



BIA LOCAL IMPACT

Washington, D.C.

May 10, 2018

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11:45 - 12:30 **CHECK-IN, NETWORKING, LUNCH**

12:30 - 12:50 **Media Ownership in the Days of Changing Rules – Interview with Dick Wiley, Chairman Emeritus Wiley/Rein, Former FCC Chairman**



Dick Wiley
Chairman Emeritus
Wiley/Rein, Former
FCC Chairman



Tom Buono
Founder and CEO
BIA Advisory Services

12:50 - 1:30 **Share of Ad Wallet and the Effect of Political in 2018**



Luke Frans
Managing Director
Deep Root Analytics



Dan Mellon
GM
WJLA



Steve Passwaiter
VP & GM - Political
Kantar Media



Mark Fratrick, Ph.D.
Chief Economist, SVP
BIA Advisory Services

1:30 - 2:30 **Interactive Table Discussions** *(You are invited to sit at the table of your preference.)*



TABLE 1: Top Vertical Winning Growth Strategies and the State of Media Sales

Hosted by Lisa Rigsby
Sales Strategist, **SalesFuel**



TABLE 2: ATSC 3.0

Hosted by Mark Fratrick
Chief Economist, SVP, **BIA Advisory Services**



TABLE 3: TV and Location Intelligence Campaigns

Hosted by Derrick DeCarlo
Sales & Business Development Executive, **GroundTruth**



TABLE 4: Buying/Selling Digital

Hosted by Celine Matthiessen
VP, Analysis and Insights, **BIA Advisory Services**



TABLE 5: Digital/Broadcast Innovation

Hosted by John Clark
Executive Director of PILOT, **NAB**

2:30 - 3:00 NETWORKING BREAK

3:00 - 3:30 Advertisers, Their Ad Dollars and Intentions



Craig Karmazin
CEO/Founder
Good Karma Brands



Celine Matthiessen
VP, Analysis & Insights
BIA Advisory Services

3:30 - 4:00 Local as a Service (LaaS) Workshop



Brendan Morrissey
CEO and Co-founder
Netserve



Rick Ducey
Managing Director
BIA Advisory Services

4:00 - 4:45 Automation Comes to Spot TV, Kicking and Screaming



William Batson
VP/Director of Sales
Hudson MX



Michelle Campbell
Sr. Director, National Sales
E.W. Scripps



Frank Friedman
President
Publicis Local Media Exchange



Nicole Meade
Programmatic Account Exe.
E.W. Scripps



Rick Ducey
Managing Director
BIA Advisory Services



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LOCAL IMPACT Resources



Local TV and Location: How Targeted Mobile Intelligence Creates High Impact Campaigns

bit.ly/LocalTV-LocationMobile



Selling to Small Businesses

bit.ly/SellingtoSMBs

Welcome to BIA's LOCAL IMPACT DC

We're pleased you've chosen to spend the afternoon with us examining the robust Baltimore-Washington ad market.

According to our forecast, local advertising will reach \$7.9 billion across the Baltimore-Washington area. Representing over 73% of the ad spend are the vertical categories of retail, financial/insurance services, general professional services, automotive, restaurants and wireless telecommunication carriers (excluding satellite). Ad spend is going to direct mail, TV over-the-air, mobile, online, and radio over-the-air.

Today, we'll dig into all of this and cover key topics like advertiser spending intentions, advanced TV and programmatic, location-targeted mobile campaigns, ATSC 3.0, multiscreen content, brand-to-local marketing and the state of media and vertical ad spend.

These discussions flow from our focus at BIA. As you may have noticed, BIA rebranded itself recently to reflect our new orientation in the market. We're very excited about the changes, challenges and opportunities for the local industry as we look ahead. We're committed both to providing market intelligence, analytics and insights, and advisory services that are essential for the success of our clients and their customers.

Enjoy your afternoon! Let me or anyone from BIA know if we can assist you.

Tom Buono **BIA Advisory Services, Founder & CEO**



BIA Advisory Services' Role in Local Advertising

BIA is a research and consulting company. Our team delivers data-driven local market forecasts, analysis, competitive intelligence while offering strategic and financial consulting support. Our goal is to help clients succeed in today's multiplatform, interactive advertising environment.

We are proud to partner with the leading companies in traditional and digital media and to serve as a trusted advisor to startups and influential industry associations.



BIA ADVantage: Local Market Intelligence

The foundation of today's "Share of Wallet" session comes from our comprehensive local market ad forecasts available in BIA ADVantage, a local advertising intelligence dashboard.

To see more of today's data in BIA ADVantage, find us during the event or contact us:

info@bia.com | www.bia.com
(703) 818-2425 | info@bia.com