

**KEYNOTE:  
DIGITAL DOMINATION**

June 16<sup>th</sup> 2011

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**How The Panel Represents the Voices of the Industry**

Digital Agency  
Perspective

IAB & Publisher  
Perspective

CMO & Enterprise  
Perspective

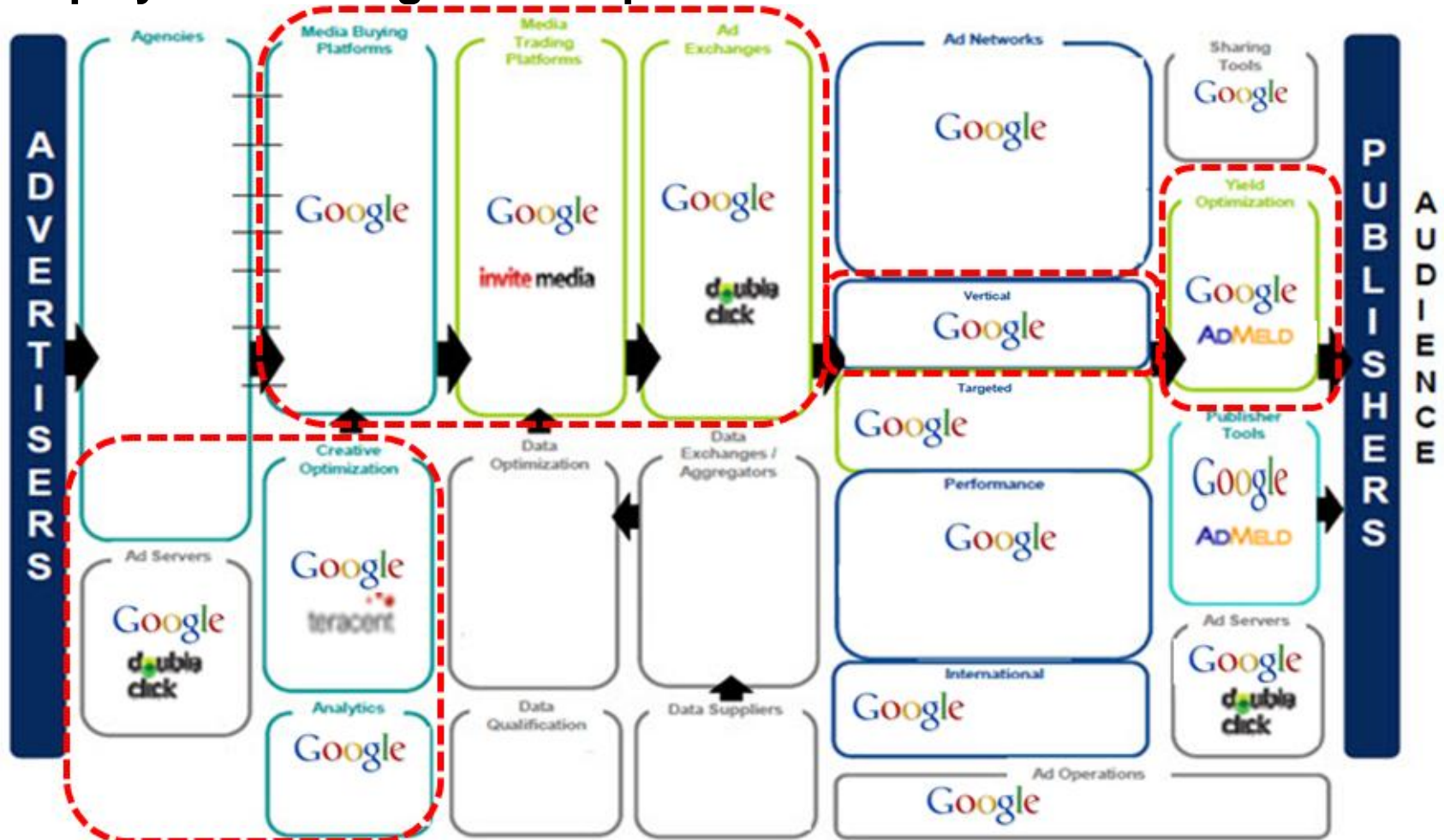
Creative Agency  
Perspective



## Display Advertising Landscape



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