

Online advertisers need more than just numbers - Dodd

In the near future, advertising rates will be heavily based on consumer behaviour, which is more easily measurable on the web, says Matthew Dodd, an expert on digital analytics and research who will be a featured speaker at the 20th World Newspaper Advertising Conference, to be held in Copenhagen, Denmark, on 4 and 5 March 2010.



Although circulation has been the common currency for setting advertising rates in print, advertisers are looking for much more than just numbers when it comes to online audiences.

As the vice president for Research & Analytics at the Nielsen Company's EMEA Online in the United Kingdom, Dodd provides leadership on the company's internet and digital media research, helps to develop and establish new cross-media audience measurements that take into account audience behaviour, and increase the understanding of how consumers use digital media.

Dodd is also well-grounded in newspapers, having worked for several of the UK's major newspaper group including the Telegraph Media Group, where he played a leading role in the group's transition from a print to a multimedia organisation.

The conference organised by the World Association of Newspapers and News Publishers (WAN-IFRA), annually draws hundreds of newspaper advertising executives from around the globe, who meet to discuss their common goal: increasing advertising revenues at a time when competition has never been greater.

For full conference details, including registration information, go to www.wan-press.org/advertising2010.

Confirmed speakers include:

- Michael Paustian, the deputy editor-in-chief of *Bild*, Europe's largest newspaper, which is a leader in user-generated content, and user-generated advertising strategies. *Bild* has created an advertising portal on bild.de where users upload, manage and pay for their own advertisements. Paustian's presentation will examine the advertising portal, "Bild Dir Deine Werbung", which was launched with Germany's biggest pitch in advertising history.
- Annelies Van Den Belt, Group CEO of Russian-based SUP Fabrik, an online media company that includes an online sales house which sells both Russian and foreign media sites including Yahoo, the BBC, and a number of newspaper sites. Van Den Belt, who is the former digital media director for News International and new media director for the Telegraph Group in the UK, will participate in a session that provides an economic outlook for advertising, and will also co-chair the conference.
- Moritz Wuttke, CEO and founder of NextMedia Initiatives, based in China and Switzerland, and the former CEO for Publicitas in Asia and China, whose presentation will focus on the impact of Google and Yahoo on the online advertising market and what publishers can do to increase their online ad

revenues.

- Ross Biggam, the director-general of the Association of Commercial Television in Europe (ACT), who will present lessons and advertising strategies from the television industry as it undergoes transformation in the multimedia age.
- John Bradshaw, CEO of MFA in the United Kingdom and Portugal, which provides digital services to newspaper groups, who will examine hyperlocal and social network advertising opportunities.
- Mark Rix, CEO of Associated Newspapers' Dubai subsidiary, Catchpole Communications, the publisher of *7 Days*, and former managing director of MEN Media in the United Kingdom, who will take part in a training and development panel discussion. Other panellists include Lynn Cunningham, human resources director of Telegraph Media Group, Eamonn Byrne, business director at WAN-IFRA, Paustian, and Van Den Belt.

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