



WORLD  
OUT OF HOME  
ORGANIZATION

# WOO APAC Forum

Kuala Lumpur  
October 11th - 13th 2022

# 11<sup>th</sup> OCTOBER

14:00 - 17:00

National Associations Meeting

InterContinental Kuala Lumpur  
**Orchid & Dahlia**

18:00 - 20:00

Welcome Cocktail Reception

InterContinental Kuala Lumpur  
**Junior Ballroom**

# 12<sup>th</sup> OCTOBER

## Day one - Growing the OOH Sector

09:00 - 09:30

Global OOH Perspective

**Tom Goddard**  
President of World Out of Home Organization

09:30 - 10:00

Covid solutions and integration

**Jeslyn Tan**  
MD - Stellar Ace, Singapore

10:00 - 10:20

Indonesia presentation

**Agung Prihambodo**  
Marketing Director - AMG

10:20 - 10:40

Korean market

**Daniel Tan**  
Managing Director - Mediakeys Singapore

10:40 - 11:00

**NETWORKING COFFEE BREAK**

InterContinental Kuala Lumpur  
**Exhibition Area**

11:00 - 11:20

Challenges and Opportunities in the SEA OOH Market

**Angie Cutter**  
Founder and Managing Director - TAC Media

11:20 - 11:50

Japanese market

**Ben Milne**  
Head of OOH - Amplifi Global  
**Haruki Fujii**  
Gen Manager OOH Div - Dentsu

11:50 - 12:10

China Update - The Development & Opportunity  
for DOOH Hardware/Software

**Jim Liu**  
CEO - BNR Communication

12:10 - 12:30

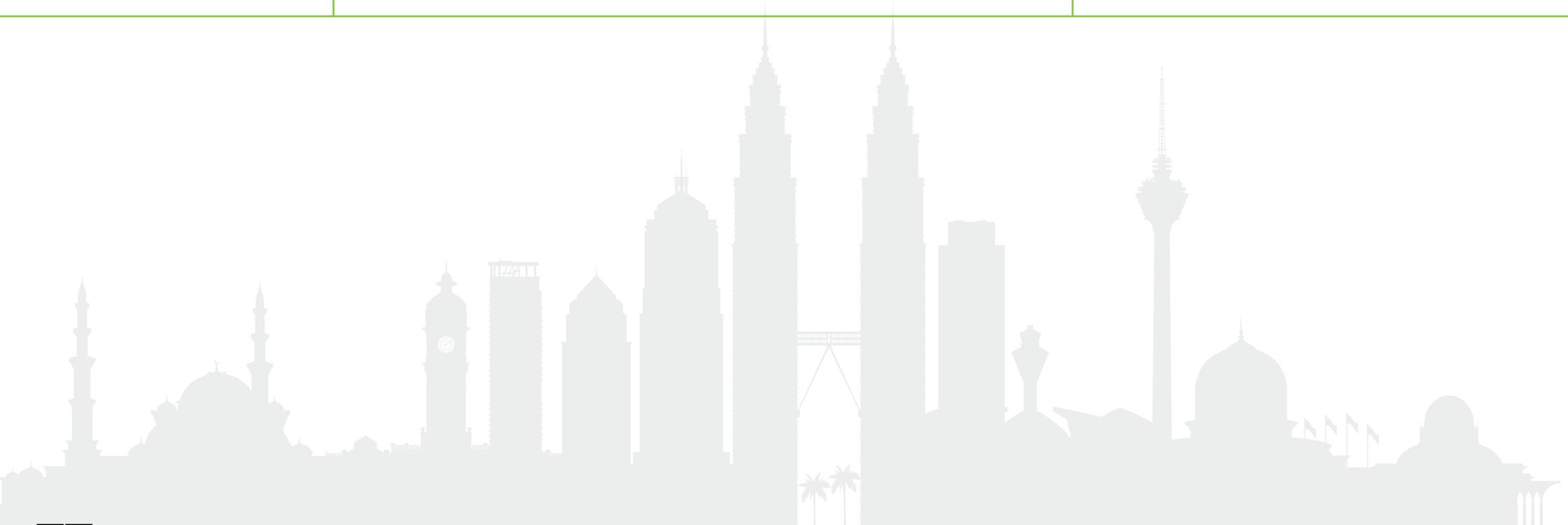
View from the OOH Buyer side

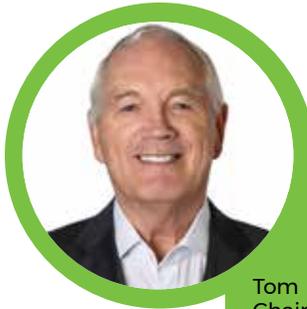
**Melanie Lindquist**  
Managing Director (APAC) - Talon Outdoor  
**Chloe Neo**  
CEO - OMG Singapore

