



Viva Equativ!

2024 CES Recap



Viva Equativ! Turnin' dreams into ROI. Turnin' campaigns into gold.

All in! There was a real buzz in the air at CES this year as over 135K attendees came together for a week of discussion, problem-solving, and partnership. Many of the topics driving innovation on the CES show floor - AI, sustainability, data privacy - were the same themes being echoed in conversations heard all across the Strip.

While these aren't new topics, there was a sense of renewed excitement around the possibilities of progress heading into 2024 and increased interest in collaboration and combining expertise to work towards something greater. Our team is returning from Vegas energized by the insightful discussions we had throughout the week and excited to strengthen partnerships old and new. Together, we can continue to go all in on building a more transparent, sustainable, and fair advertising industry.

"Key trends and themes at CES this year seemed to focus on the continued rise of Streaming Television, the chaos and potential of Retail Media, AI as a driver of automation, creative innovation and insights, and the 'critical' evolution of measurement in a privacy-first world."

Ty Parry, Chief Strategy Officer, Sales Excellence, Equativ

"My biggest takeaway from CES was the industry attendance - it seemed as though every partner, agency, and publisher was represented, all with intent to explore new business opportunities."

James Grant, SVP, Advanced Television, Equativ

"CES provided us a fantastic opportunity to kick off the year by regrouping with our major partners spanning from supply to demand to data. We were able to effectively grow and expand valuable relationships, exchange expert insights, share future technology updates to the Equativ product suites, and set ambitious targets for the coming year."

Francois Gabriel Hassam, Head of Account Management, North America, Equativ



CHEERS TO THE NEW YEAR!

As 2024 begins, the industry remains focused on many of the key topics of last year and the impact that change will have in the months ahead. Will cookies finally go away and what impact will this change bring? What might industry standards around sustainability look like? Will attention be adopted as a currency? How much will be spent on political advertising this year?

With all of that and more set to require our attention in the months ahead, we partnered with Adelaide and KERV Interactive to host a happy hour to bring industry friends together to celebrate the possibilities of the New Year and discuss what we think may be in store for 2024.

"My prediction for the advertising industry this year is that we will see an increased focus on transparency. As cookies go away advertisers will be asking what am I getting for my media dollars. Without cookies, it can be difficult to track that so I think advertisers will be looking for new ways to get transparency into how their media buy is serving them."

Jordan Weiers, Head of Partnerships and Business Development, Adelaide

"2024 is the year of context. At KERV we're excited to see how AI will power personalized, brand-safe, and privacy-first video experiences at scale across every screen."

Jay Wolf, CRO, KERV Interactive

"It seems the industry is optimistic going into 2024 and everything from back to office to large advertising budget is expected. On the data front, data owners (on both the advertiser and publisher side) are starting to really lean into out-of-the-box ways to leverage and monetize their data programmatically."

Julia Bemis, Team Director, Programmatic Demand, Equativ





CURATION, CONTEXT & COCKTAILS

Curation has the power to transform the packaging and distribution of first-party data, making it the perfect solution for scaling reach and creating new revenue streams without giving up control of your data. As we begin to move towards a cookieless advertising landscape, curation can serve as a simple, yet efficient tool to help build a strong data strategy.

To bring the concept of curation to life at CES, we co-hosted a Curation, Context & Cocktails event with IRIS.TV where our teams served up curated cocktails to guests who gathered to network.

Are you planning to leverage curation as a bigger part of your strategy in 2024? 94% of those who voted in our on-site straw poll responded yes

“1P and contextual data strategies across programmatic are becoming more valuable especially as the advertising landscape continues to change pivoting from 3P cookies, shifting towards categories like retail media and brand suitability. All players will need to be mindful of ethical data handling as they respond with innovative approaches to optimizing ad real estate value and ROI.”

Gregg Rogers, Senior Director, Curation & Demand Partnerships

WILLING TO WAGER: DOUBLING DOWN ON GAMING IN 2024

Programmatic continues to open doors to new opportunities in gaming. With 2024 planning already underway, we joined forces with Anzu to host a closed-door roundtable discussion at CES to get a sense of the priorities and challenges that lie ahead. Most of those participating agreed that while the industry is working on education, much more can be done to come together to help everyone speak the same language and leverage the full potential of gaming, especially when it comes to programmatic.

Q: What do you want to see from the industry this year?

