

# Digital conference on media technologies in Cape Town

The second Programmatic Summit, a digital conference, will take place at the Inner City Ideas Cartel in Cape Town on 9 March 2016. The summit will take a deep-dive into the opportunities for brands and advertising agencies to engage with their desired audience using some of the industry's best platforms.



This year's Summit will host eight discussions across the subject of programmatic with international representatives from Ireland, New York, Los Angeles and Singapore sharing their insights and global trends.

International guest speakers include Steven Kaufman from AudienceX, James Brown from Rubicon Project, Mihai Fanache from Chargeads, Factual's head of agency, Tyler Webster and Rob Fear, Celtra's Creative product specialist; the latter two will be broadcast from New York and London respectively.

South African representatives include Mark Harris Group CEO, Kagiso Media; Vincent Maher, chief innovations officer, Kagiso Media; Jared Cinman, chairperson IAB South Africa; Mike Carter, special projects director, MaxAxion; and Daniel Courtenay, CEO, MaxAxion will unwrap the local Programmatic landscape.

## Programmatic future

The digital media industry continues to accelerate as programmatic buying continues to grow exponentially and dominate industry conversation. We now see a demand for sophisticated data-driven campaigns executed with precision, and campaigns using sophisticated scoring technology to assess the users' propensity to convert.

Technology now allows us to infuse creatives with real-world data from all kinds of first- and third-party sources also using signals such as weather, time and audience segments to ensure each impression is not only targeted to the right person, but also presents that person with the most relevant message. This, with highly customisable location-based audiences and geo-fencing capabilities makes for engaging and dynamic creative executions.

As the private marketplace heats up, buyers demand more localised and accurate audience data on premium titles bringing

buyers and sellers closer together on more robust advertising technology platform. The summit will also expose an exciting new local private market place project (AdJoin), which sees a number of the world's best technologies exposing audiences across some of Africa's most premium publisher properties.

In addition, native advertising joins the conversation and we introduce publishers to a world of unbounded advertising executions, beautifully integrated alongside editorial content and powered by industry-standard, data driven, RTB protocols.

For more information, get in touch with Mike Carter: [mike@maxaxion.co.za](mailto:mike@maxaxion.co.za).

For more, visit: <https://www.bizcommunity.com>