12:30 - 14:00	<b>BUFFET LUNCH</b> Sponsored by Dentsu	InterContinental Kuala Lumpur <b>Exhibition Area</b>
14:00 - 14:30	Madison Outdoor	<b>Sam Balsara</b> Chairman - MADISON WORLD
14:30 - 15:00	OOH - A natural home for great creativity and Q&A	<b>Sid Nair</b> Dentsu Creative <b>Remus Hoo</b> Digi Telecommunications Moderator: <b>Winnie Chen Head</b> Head of Product - Dentsu Malaysia
15:00 - 15:20	The Environmental Impact of Digital Billboard Luminance	<b>Blair Robertson</b> Region Manager for APAC - Daktronics
15:20 - 15:50	<b>NETWORKING COFFEE BREAK</b>	InterContinental Kuala Lumpur <b>Exhibition Area</b>
15:50 - 16:20	Panel Discussion - Accelerating OOH Growth with Audience Measurement	<b>Foong Ai Peng</b> - Maxis <b>Javed Jafri</b> - Unilever <b>Ryan McPherson</b> - Group M <b>Vindy Wong</b> - IPG Mediabrands Moderator: <b>Angie Cutter</b>
16:20 - 16:30	Wrap up and close of Day 1	<b>Tom Goddard</b> President of World Out of Home Organization
18:15 - 18:30	Meeting at the lobby - Coaches pick up	InterContinental Kuala Lumpur <b>Lobby</b>
18:45 - 19:30	Pre dinner drinks	<b>Colony Star Boulevard</b>
19:30 - 22:00	Casual Dinner - Sponsored by TAC Media <i>Dress Code: Smart Casual</i>	<b>Colony Star Boulevard</b>
22:00	Coaches back to the InterContinental Kuala Lumpur	

09:00 - 09:10	Tom welcome back	<b>Tom Goddard</b> President of World Out of Home Organization
09:10 - 09:40	Adtech's role in sector growth Specific Reference to making Data work for you	<b>Cathy o'Connor</b> CEO - oOh! Media
09:40 - 10:20	Audience measurement - collaboration is key and Q&A	<b>Gideon Adey</b> - Gurooh <b>Charmaine Moldrich</b> - Oma <b>Rachana Lokhande</b> - Ioaa <b>Angie Cutter</b> - Tac Media <b>Ichiro Jinnai</b> - DSC Moderator: <b>Gideon Adey</b>
10:20 - 10:40	Indian Measurement update/insights	<b>Rachana Lokhande</b> Board Advisor - IOAA
10:40 - 11:05	From primal instincts to neuro impact: Out of home's journey into the unconscious mind CEO - OMA	<b>Charmaine Moldrich</b> CEO - OMA
11:05 - 11:30	<b>NETWORKING COFFEE BREAK</b>	InterContinental Kuala Lumpur <b>Exhibition Area</b>
11:30 - 11:50	Many Roads: One Approach Solutions for unleashing the power of your audiences	<b>Mark Flood</b> OOH and Innovation - Ipsos MORI
11:50 - 12:10	Reasons to be cheerful, a look at programmatic opportunities in OOH	<b>Nigel Clarkson</b> Global Chief Revenue Officer - Hivestack
12:10 - 12:30	Connecting the media landscape How new technology is bridging a buyer's view of media across online, static and digital out-of-home	<b>Matt Steffenson</b> Director of Supply - APAC Vistar Media

12:30 - 13:30	Programmatic panel and Q&A	<b>Franck Vidal</b> - Vistar Media <b>Troy Yang</b> - Hivestack <b>Remi Roques</b> - Broadsign <b>Srikanth Ramachandran</b> - Moving Walls Moderator: <b>Charles Parry-Okeden</b> - ECN
13:30 - 13:55	View from the omnichannels	<b>Gregory Fournier</b> GM Client Development The Trade Desk, Asia Pacific
13:55 - 14:00	Wrap up and close of Day 2	<b>Tom Goddard</b> President of World Out of Home Organization
14:00 - 15:00	<b>LUNCH</b>	InterContinental Kuala Lumpur <b>Exhibition Area</b>





## TOM GODDARD

President and Executive Chairman

Tom is president of the World Out of Home Organisation and Chairman of Out of Home Capital – a global media advisory business headquartered in London (oohcapital.com). Previously he was Chairman of Ocean Outdoor Ltd and has held senior executive roles in several leading OOH media businesses, including a spell as Chief Executive Officer at CBS Outdoor International from 1998 to 2007. He is also a Board Trustee of The London Irish Charity and a member of the World Presidents Organisation (ypa.org). He lives in Westminster London.



## GIDEON ADEY

CEO, GUROOH Ltd

Gideon is a Measurement Consultant for the World Out of Home Organization – developing OOH Audience Measurement Guidelines, and Global Market Sizing. Additionally, Gideon runs a consultancy business applying three decades of OOH analytics experience for buyers, sellers, industry bodies and OOH AdTech. Currently for Ipsos in the UK on Audience Measurement; and UniLED globally, promoting and delivering independent audience verification for DOOH; alongside some advisory roles. Previously, Gideon worked for with the world's largest buyer of OOH media, Kinetic, developing Audience Planning, helped develop the UK's OOH Audience currency, Route, and as Chair of the UK Specialist IPAO body, he has worked to bring standards and regulation to OOH.



## SAM BALSARA

Chairman, Madison World

Sam Balsara, has near 50 years experience in marketing and advertising, of which the last 34 years have been entrepreneurial. Sam has served as President or Chairman of almost every Industry body in the country. The Economic Times Brand Equity Ad Agency Reckoner ranks Sam as "India's Most Influential Media Person" for 11 years. Sam is also the recipient of the Advertising Agencies Association of India's Lifetime Achievement Award, Ad Club of Kolkata's Hall of Fame Award and has entered the International Advertising Association's (IAA) Hall of Fame. Sam is the head of the completely Indian owned Madison World, which offers services in 11 specialized functions in Advertising, Media, Business Analytics, Out-of-Home, PR, Retail, Rural, Activation, Entertainment and Sports. Over the past 33 years, Madison has grown to become India's largest Indian owned Communications company and is the largest Independent Media Agency by share and 5th largest Independent Media Agency by size in the World, according to RECMA.