Emphasize the creative aspect

Make it fun

More collaboration Audience customization

Less overcomplicating the space

Education

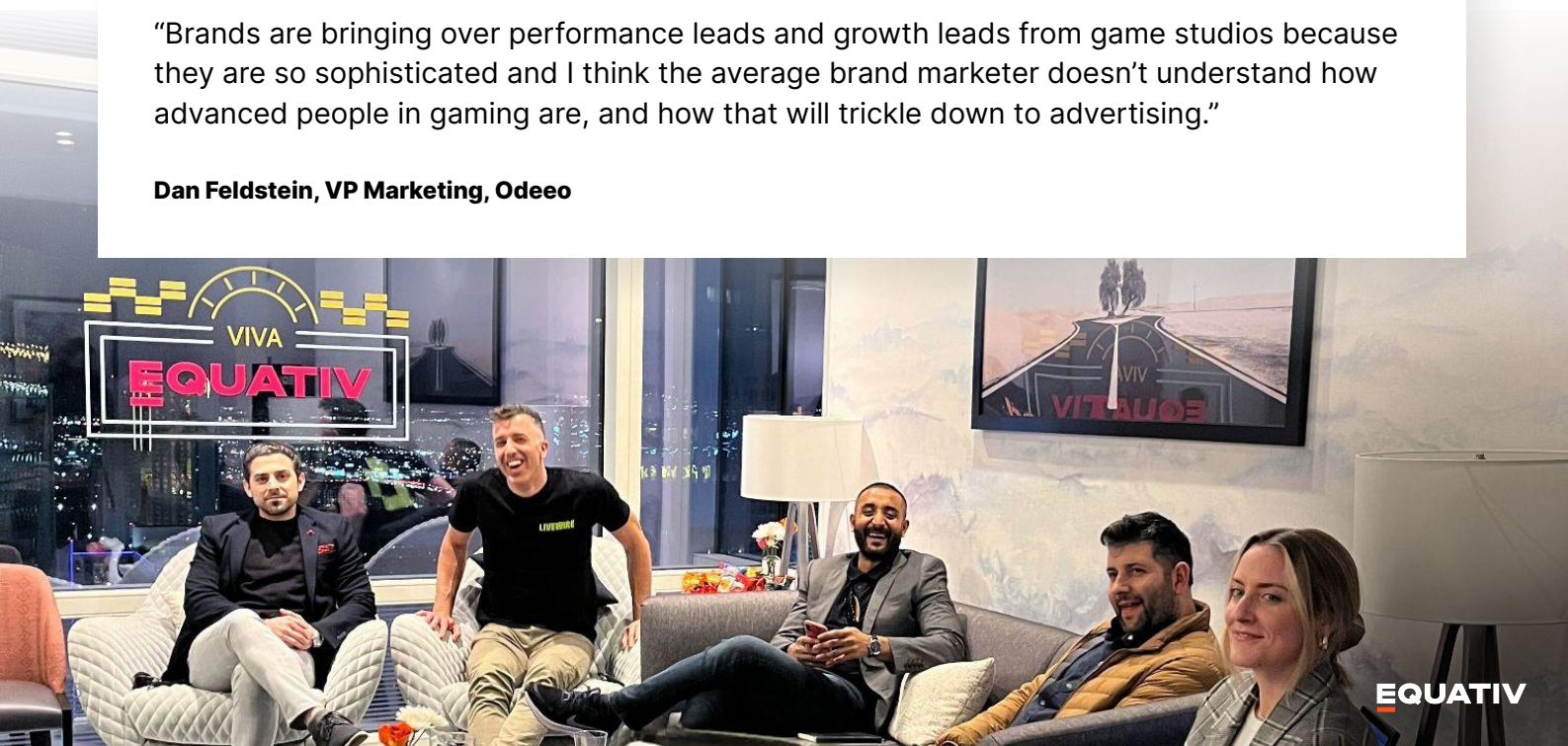
Make the data question easier to understand

"It's essential to continue learning about video games, especially as marketers increase their in-game advertising budgets via programmatic, a lot more education that needs to be done here. From an industry collaborative perspective, we can all do that together as new opportunities surface across all brand categories in 2024."

Indy Khabra, Co-Founder & Media, Data, Technology Lead at Livewire

"Brands are bringing over performance leads and growth leads from game studios because they are so sophisticated and I think the average brand marketer doesn't understand how advanced people in gaming are, and how that will trickle down to advertising."

Dan Feldstein, VP Marketing, Odeco



GREEN IS GOLDEN

To no one's surprise, sustainability was one of the key topics at [CES](#). With so many of the major manufacturers showcasing sustainable technology and innovations on the showroom floor, consumers are bound to be paying more attention to the topic this year as well. As consumers seek to become more educated and aware of the environmental impact of their daily choices, it's fair to say the advertising industry will - and should be - paying more attention also.

As an industry, there have been a lot of productive discussions around reducing the carbon footprint of digital campaigns. But, the lingering question is how can we collaborate to drive real and meaningful change.



"At Equativ, we remain committed to improving transparency and directness in programmatic ad-buying transactions through our technologically advanced platform. This commitment involves collaborating with vendors who share our commitment to sustainability, offering solutions for delivering, measuring, and reducing the carbon footprint at every stage of the campaign delivery process."

