

# WEEKLY UPDATE



brightcom  
group



# FROM THE DMEXCO EVENT

## Event Highlights:

- Over 40,000 participants from 90 countries.
- 850 speakers across 16 stages, 680 exhibitors.
- Focus on AI, programmatic advertising, DOOH, sustainability, and retail media.
- Team made great inroads into exciting new partnerships at the event. Watch the space for more on this.



# FROM THE DMEXCO EVENT

Interesting discussions on  
Addressable TV, Connected TV,  
advertising impact, and  
sustainability!

Burst of innovative ideas and inspiring presentations.

- Insights from Dr. Christian Hahn (Deutsche Telekom) and Elisa Gregori (Nestlé).

## Innovation Push:

- Integration of AI in programmatic advertising and convergence of media formats.
- **Retail Media Summit:** Focus on retail media in the digital landscape.

"We will see more CTV inventory. In the next two years, we will see an integration of CTV, ATV, and Programmatic Linear TV with entirely new solutions."

# DIGIDAY SUMMIT

- **Event Overview:**
  - September 23-25, 2024 || Miami, FL
  - Focus on the convergence of marketing, media, culture, and technology.
- **Speaker Highlights:**
  - Bringing together media executives from leading companies like Bloomberg Media, Business Insider, Hearst, WSJ, Axios, and Disney Advertising.
- **Key Challenges:**
  - Subscription models and how to build them for success.
  - Leveraging AI for direct sales and optimizing the inventory supply path in a cookie-light world.
  - Unlocking first-party data for targeted advertising.
  - AI licensing deals: Pros and cons for publishers.
- **Networking:**
  - Connect with industry peers, brainstorm with vendors, and walk away with actionable solutions to implement into our business.

# TRENOVA - POLITICAL CAMPAIGNS

## **Political and Public Service Focus:**

- Finalizing marketing collateral for political campaigns and public service messaging.
- Targeting political organizations and public sector bodies for new client acquisition.

## **Geographical Expansion:**

- Expanding Trenova's presence in regions like Europe, Middle East, and APAC.

## **Synergistic Collaborations:**

- Exploring collaborations with like-minded organizations to amplify campaign efforts.

# COMPLIANCE UPDATE

- Significant progress made in completing compliance tasks.
- Continued collaboration with NSE and BSE to ensure the suspension is revoked.
- Focus is on resuming normal trading as soon as possible.

**THANK YOU!**



**POWER  
ON**