## WINNIE CHEN-HEAD

Partner – Head of Product & Growth, Dentsu Media Malaysia

Winnie is a seasoned marketer with a versatile career of 20+ years of experience across industries from Tech Startups & E-Commerce, Mobile Telecommunications to Marketing Agencies, with all client-, vendor- and agency-side experiences. With past prominent roles as Head of Marketing with brand like Zalora, AirAsia X and Fave Malaysia, she's passionate about all things Innovation, Transformation, Strategy and Growth as she leads this next chapter in dentsu Media Malaysia's transformation journey.

# SPEAKERS



## NIGEL CLARKSON

Chief Revenue Officer, Hivestack

Nigel Clarkson is Hivestack's Global Chief Revenue Officer, and is responsible for the growth of Hivestack's supply and demand partnerships in 25 different countries, including the APAC region. Nigel is fairly unusual in the space in that he has senior experience in both OOH and in online / digital, so is perfectly placed to drive adoption in this exciting new space of programmatic OOH. He has previously held the role of Commercial Director at Global Outdoor after leading the team at Exterior Media as Chief Revenue Officer where he oversaw sales and marketing for the London Underground, the world's biggest OOH contract. He has also held senior board level positions in the UK at Weve, LivingSocial, Primesight Outdoor, and notably was at the helm at Yahoo as their UK Country Manager where he led the team through the merger with AOL and Verizon. Nigel has also held board positions at key industry trade organisations, including the IAB, the Mobile Marketing Association and the Outdoor Advertising Association.



## ANGIE CUTTER

Managing Director & Founder, TAC Media

Entrepreneur, consultant and industry leader driving innovation for impact in the local and regional OOH space for over two decades.

Vast portfolio of clients across over 20 sectors such as telecommunications, power, FMCG, technology, consumer electronics, oil and gas.

High impact collaborator with extensive network of international partners to provide Clients greater reach and visibility.



## MARK FLOOD

Global Head of OOH, Ipsos

Mark Flood is Global Head of OOH at Ipsos. Based in London, Mark focuses on the all business and technical aspects of OOH measurement, which he leads globally, identifying, assessing and deploying methodological and technological enhancements throughout the business. He has worked on Route since its inception.

After a stint at Research International working mainly on the set up and day to day management of large-scale continuous surveys covering the travel and transport industry, he joined Ipsos in 2000. He went on to have overall project management and technical responsibility for all Route and BARB (TV) related activities within the company. The pioneering GPS based Route contract has been run and managed by Ipsos since 2007 and Mark has been integral to the set-up and ongoing development and enhancement of this service and many other OOH solutions globally.



## FOONG AI PENG

Head, Media and Budget Management, Maxis Communications Berhad

A strong believer of the growth mindset.

She is a curious communications practitioner who is always asking questions and seeking answers.

Constantly looking for connections between ideas and people.

At work, she takes care of Media Management and Advertising Budgets in the leading converged solutions provider.

She also find ways to contribute back to the industry as a Council member of Malaysia Advertisers Association.

Her past work included being a Jury for Malaysia Media Awards, Malaysia Digital Awards, Star Outstanding Business Awards, and former Organizing Chair of Audit Bureau Circulation Media Conference, Currently, she is taking a break from her What's next mentality and living in What's now.

# SPEAKERS



## GREGORY FOURNIER

General Manager, Client Development,  
The Trade Desk

As General Manager, Client Development for The Trade Desk, Gregory works to build meaningful relationships with the world's largest advertisers and agencies. In his role, Gregory, based in Singapore, has the mission to help them understand, navigate and leverage the power of the open internet to solve their unique advertising challenges. Through collaborating with global and regional product and engineering teams, Gregory develops customised solutions to meet the specific needs of the clients across Asia Pacific. Prior to this role, Gregory was the Global SVP of Strategy and Head of Luxury where he spent 8 years with Unruly. A recognized advertising and media expert with over 20 years of experience, Gregory has been an active council member of the IAB Southeast Asia and India for 7 years. Gregory is a graduate from University of Portsmouth and holds a Bachelor of Arts in International Economics and a Master Degree from KEDGE Business School.



## HARUKI FUJII

General manager of DOOH Strategy  
and Sales Dep., Dentsu inc. Japan

Haruki is the general manager of DOOH Strategy and Sales department of OOH division, Dentsu inc. Japan. In this role, Haruki heads up the team to lead OOH client sales and DOOH development in Japan.

Haruki has 18 years of experience at Dentsu including 2 years abroad (UK) and management of new projects across multiple fields in OOH. After 5 years of working on the account of an Electric manufacturer (Toshiba) and retailer (Yamada), Haruki joined OOH division in 2008. Since then, he has covered a wide range of the OOH fields such as media buying /operation, handling the Japanese top company Suntory account, in-bound campaign for global brands, and Tokyo 2020 OOH program.

In his current role, Haruki is responsible for the acceleration of DOOH development in Japan, especially helping LIVE BOARD to bring the new DOOH "standard" into the market.

Alongside the DOOH business, his focus is to diversify the workstyle in the division, encouraging paternity leave, self-career development, etc.



## REMUS HOO

Head of Media & Budget Management,  
Digi Telecommunications

Remus started his career as a Media Planner, that's where he had his first glance into the world of consumer insights, mesmerizing and fueling him for a good 8 years in media planning. Served a wide spectrum of clientele from FMCG to luxury goods, local and abroad. His agency experience opened another door of opportunity to join Digi Telecommunications as Marketing Procurement Officer then Sales Performance Manager and Media & Budget Asia Lead before taking on a new role as Brand & Marketing Lead in MergeCo's Integration Team. On a personal note, Remus is a father of two and they love spending their free time under the sun & beach whenever possible.



## JAVED JAFRI

Southeast Asia & Indonesia Ice Cream  
Digital, Data And Commerce Hub Lead,  
And Media Lead MYSC

Result-oriented marketing and media professional with over two decades of experience.

