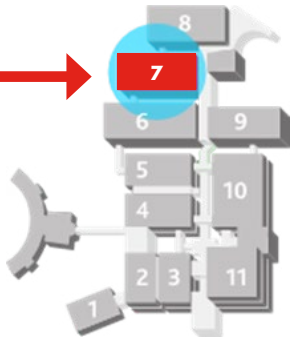
IAB TECH LAB SPEAKERS @ DMEXCO

September 16-17 • Cologne, Germany

Don't miss our IAB Tech Lab Speakers during dmexco!

Come & join us @ the IAB Tech Lab Booth on Wednesday & Thursday – in **Hall 7 Booth A062**



IAB TECH LAB SPEAKER SCHEDULE (15-MINUTE STANDUP SESSIONS)

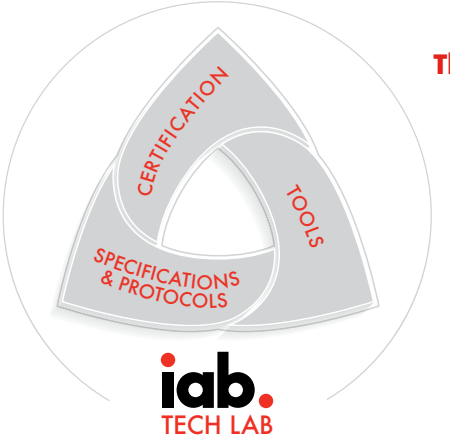
WEDNESDAY, SEPTEMBER 16, 2015		TWITTER HANDLE	COMPANY TWITTER
10AM – 10:15AM	**HTML5 & Ad Products** Diaz Nesamoney, *President & CEO, Jivox*	@dnesamoney	@Jivox
12PM – 12:15PM	**VAST, VPAID and Video Standards** Tal Chalozin, *CTO and Co-Founder, Innovid* Greg Smith, *Head of International and Programmatic, Tremor Video*	@chalozin @webadsguy	@innovid @TremorVideo
2PM – 2:15PM (14 – 14:15)	**OpenRTB** Neal Richter, *CTO & Chief Scientist, Rubicon Project*	@nealrichter	@RubiconProject
4PM – 4:15PM (16 – 16:15)	**MRAID and Mobile** Dan Wilson, *Senior Director Mobile and Video, Pubmatic*	@danielwilson	@PubMatic
5PM – 5:15PM (17 – 17:15)	**Tech Lab vision, portfolio** Scott Cunningham, *General Manager, IAB Technology Laboratory*	@IABTechLab	@IABTechLab

THURSDAY, SEPTEMBER 17, 2015		TWITTER HANDLE	COMPANY TWITTER
10AM – 10:15AM	**Ad Blocking** Steve Chester, *Director of Data and Industry Programmes, IAB UK* Scott Cunningham, *General Manager, IAB Technology Laboratory*	@stephen_chester @IABTechLab	@IABUK @IABTechLab
12PM – 12:15PM	**Viewability and OpenVV** Tal Chalozin, *CTO and Co-Founder, Innovid*	@chalozin	@innovid
2PM – 2:15PM (14 – 14:15)	**DAAST** Benjamin Masse, *SVP & GM, Advertising, Triton Digital*	@benjaminmasse	@TritonDigital

To learn more about the IAB Tech Lab, please visit www.iab.net/techlab

or email techlabmembership@iab.net for questions about membership.

Tweet us or follow us on Twitter @IABTechLab



The IAB Technology Laboratory is a nonprofit research and development consortium charged with producing and helping companies implement global industry technical standards and solutions. The goal of the IAB Tech Lab is to reduce friction associated with the digital advertising and marketing supply chain while contributing to the safe growth of the industry.