

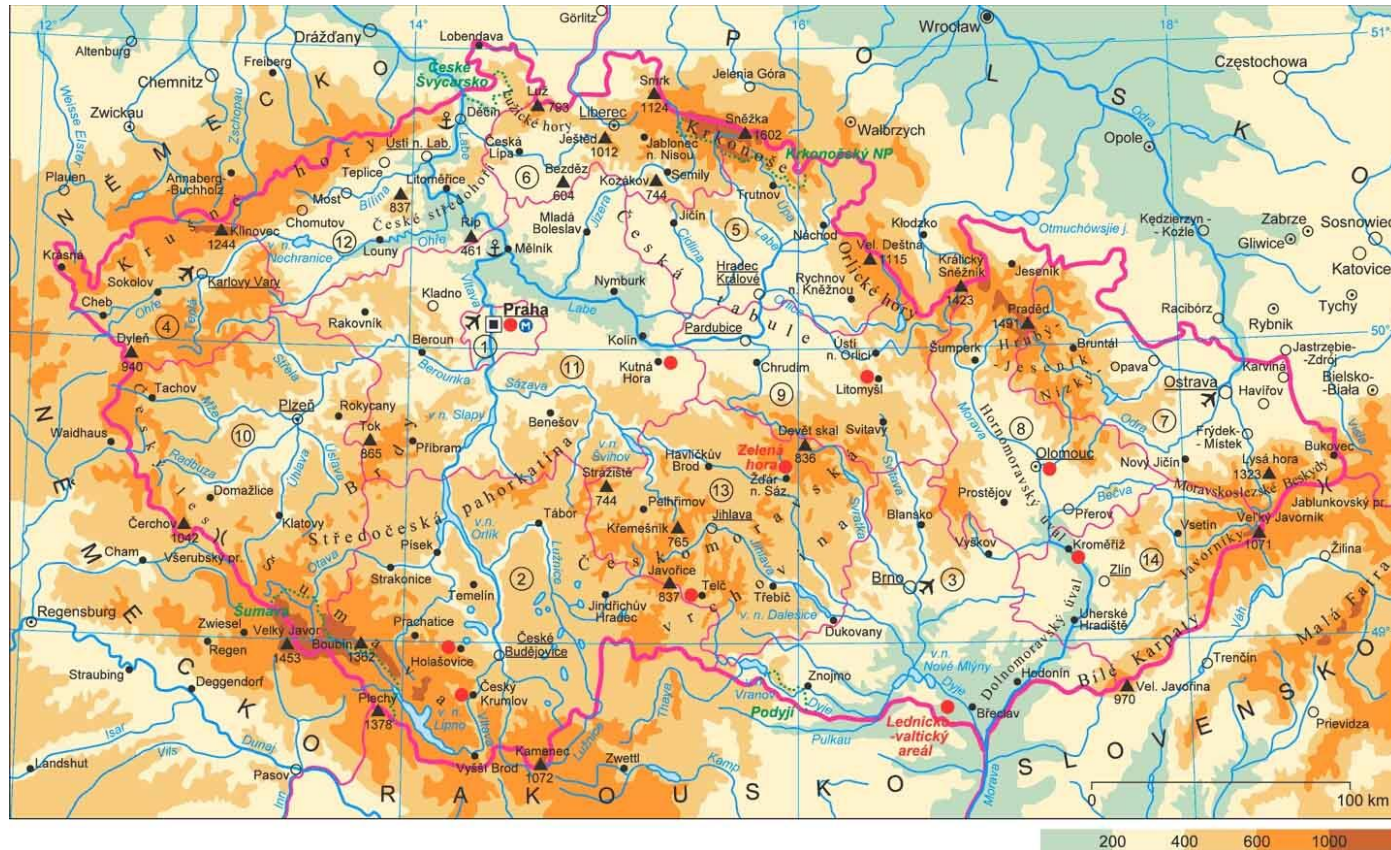


MLADÁ FRONTA