Demonstrable track record initiating and rolling out the best-in-class brand campaigns that effectively establish and reinforce brand images.

Led multi-million dollar large-scale transformation projects and programs from start to deployment.

Adept at identifying opportunities with strong profit potential and maximizing these opportunities through high calibre deliverables, solving process inefficiencies and crafting solutions that deliver value.

# SPEAKERS



## ICHIRO JINNAI

President, Hivestack Japan

Ichiro T. Jinnai is President of Hivestack Japan, the global ad tech leader in programmatic digital out of home (DOOH). Former CEO of LIVE BOARD, the Japan's first impression based DOOH (Digital Out-Of-Home) media operator, which was established as a joint venture company between NTTDOCOMO and Dentsu. Ichiro has dedicated himself to transform the legacy advertising business into fully automated and data driven models in various areas including mobile, online and programmatic platforms as a successive corporate entrepreneur at Dentsu in global basis.



## MELANIE LINDQUIST

Managing Director, Talon Outdoor (APAC)

Melanie Lindquist is an awarded APAC leader who has worked across radio, television, digital and OOH on the sell-side and buy-side. Her leadership is expansive including running successful marketing, audience intelligence, CX, planning and strategy teams over the past two decades. Melanie was appointed as the first APAC Managing Director for leading independent OOH agency, Talon Outdoor as part of their global expansion into the region and works with Talon's APAC clients to build high performance OOH campaigns across the globe. She is also a passionate OOH and media industry advocate contributing her knowledge to industry bodies including the AMI, Chartered Institute of Marketing and most recently the Advertising & Media Association in Singapore (AAMS) where she sits on the Outernet 2.0 panel for audience measurement standardisation. She is committed to driving collaboration with clients, agencies and the OOH industry to deliver exceptional performance and trusted measurement especially in line with advancements in DOOH, pDOOH and verification.



## JIM LIU

CEO, BNR Communications

China/Asia Ambassador, WOO Organization

In 2005, Jim began his OOH career by assigned to re-organize the OOH operation of Zenith Media in China. Later Jim joined GroupM to set up Kinetic China. In addition to the amazing business growth record, Jim is also considered the main figure who inspire and drive the progress of the China OOH industry, through conducting the OOH Exhibition of Creativity & Technology. In 2014, Jim set up LabOut Communications providing consulting services for transformation and digital upgrade for OOH companies in China, as well as Chinese market strategies and expansion services for overseas OOH companies. Seeing the potential of Chinese brands to go global, Jim set up BNR Communications in 2018 and now has executed OOH placement on all continents.



## RACHANA LOKHANDE

Board Advisor, IOAA / Consultant, Schindler Management AG / Faculty for OOH, MICA

Rachana is a Business Strategist & leader who has been in the OOH industry for 20 years. She has run India's leading OOH organisation Kinetic (part of WPP) and has worked with some of the largest Digital, FMCG, E-com, Retail & Telecom clients driving efficacy and sustained spends in OOH throughout all her stints. Her efforts were always towards bringing in transparency & setting up compliant trading practices within the OOH industry in India. Recently Rachana was elected as an advisor to the board of Indian Outdoor Advertising Association and playing a key role is bringing industry approved metrics for OOH in India.

# SPEAKERS



## RYAN McPHERSON

Head of Sightline, Malaysia | DOOH | Adtech, Group M

Experienced, customer focused Sales Director with a demonstrated history of working in the information technology and services industry. Skilled in Digital Strategy, Advertising, Integrated Marketing & Sales. Strong sales professional with a Bachelor of Business Administration (BBA) focused in Advertising from Pace University - Lubin School of Business.



## BEN MILNE

Head of Out of Home, dentsu International

Ben is the Head of OOH for dentsu International. In this role Ben leads dentsu's OOH scaled service and capabilities across the globe. Ben has worked at dentsu for 23 years in various roles across planning, strategy, innovation and leadership across the UK, Russia, China, Japan, APAC and now leads dentsu's global OOH effort. Ben has spent half his career in the Asia Pacific region, most recently in Tokyo at dentsu Inc. where he spent five years helping to establish new OOH solutions such as Liveboard Inc., now Japan's leading OOH SSP. Ben was also responsible for platforms and partnerships in the Asia Pacific region at this time, accelerating dentsu's data & automation strategies.

In his current role Ben is bringing together the communities of OOH specialists from within the dentsu network to focus on partnering with brands to build OOH product and services that deliver meaningful progress as a force for growth and good.

Outside of work Ben spends most of his time bringing up his daughters, playing tennis, making music and continuing to study Japanese language.



## CHARMAINE MOLDRICH

CEO, OMA

Charmaine Moldrich, OMA's long-standing CEO, who has over 40 years' experience working in a variety of sectors including media, the arts, higher education and government as a marketer, communicator and leader. In her 12 years as CEO of the OMA and MOVE she has been part of the Outdoor industry's growth in a rapidly changing, technology driven world. She can always be heard vigorously and robustly debating and discussing all things media measurement with Grant Guesdon who has been with MOVE for over 13 years.



## SID NAIR

Associate Creative Director, Dentsu Creative

Sid is an award-winning Copywriter who has journeyed through top agency networks including Ogilvy, McCann, DDB and TBWA in four countries - Dubai, Bahrain, India and Vietnam. His work has driven business growth for brands like American Express, Coca-cola, Prudential, WWF, Four Seasons, Formula One and countless more. He has also been on the jury panel at Ad Stars Awards, Korea. Today, he is busy leading a team of disruptive thinkers at Dentsu Creative, Malaysia.

