# Dan Ackerman

* Dan to keynote at the Programmatic Marketing Summit in Canada
* Late 90s started at CBS: working his way up the ranks with over a 10+ year career
* I think his coolest job was as an Executive for the Philadelphia Eagles
* Started at Adap.TV to lead the Linear Programming

# Adap.tv

* Programmatic TV, specifically, provides buyers of video ads the best of both the TV and digital worlds – the ability to transact against traditional age/sex TV demographics, while automatically optimizing ad spend using customized, more precise audience segments.
* MAGNA GLOBAL, the investment and intelligence unit of IPG Mediabrands, is a first-mover in the programmatic TV space and has already run digital and TV campaigns through Adap.tv’s Audience Path platform.
* What does programmatic mean for TV
  + Audience Buying: instead of buying ‘Media’, e.g. a 30-second ad during big bang theory; Advertisers can now ‘buy Audiences’, e.g. Advertise to 5 million women who like mixed martial arts
  + Big data: much more information, from multipl sources. Currently TV Advertising is all Demographics, Gender, & Time, and Placement. I.e. focusing more on the publishers instead of the audience
  + Less irrelevant commercials: Commercials
  + Supports upfront buys: currently, 80% of TV ad space is sold upfront.
* Competitors
  + AT&T Adworks
  + Placemedia
  + Videology