit of the latest media capability: simplification Maria Givens (VP, Head of Media & Digital Platforms, Bayer) to share the scope and capabilities driving one of the industry’s most established in-house media operations. Then Adam Benaroya (Senior Director, Global Media Excellence, Kenvue) to share background into the cornerstone of Kenvue’s newest global media capability: <i>simplification</i> . All Members to then join working sessions designed to explore how individual member companies are building their media capabilities.
12:45pm	Lunch
1:30pm	Global media capabilities in the AI age The impact felt by GenAI in the advertising industry is clear to see. This is, perhaps, less obvious in media. Guest: David Jones (Founder, Brand Tech Group) to share insights into how AI is being applied by media agencies and how clients can prepare themselves for the change. Finally, All Members to participate in working sessions designed to explore how clients are beginning to think about AI use cases for media. This session will then focus in on the safeguards and governance needed by the industry, before fully embracing AI.
2:30pm	Closing thoughts