# SPEAKERS



## CHLOE NEO

CEO, Omnicom Media Group Singapore, Regional Hub

Chloe Neo is one of the APAC regions most respected CEOs, with a career to date spanning across agency leadership, media consultancy and business management roles in Singapore and China covering national, international, and regional businesses. She is also one of the key board members for the Advertising & Media Association in Singapore (AAMS) and Chair of the Outernet 2.0 Panel. Over the years, Chloe has shown her unrelenting commitment to bringing transformative growth to OMG Singapore. She is a visionary with a strong track record of accelerating growth and expanding the agency network capabilities as one of the best in the market. Chloe sits on the jury for several local and international awards, contributes to talent building programmes such as Singapore Skills Ignition and the Mediaworks and is an active speaker at learning institutes and industry events.



## CATHY O'CONNOR

Chief Executive Officer & Managing Director

One of Australia's most recognised media industry leaders, Cathy O'Connor became CEO of oOh!media in January 2021 following 12 successful years at the helm of Nova Entertainment. She is leading the strategic evolution of oOh!'s business model at a time of rapid change. Before joining oOh!, Cathy helped transform Nova into a multi-platform entertainment business, spending 17 years in total with the company. Prior to that she held several management roles at Austereo, after starting her career in radio advertising sales at 2SM and 2GB. Cathy is a Governor of the Cerebral Palsy Alliance Research Foundation, Chair of the Sony Foundation, and previously served on the Commercial Radio Australia Board. Her numerous career achievements include a Telstra NSW Business Women's Award for the Private Sector, a Centenary Medal for Service to Australian Society in Business Leadership, and induction into the Commercial Radio Hall of Fame. A Graduate of the Institute of Company Directors (GAICD), Cathy also holds a BA in Communications from University of Technology Sydney.



## CHARLES PARRY-OKEDEN

Co-Founder and Global CEO of Executive Channel Holdings Pty Ltd

Charles Parry-Okeden has more than 30 years' experience in OOH media and current positions include: Independent Chair of the Outdoor Media Association of Australia (OMA) and MOVE, as well as, co-founder and Global CEO of Executive Channel Holdings Pty Ltd (ECN/Media i/MI-3) with operations across Australia, Europe and the UK. Charles is a current board member of the World Out Of Home Organisation.



## AGUNG PRIHAMBODO

Marketing Director, AMG

Agung is a Marketing Director for AMG, one of the largest and established D/OOH company in Indonesia. He has more than twenty years of well-rounded marketing communication and creative industry with its various exposures. He was a former CEO of Posterscope Indonesia before he joins AMG. He has been in the D/OOH industry for more than a decade and think it holds an unlimited possibilities. Having data analytics as his backbone, he and his team turn data into an actionable strategy combined with its validated measurement.

- AMG (D/OOH media), Marketing Director
- SURGE (Technology Infrastructure), Marketing Director
- Posterscope Indonesia (a dentsu company), CEO
- Mediatrac (Big Data Analytics), GM

# SPEAKERS



## SRIKANTH RAMACHANDRAN

Founder and Group CEO of Moving Walls

Srikanth Ramachandran is the Founder and Group CEO of Moving Walls, a data and technology led media group that helps leading brands measure, reach, and influence consumers on the move. At Moving Walls, he has scooped a range of Malaysian, Regional and Global Awards including the Most Promising Entrepreneur Award at the 2015 Asia Pacific Entrepreneur Awards (APEA). He has also been featured on industry platforms such as Bloomberg TV, Business FM, and The Asian Business Leaders Conclave (ABLC). Prior to this appointment, Srikanth established IBM Singapore's e-business team. As the Founder of Knowledge Dynamics, a Singapore-headquartered regional leader in the analytics space, Mr Ramachandran led the growth of the company for seven years, leading to a merger with an NYSE-listed company. Srikanth also has over two decades of experience in technology consulting and international sales and marketing, having lived in India, Oman, Singapore and Tokyo, and worked with global brands like IBM, Satyam, Ingres and Wipro. Mr Ramachandran has also served as Director on the board of Phimetrics, a global telecom audit firm, since 2009, and in 2010 was appointed Advisor to Sriveda Emsys, an embedded software development company headquartered in India.



## BLAIR ROBERTSON

Regional Manager - Daktronics

Blair Robertson is Daktronics' region manager for Australia, New Zealand, Singapore, Indonesia, Malaysia, Philippines, Vietnam and surrounding areas. He works to ensure each market is sufficiently supported in Sales, Project Management, Customer service and Business Management. Blair is responsible for developing new business, finding and growing partners in the region for sales, installation and service, and ensuring customers are well taken care of over the life of their Daktronics investment.

Blair began his career as the company secretary for Daktronics UK Ltd in 2004. With this technical background and product knowledge Blair has a thorough understanding of the process required in delivering the full turn-key solution.

At Daktronics Australia, Blair has managed the sales of 60 Major Sports installations, 70 retail installations, and 400 Out of Home installations. Accounting for over 30,000 square meters of LED in Australia and New Zealand.



## REMI ROQUES

General Manager, Broadsign APAC

Remi Roques, General Manager, Broadsign APAC, oversees regional activity for the APAC market, driving and implementing the strategy for Broadsign and establishing strong partnerships with regional entities.

Previously, Remi directed and developed technical teams while driving growth in startups and large corporations in San Francisco, Paris, and Sydney. He holds a Master's degree in aerospace engineering and an MBA, and has more than 20 years of experience in the software industry.



## MATT STEFFENSON

Director of Supply, APAC Vistar Media

Matt Steffenson is the Director of Supply, APAC for Vistar Media, the world's leading provider of software solutions for programmatic out-of-home.

