

iSpot.tv

Pre-front
2019

Welcome!

Pre-front

2019
NYC

May 1st, 2019

At this closed-door event, 125 brands and six networks gathered to talk about the new currencies in TV advertising, diving into transacting on business outcomes, measuring tune-in, verifying impressions, and more.



Terry Kawaja
Founder & CEO @ LUMA

State of TV Keynote



Danielle Jolley
Marketing Lead @ Sling

Progressing to Business-outcome
Based TV Strategies



Diana Boyles
VP of Marketing @ HomeAdvisor

Unifying OTT & Linear to Drive Business Outcomes



Brian Norris
SVP of Ad Sales @ NBCU

How D2C Brands Scale with New Approaches
in Targeting & Measurement



Sean Muller
CEP & Founder @ iSpot.tv

Evolving your Brand's Journey

Each attendee received a Pre-front booklet with a year-in-review of brand and industry-specific analytics and benchmarks, along with business-outcome-based media recommendations for the coming Upfronts.

For more information regarding the 2019 Pre-front, please send us a message at prefront@ispot.tv