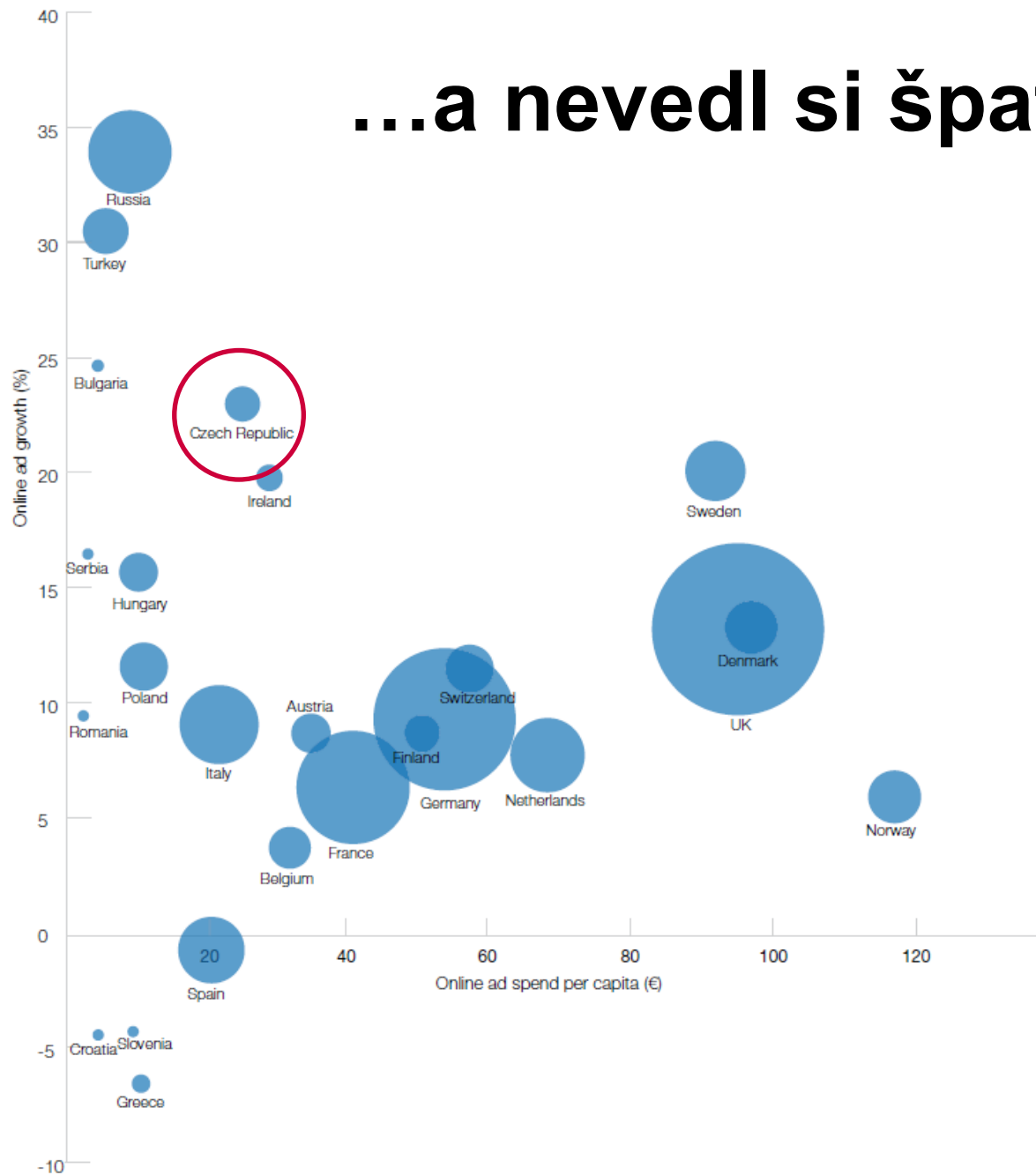
Nahradí nás stroje?

