



/ Programmatic future

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Evolution 2017

/ However...creating data deluge



WEARABLES



VIRTUAL REALITY



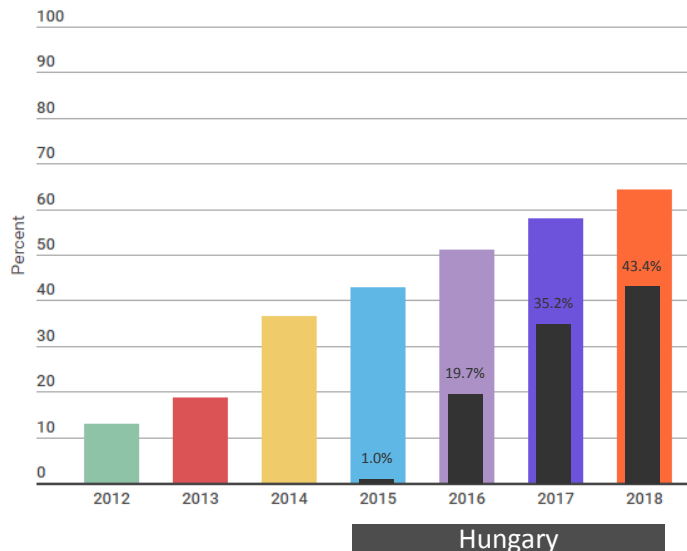
**SECOND SCREEN
(TV AND SOCIAL)**



**SOCIAL -
LOCAL – MOBILE**

Programmatic - overtakes digital AdSpend

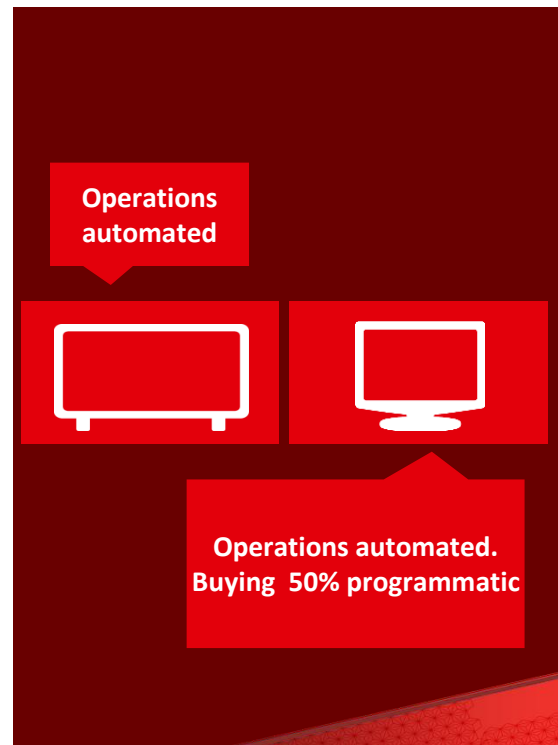
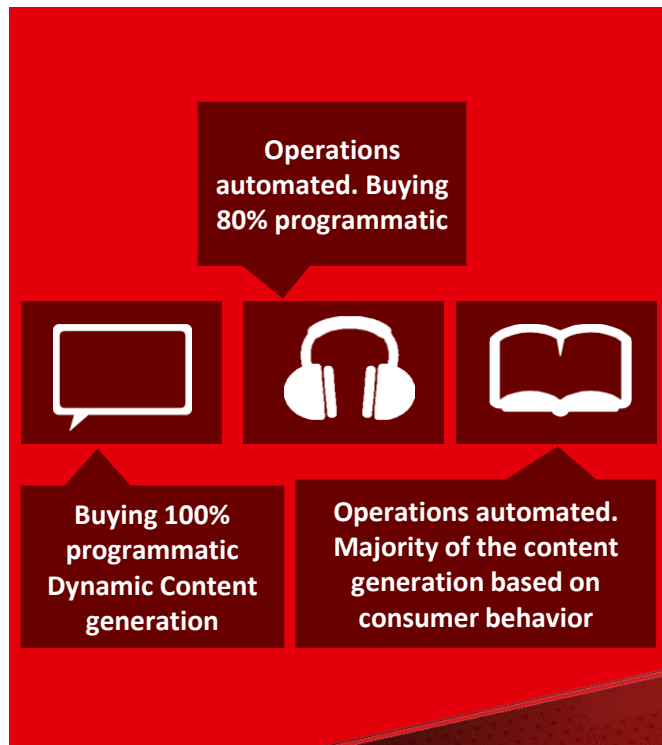
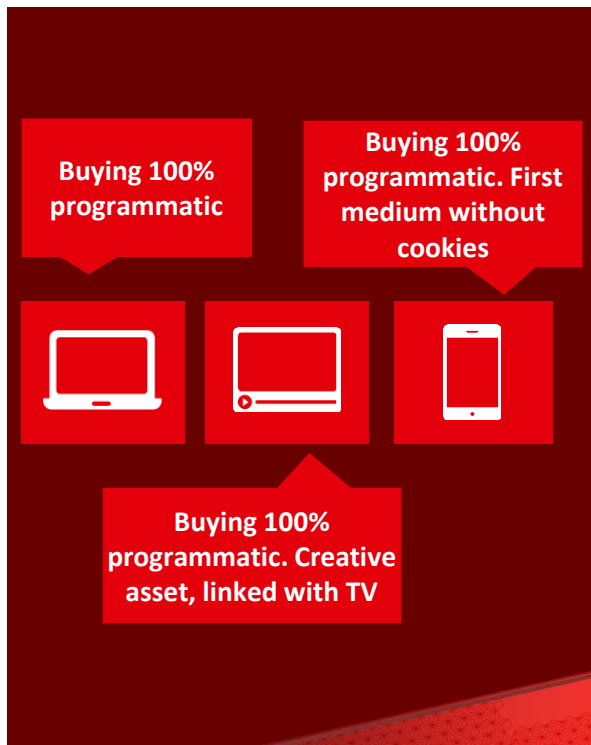
State of Programmatic: Global & Hungary
(% Digital AdSpend; FC 2016-18)