At Vistar, Matt helps media owners across APAC successfully connect their inventory to the programmatic marketplace. Prior to joining Vistar, Matt worked as Senior Director of Demand Facilitation at SpotX, a global video advertising platform, and previously held media roles at Jemm Media, LivingSocial Australia and Network 10.

# SPEAKERS



## DANIEL TAN

Managing Director, Mediakeys Singapore

With more than 13 years of experience in the advertising media industry, Daniel has been actively supporting clients/ brands with international approaches and perspectives, amplifying marketing reach via various channels including Online Programmatic and Offline Out-of-Home Media: delivering effective, innovative and impactful campaigns across APAC and global markets. Daniel is based in Singapore as Managing Director of Mediakeys, an entrepreneurial and independent multi-media international advertising agency, offering 25+ years' of experience creating and fulfilling global campaigns for clients. Since joining the Mediakeys Singapore office in 2013, he has launched numerous integrated campaigns for direct brands and been partnering with various agencies, most recently advocating programmatic DOOH in the Southeast Asia and Oceania region.



## JESLYN TAN

Managing - Stellar Lifestyle PTE LTD

Jeslyn is a veteran in the world of out of home advertising and to her, the business is versatile, dynamic, and where creativity knows no limits. It challenges one's perimeters and each success is an adrenaline piece. She has spearheaded the media business and established Stellar Ace as the local leading DOOH company offering omnichannel solutions with ad tech capabilities. She has transformed the Stellar Ace biz by creating daily ecosystem of touchpoints. Jeslyn is also part of the Board of Directors of SMRT Alpha, which manages the commercial spaces at the Singapore Sports Hub. She is also an elected council member of the Association of Advertising & Marketing Singapore.



## FRANCK VIDAL

Director, Southeast Asia Sales & Partnerships  
Vistar Media

Franck was born traditional and grew up digital. Traditional as starting with JCDecaux back in the UK and France between 2005 and 2007. He then pursued his career with JCDecaux, moving to Bangkok in a Sales and Business Development role until 2011. Franck then joined Kinetic (GroupM) in Singapore as APAC Account Director, handling accounts like Accenture, Bloomberg, Citibank or IBM. Grew up Digital as Franck built up Adcity (Havas) across APAC from 2015 to 2021: he advocated the digital transformation in location marketing ecosystem - towards both advertisers and publishers. End 2021, Franck joined Vistar Media, global and regional leading pDOOH solution. Together with the regional team, he is successfully contributing to the programmatic adoption in SEA.



## VINDY WONG

Business Director,  
Rapport Malaysia Ipg Mediabrands

Vindy has been in the Out-Of-Home media planning industry for 11 years. She holds an advanced diploma in Advertising communications and media studies from IACT (Institute Advertising Communication training) Vindy has been with IPG outdoor advertising arm Rapport ever since 2012. Prior to this she has been working as sales in Big Tree Outdoor for 2.5 year. One of the largest OOH media owner in Malaysia under media prima group. Her work experience spans across different client's categories such as CIMB, H&M, Malaysia Airlines, Dutch Lady, UEM, KFC, foodpanda. Oversee the outdoor advertising business of IPG Mediabrands Malaysia. Specialize in strategizing OOH buys with innovative solution to entice OOH spends across on board clients -Witness the change of OOH landscape in Malaysia since 2012 from static /traditional OOH evolve to DOOH digitalization > DOOH integrated with social media > and now programmatic DOOH goes live! The OOH planning work is limited to Malaysia market only - no exposure on APAC region OOH landscape as our client's demand is on Malaysia market only



## TROY YANG

Managing Director of North Asia, Hivestack

Troy has extensive management consulting, analytics and ad tech experience working with brands, advertisers and agencies across various industries in Asia over the past 15+ years. He has helped major Fortune 500 brands from formulating new market entry and pricing strategies to optimising their marketing budgets through media mix modelling down to executing brand's campaigns effectively through omni-channel DSP.

Prior to joining Hivestack, he was Senior VP at The Trade Desk for North Asia overseeing business operations in Greater China, Japan and South Korea. He also held senior leadership roles at Nielsen and Analytic Partners, successfully scaling their operations and expanding their footprints across the Asia Pacific region.



# SPEAKERS

The Absen logo features the word "Absen" in a bold, sans-serif font. The letter "A" is black, "b" is orange, and "sen" is black. The logo is enclosed within a green circular graphic element.

**Exhibitor**

Established in 2001, Absen Optoelectronic Co., Ltd (SZSE: 300389) is a trusted global brand providing LED display solutions and services. Featuring reliable visual performance and proven product quality, Absen's LED displays have been exported to over 120 countries and regions around the world.

Amongst the Chinese manufacturers of LED, Absen has been ranked number one Chinese exporter for the last, consecutive, nine years. With more than 30,000 successful installations in OOH advertising, retail, sports, entertainment, spectacles, branding, corporate and broadcasting, Absen has an LED product solution for every application.

As a truly global player Absen is constantly developing its international sales and service networks. For our European partners and customers our European HQ is located near Frankfurt a.M., Germany, where we would welcome the opportunity to meet with you and demonstrate the proven quality and cost-effectiveness of our award-winning products.

The Big Tree logo consists of the words "BIG TREE" in white, uppercase, sans-serif font, centered within a solid green rectangular box. This box is set against a larger green circular graphic element.