Petr Bednář
IAC, duben 2014

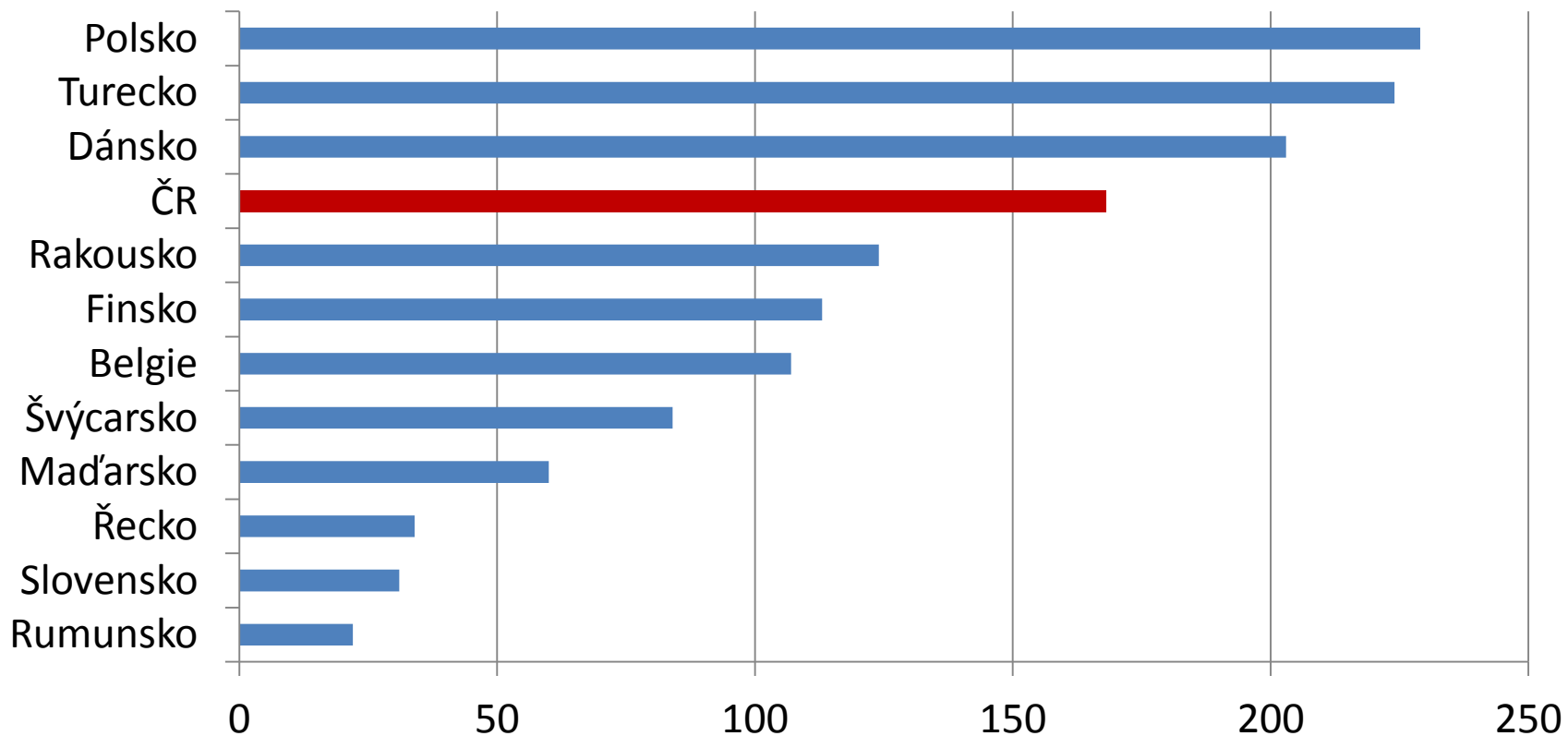
ZA SEDMERO HORAMI... ...LEŽEL ČESKÝ INTERNET



...a nevedl si špatně



... ZVLÁŠŤ DISPLEJ REKLAMA



ALE HRADBY SE DROLÍ



KDO NÁM TO SEM SAKRA LEZE

Google

facebook

twitter

iTunes

DEEZER

rdio

Google play

Spotify

airbnb

yelp

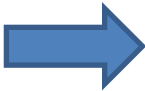
UBER

amazon

JSME SVĚTOVÍ

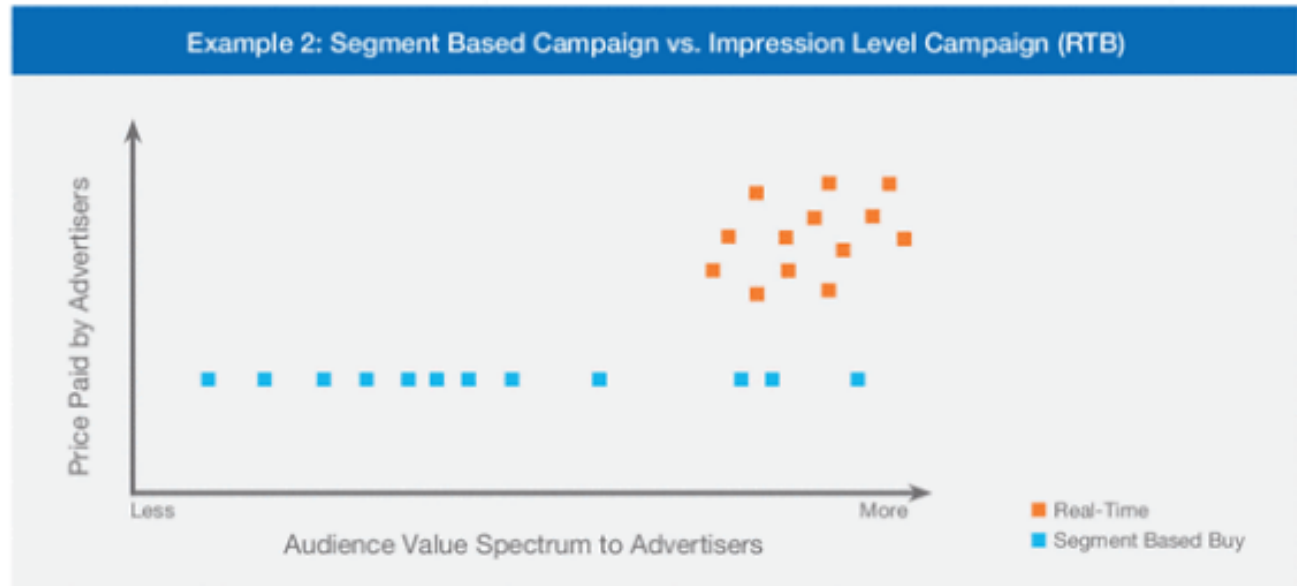
The Czech Republic village of Brno near Prague has stopped plans by Amazon.com Inc. to build a distribution center in the village. Radio Prague reports the logistics center would have created 2,000 jobs in the village, but the village councillors were concerned about the effects the huge center would create, and voted the project down on Tuesday. Amazon (NASDAQ: AMZN) said it wants to develop two new distribution centers in the Czech Republic, including one in Brno, because of the area's centralized position in Europe. Related links: Supreme Court One of Top in History: Sunstein News helicopter crashes near Space...more »

PROGRAMMATIC MEDIA BUYING

- Behaviorální cílení
- since 2009
- Byznys model
- Obsah za reklamu (a cílenou reklamu)  obsah za sledování

