

JIC | WEBS

Town Hall

24th February 2016

Debate Define Deliver

Created by the UK media industry to ensure **independent development of standards for benchmarking best practice** for online ad trading

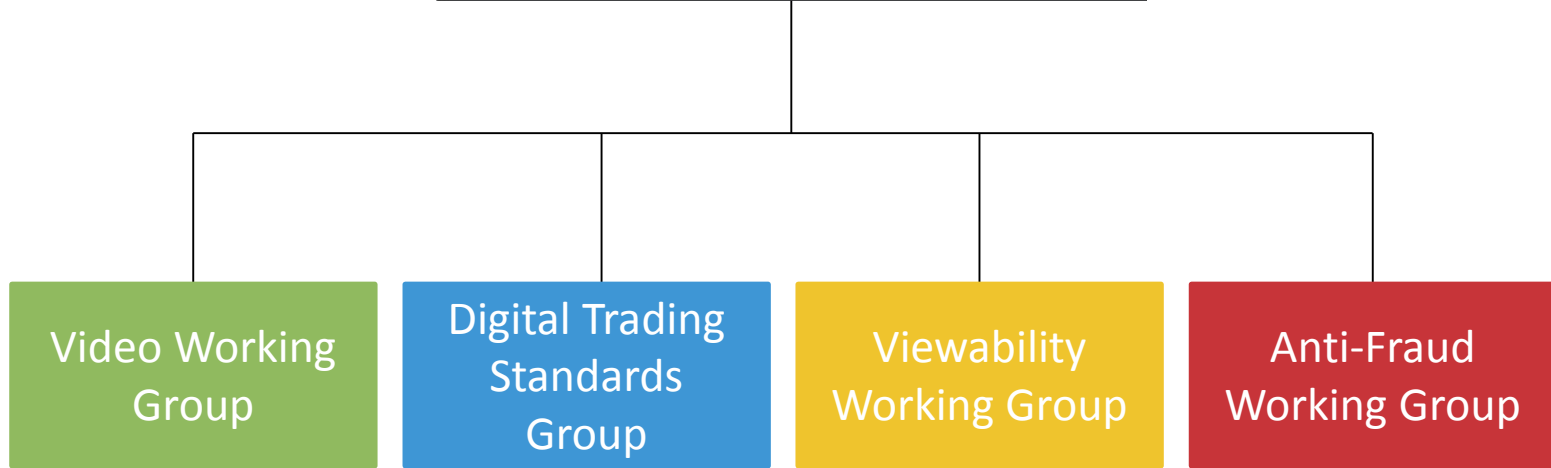
JICWEBS past, present & future

1. Realism over idealism
2. Transparency builds trust
3. Global standards for local markets

Group constituents



Group structure and reporting



JICWEBS Town Hall - agenda

- 3.00 - 3.05pm **Richard Foan**, Chair, JICWEBS
- 3.05 - 3.10pm **David Ellison**, Marketing Services Manager, ISBA
- 3.10 - 3.15pm **Nigel Gwilliam**, Media and Emerging Technologies Consultant, IPA
- 3.15 - 3.20pm **Tim Faircliff**, Chairman, AOP
- 3.20 - 3.35pm **Steve Chester**, Director of Data & Programmes & **Guy Phillipson**, CEO, IAB UK
- 3.35 - 3.55pm **Christian Armond**, General Manager of Digital Marketing, TUI
- 3.55 - 4.05pm **Michael Dodge**, Detective Inspector, Police Intellectual Property Crime Unit (PIPCU)
- 4.00 - 4.30pm Q & A