**Gold Sponsor**

Big Tree is Malaysia's number #1 out-of-home advertising solutions provider offering advertisers opportunities to reach robust targeted audiences at multiple touchpoints along their daily journeys nationwide. Extensively, our offering includes cohesive and innovative OOH solutions that provide 360 immersive experiences for audiences, bringing an upgrade to brand recall. We are also committed to beautifying cityscapes and elevating the stature of localities through the innovative aesthetics of our OOH media. Along with Kurnia, UPD, TRC, Gotcha and BTSJ, we cultivate all-rounded integrated OOH solutions on roads and expressways, transit systems, and shopping malls via static and digital OOH media for advertisers to achieve a comprehensive presence. We support brands to Think BIG.

The Dentsu logo features the word "dentsu" in a bold, lowercase, black sans-serif font. The logo is enclosed within a green circular graphic element.

**Sponsor**

Part of Dentsu Group, Dentsu International is a network designed for what's next, helping clients predict and plan for disruptive future opportunities and create new paths to growth in the sustainable economy. Dentsu delivers people-focused solutions and services to drive better business and societal outcomes. This is delivered through five global leadership brands - Carat, Dentsu Creative, dentsu X, iProspect and Merkle, each with deep specialisms. Dentsu International's radically collaborative team of diverse creators unifies people, clients and capabilities through horizontal creativity to help clients create culture, change society, and invent the future. Powered by 100% renewable energy, Dentsu International operates in over 145 markets worldwide with more than 46,000 dedicated specialists, and partners with 91 of the top 100 global advertisers.

The Lemma logo features a stylized blue square icon with an orange square inside, followed by the word "LEMMA" in a bold, blue, uppercase, sans-serif font. The logo is enclosed within a green circular graphic element.

**Gold Sponsor**

Lemma is the fastest-growing independent SSP for Digital Out Of Home, envisioning the transformation of DOOH into the mainstream digital ecosystem by establishing direct connections with leading global Demand Side Platforms. Lemma has enabled multi-channel buyers and suppliers to connect and transact in DOOH without having to modify their platforms or do a custom integration. This is a massive leap forward for the OOH industry, as it increases both access to supply and demand from a wider array of programmatic buyers and sellers around the globe, including APAC, AMERICAS & EMEA.

Founded in - 2017

Founder - Gulab Patil, Founder & CEO, Lemma

The text "WOO APAC Forum sponsors & Exhibitors" is written in a large, bold, green, sans-serif font at the bottom of the page. The background of the entire page features a light grey silhouette of a city skyline with various buildings and palm trees.



### Sponsor

RoshanSpace Brandcom is a boutique OOH media company specializing in Iconic, Super-Premium, large-format digital Out of Home Media at landmark locations. We believe that our OOH assets are not just structures but a stage for a brand. A stage where our clients can magnify their idea. And so, blending art, data science, engineering and technology, we're constantly innovating to give our clients the best possible stage to showcase their brands.

Our purpose is to aesthetically transform the OOH landscape of Mumbai and use it for ecological and social transition. We love what we make and we want to impact lives.

At the core that's what RoshanSpace is all about. Everything we do is about challenging the status quo. Ideas, innovation, ownership and resilience is in our DNA.

Since 1978 we have mapped and acquired the most premium locations in Mumbai. Today our billboards have a reach of 5.5 million impressions every day.



### Sponsor

TAC Media, the OOH game changer, has an extensive, longstanding and trusted network of media owners paving the way for access to more than 10,000 inventory across Malaysia. Together with its global partners, TAC media has implemented large scale projects beyond Malaysia, in challenging and competitive markets such as China, the United Kingdom, Singapore, Indonesia, Thailand and Mexico.

The company has undertaken campaigns for large international companies from across over 20 sectors such as oil and gas telecommunications, power, FMCG, technology and consumer electronics.

The company is committed to innovating for impact and champions driving measurability practices in the industry.



### Platinum Sponsor

Seni Jaya S/B (incorporated 10 November 1983) is a private limited company focused on providing media and production services for both indoor and outdoor advertising. It's a subsidiary of Seni Jaya Corporation Bhd, listed on Bursa Malaysia.

Since August 2021, Seni Jaya has taken a bold transformation journey by consolidating OOH media solutions through partnerships, joint ventures, acquisitions (Noisy Sherbert S/B & Andaman Media S/B) and collaborations (Unilink Outdoor S/B & Prowangsa Holdings S/B).

As a result, Seni Jaya has become a market leader of the OOH media industry and is able to offer comprehensive OOH solutions that encompass conventional billboards, ambient media (tunnel advertising), spectacular & digital gantry, airport media, transit and e-hailing cars (ENOMAD). Post consolidation, its inventory surpasses 600 locations with nationwide coverage.

# WOO APAC Forum sponsors & Exhibitors



**Global Platinum Sponsor**

Broadsign is making it easier than ever for media owners, agencies and brands to harness the power of out-of-home and connect with audiences across the globe. Powering over 1 million signs in airports, shopping malls, health clinics, transit systems, and more, Broadsign is at the heart of people's lives.

The Broadsign platform helps media owners more efficiently manage their business operations while enabling brands and agencies to easily book OOH campaigns. The platform includes tools for content distribution, playback and proof of performance; sales inventory availability and proposal generation; automated programmatic DOOH transactions; and OOH business operations.



**Global Platinum Sponsor**

Founded in 1968, Daktronics is recognized worldwide as the leading designer and manufacturer of electronic scoreboards, programmable display systems, advertising displays and large screen video displays using LED technology. The company has installed more than 35,000 individual video-capable displays in more than 80 countries around the world and has multiple international manufacturing and office locations.

These displays inform and entertain people throughout the world including thousands of digital billboards and many custom Out Of Home digital advertising displays in places like Times Square, New York, and Piccadilly Lights in London. Recently the company installed an 8,000 sq. ft. LED video display system at Rogers Centre, Toronto, Canada.