Marisa Nelson, EVP Marketing & Communications, Equativ

Will this be the year the industry unites to create sustainability standards? The Global Alliance for Responsible Media (GARM) and Ad Net Zero are working on building a Global Media Sustainability Framework. Set to be published in time for the Cannes Lions in June, sustainability may soon be a deciding factor in how ad budgets are allocated.

Reach Out to Get Started

Whether you're focused on CTV, curation, or anything in between, we've got the expertise and solutions to help guide you toward winning outcomes all year long. Reach out to learn more: Equativ.com/contact

About Equativ

Equativ is a leading independent adtech platform built to serve the interests of both advertisers and publishers. Equativ provides brand and privacy-safe solutions that empower its clients to achieve maximum impact while respecting the rights of consumers, and combines client expertise and engineering excellence to serve the interests of both the supply-side and demand-side with equal professionalism and technical sophistication.

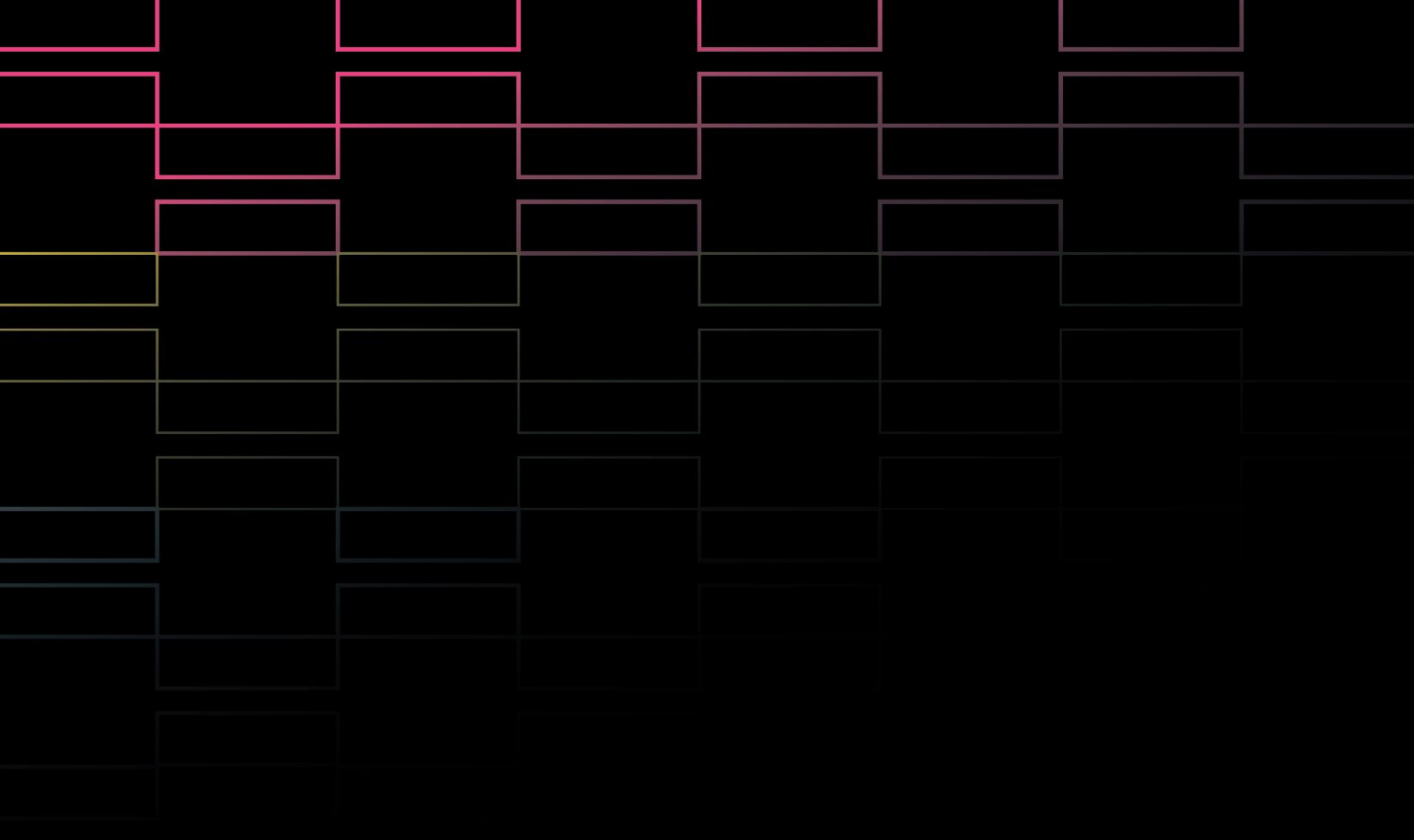
Headquartered in Paris and New York, Equativ operates globally with a team of more than 550 in 20 offices. Equativ offers the market its own independent ad server, SSP, buyer tools, and media services to fulfill the promise of advertising technology.

Learn more at Equativ.com

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