Dentsu Aegis CEO Jerry Buhlmann:
“Eventually, Everything Will Become Programmatic” - approaching 100% programmatic by 2020.

Karl Bunch, Xaxis, VP of global product development declared:
„...by 2020 if you don't have [...] systems you are building to buy media, then you will not even be at the table stakes...”

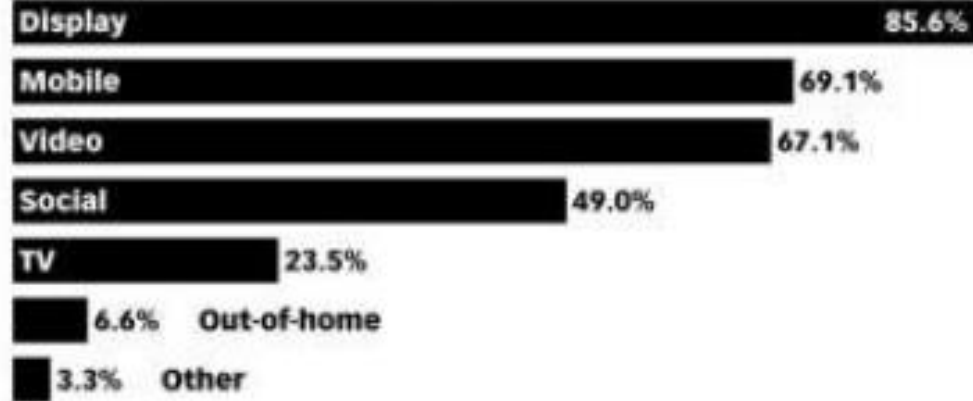
2020: Efficiencies through automation



/ Pace of programmatic adoption by channel

Channels for Which US Ad Buyers and Sellers Purchase Ad Inventory Programmatically, Feb 2015

% of respondents



Source: Digiday, "State of the Industry: Programmatic TV Is Up Next" sponsored by The Trade Desk, March 2, 2015

186290

www.eMarketer.com

we are the algorithm

/ Thank you!

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 **amnet**