**Global Platinum Sponsor**

Hivestack is the largest independent, global, full stack, marketing & ad tech company, powering the buy and sell side of programmatic digital out of home (DOOH) advertising.

On the buy side, marketers use Hivestack's Demand Side Platform (DSP) to create measurable campaigns that activate DOOH screens in real-time based on consumer behavior and audience movement patterns. On the sell side, DOOH media owners use Hivestack's Supply Side Platform (SSP) & Ad Exchange to attract programmatic revenue. DOOH media owners can also use Hivestack's Ad Server to power impression-based, directly sold campaigns.

Our suite of solutions allows advertisers to plan, activate and measure DOOH campaigns at scale.

**GAME CHANGERS**



**Global Platinum Sponsor**

Ipsos - world leader in Out of Home measurement. Ipsos operates OOH solutions in 17 different countries. (11 recognised industry currencies). We offer the most accurate and reliable insights for media owners, media agencies and brands. People-centric measurement Ipsos provides a total understanding of audiences. Our approach centres around understanding people and is how we build solutions reflective of local environments. We leverage the best in technology, national data sources and our research expertise to deliver realistic representative OOH data for any market need. Global Expertise Ipsos is present in over 90 different countries. Our local knowledge is supplemented by a central global OOH team which includes the expertise of MGE Data. (OOH Data and Technology specialists who design, develop and manufacture equipment and software.) This mix of global and local expertise enables us to offer tailored contemporary solutions, ensuring our clients have the most accurate datasets for media planning and advertising. We continually invest in our audience measurement capabilities. Our scale and expertise in data science ensures our tools are future ready. We help our clients to unleash the power of audiences.

# WOO Global Sponsors and Exhibitors



### Global Platinum Sponsor

Moving Walls is a media technology group with a presence in seven markets across four continents. The group operates a myriad of technology for both the demand and supply sides of Out-Of-Home (OOH). For planners and buyers, Moving Walls operates 'Moving Audiences', a patented multi-sensor approach to location-based media measurement like billboards, digital signage, and transit media. For asset owners, the group's supply-side subsidiary, Location Media Xchange (LMX) is a platform for marketers to profile locations based on the types of audiences around the site and activate mobile and physical place-based media like digital billboards to reach them during this offline journey.



### Global Platinum Sponsor

VIOOH is a leading global Supply Side Platform connecting buyers and sellers in a premium marketplace, making OOH easily accessible. VIOOH is pioneering the transformation of the OOH sector, championing its role in enhancing omni-channel digital campaigns through the use of programmatic capabilities and data.



### Global Platinum Sponsor

Vistar Media is the world's leading end-to-end programmatic ecosystem for digital out-of-home (DOOH). Vistar Media's demand-side platform (DSP) and supply-side platform (SSP) empower buyers and sellers to easily transact on DOOH inventory, while applying intelligent data insights that improve media performance. Vistar's SaaS solutions (unified ad server and Cortex for device and content management) deliver enterprise-grade solutions for monetizing and operating digital signage networks at any scale. Founded in 2012, Vistar Media is headquartered in New York City and has offices across the United States, Canada, EMEA and APAC. Through its global reach, direct platform integrations, data partnerships, and complete technology stack, Vistar Media continues to power innovation and growth across the digital out-of-home industry.



# WOO Global Sponsors and Exhibitors

# WOO EXECUTIVE TEAM



## MARK FLYS

*Chief Operating Officer*

Over 35 years experience in Outdoor Advertising/Out of Home Media, including 10 years on the buying side and 14 years self employed as an OOH media owner. Chief Operating Officer for the World Out of Home Organization, Mark takes care of business on a daily basis on behalf of the WOO Board of Directors. Married with 2 children, he also plays lead guitarist with London based media band, "The Breaks"



## RICHARD SATURLEY

*Chief Marketing Officer*

A marketing professional with experience across varied consumer, service and hospitality and now Media Industries. Experience in permanent roles with International companies such as Compass and Whitbread as well as British Rail has been enhanced by interim/consultancy work with specific focus on strategic, brand and account development, performance and profit improvement.

Richard joined WOO in 2014 to project manage the 'Always On' Research commissioned by the Organisation. Since then, he has developed the role taking on responsibility for all aspects of Marketing and Communication including the Re-branding to the World Out of Home Organization in 2019, then taking on the role CMO in 2020.



## ANNA MARIA PISANO

*Events Director, World Out Of Home Organization*

Anna Maria looks after all Congress planning and logistics on behalf of the WOO team through her independent company Global Studio, based in Milan, of which she's CEO & Executive Director. Anna has a longstanding experience in the world of tourism and in the organisation of congresses, conferences, conventions and events.

Anna has been an integral part of the WOO executive since the Milan Congress in 2012 and assists with many other WOO functions around the congress planning, including the exhibition and sponsorship details.



## GIANGIACOMO RIOLFATTI

*Events Manager*

Giangi joined Global Studio in 2017 as Project Manager. He is part of Global Studio's Management Team and is responsible for the organisation of major events, conferences and incentives.

## Contact Us

### WOO Executive Chairman

Tom Goddard      tom@worldooh.org

### Chief Operating Officer

Mark Flys      mark@worldooh.org

### Chief Marketing Officer

Richard Saturley      richard@worldooh.org

### Events Director

Anna Maria Pisano      anna@worldooh.org

### Events Manager

Giangiacomo Riolfatti      giangi@worldooh.org

### Registered Office (not mailing address):

c/o Baumgartner Mächler Rechtsanwälte AG, Löwenstrasse 2, Zurich  
Switzerland, 8001

UK Tel: +44 1494 581777

www.worldooh.org



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ORGANIZATION