2013

- Real-time-bidding



- Retargeting

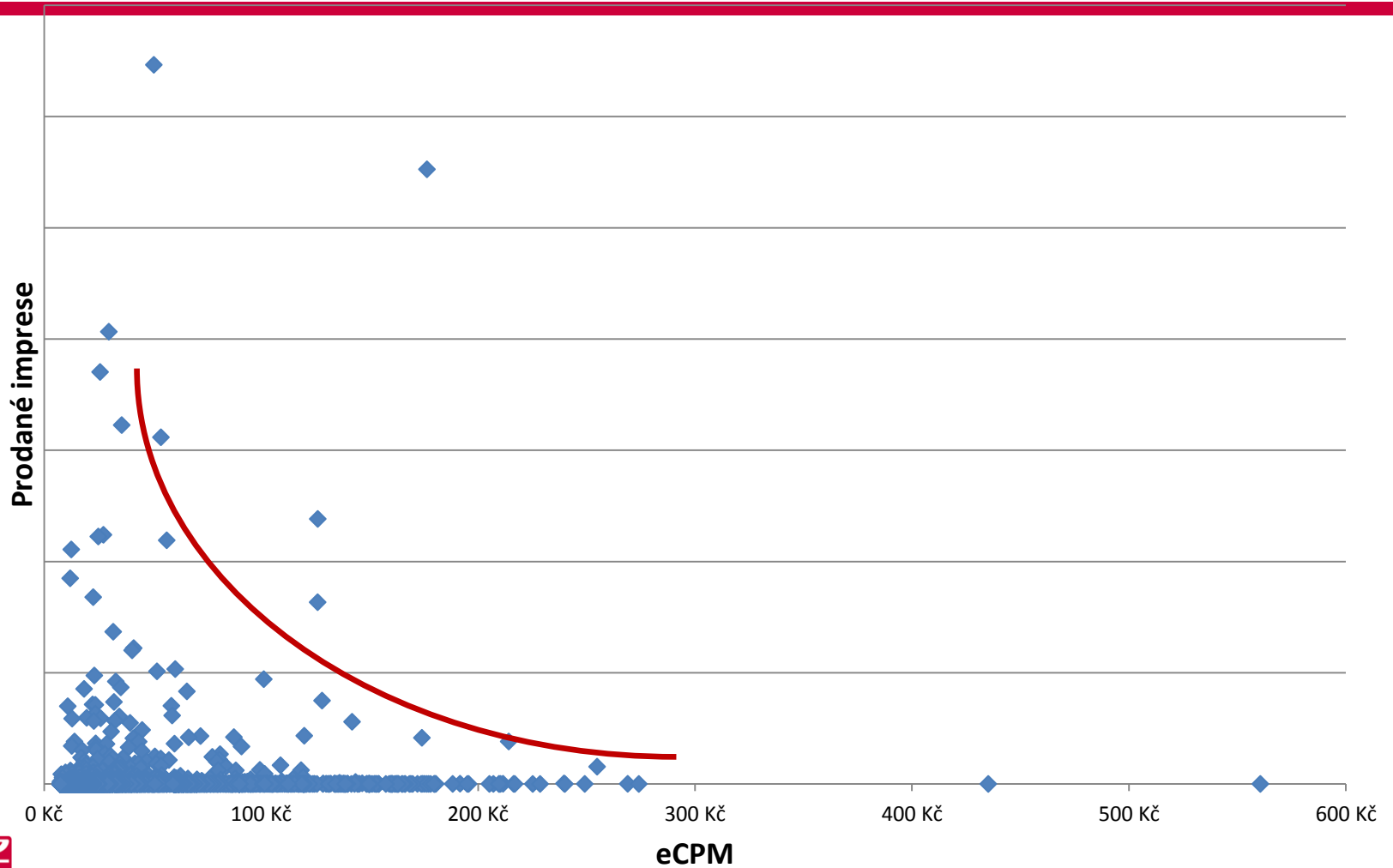
2014

- Data management platform
- Již brzy ve vašem oblíbeném mediahousu

KONTEXT REKLAMY

- Open RTB
- Private exchange

CPM



NOVÉ BYZNYS MODELÝ

- Zahraniční traffic
- Zahraniční obsah
- Semi-prémium cílení
- Prodej dat
- Nakup lacino, prodej draho
- RTB + mobil + geolokace
- Micro-targeting
- Traffic + DM + CRM
- ...

OTAZNÍKY

- Netmonitor
- Noví specialisté, na všech stranách
- Rychlost
- Adblock
- Cookies
- EU regulace
- ...

REAL TIME EVERYTHING...

- TV reklama
- Pricing
- Obsah
- ...