

Native Advertising: The Latest in Digital Ad Program Innovation

1. Innovations in Ad Programs
 - a. Definitions
 - b. Native Ecosystem
 - c. Standards
2. Components
 - a. Placement as a feature (ads in flow of the user experience)
 - b. Content as a feature (brand as publisher)
 - c. Functionality as a feature
 - d. Content distribution
3. Native Ads as Part of the Paid-Owned-Earned Media Buckets
4. Native Ad Spend and Forecasts
5. Research and Metrics
6. Considerations
 - a. Scale
 - b. Creative
 - c. Content
 - d. Timing (long vs. short term campaigns)
 - e. Integration
 - f. Cross-Platform Components
 - g. Pricing
 - h. Measurement
7. Who is Doing What
 - a. Platform Specific e.g., Twitter, Facebook, Solve Media
 - b. Media/Content Derivatives e.g., BuzzFeed, The Atlantic, Forbes, Hearst, Gawker, others
 - c. Newsfeeds and Ad Networks
8. Issues and Challenges
 - a. Google's Requirements
 - b. Blurring Ad/Edit Lines
 - c. Timeliness
 - d. Measurability
 - e. Skills
9. Case Studies
10. Future Outlook and Q&A