WFA

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:

Agenda

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

Time	Session
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: *simplification*. 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**