



Turner's Jason Baron on Ad Automation and Programmatic Trends

BY JAY SEARS

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Jay Sears, Senior Vice President Marketplace Development of Rubicon Project discusses ad automation and programmatic trends with Turner's Jason Baron.

Your Name: Jason Baron

Your Company: Turner

Your Title: Senior Vice President of Direct Marketing and Programmatic, Turner Ad Sales

SEARS: What do you read to keep up with politics, art and culture?

BARON: Each morning on the train I start my day by reading CNN.com and the New York Times on my iPhone. As a history and communications major in college, I've always been a political news and history junkie and find this time valuable to stay up-to-date on the latest headlines, as well as political news and opinion pieces.

SEARS: What do you read to keep up with friends?

BARON: I keep up with my friends on social media platforms, notably Facebook and LinkedIn. Social media has given me the ability to reconnect with old friends and business colleagues, as well as new ways to connect with people in the industry.

SEARS: What do you read to keep up with the advertising technology industry?

BARON: AdExchanger and their daily newsletter capture a thorough roundup of the prior day's influential headlines and abstracts across the ad tech industry. I also read the trades and technology sections in particular to stay informed on how ad tech is impacting the media industry and our agency and client partners.

SEARS: What's your favorite commercial of all time?

BARON: The 1984 Apple commercial introducing the Macintosh computer. It was a play on the George Orwell book 1984, incredibly thought provoking and ahead of its time.

SEARS: Describe your company's business and where it leverages ad automation.

BARON: Turner's portfolio is unique as it consists of premium content for every age group. Our leading brands span entertainment, kids, news and sports across all screens and platforms, and in turn, deliver great value and powerful audiences to our advertisers. In terms of our programmatic business, we are set up to leverage automation with our private market deals and automated guarantees for display and video. We're currently building out our team to align with our operational sales structure and how our company is selling with holding companies.

SEARS: With regards to advertising automation, what are the three biggest trends you expect to impact the industry in 2016?

BARON:

1. Automated guarantees
2. Header bidding
3. Audience targeting

SEARS: In relation to ad automation, what are Turner's three biggest initiatives for 2016?

BARON:

1. Continue to build out the Turner Data Cloud (TDC)
2. Increase our PMPs and automated guarantees
3. Header bidding

SEARS: Tell us about your first party data strategy. Do you currently have a DMP (data management platform) for your first party data?

BARON: Yes. Turner partnered with leading data management platforms to develop the Turner Data Cloud (TDC) in May 2015. The TDC is the company's advanced DMP designed to effectively execute targeting in digital and soon linear. Advertisers and their agencies can choose to transact directly and programmatically with any data source, including their own first party data, depending on their business objectives. For programmatic or direct campaigns, our company's Bring Your Own Data (BYOD)

capability allows advertisers to harness their first party data in addition to third party data to reach the right audience across Turner's premium portfolio.

SEARS: What are signs that a media owner is savvy about ad automation?

BARON: Some strong questions may include: Can you execute automated guarantees and use first party data? What SSPs and DSPs do you work with? Does your company have a DMP? Media companies should be prepared to answer questions that showcase their programmatic capabilities and the options available to clients who are looking to transact in many ways in order to achieve their specific campaign goals.

SEARS: If you could go to the airport *right now* with friends or family and fly anywhere in the world for vacation, who would you take and where would you go?

BARON: I would travel with my wife to Bora Bora. Even as we approach warmer May weather, the beach and crystal clear water are calling my name.

SEARS: If you could create an endowment to fund any existing non-profit you designated, what lucky non-profit organization would that be?

BARON: Based on my family background, I would support the Special Olympics. This organization does a lot of good and helps those with special needs have confidence and self-worth.

SEARS: What is your favorite restaurant in the world?

BARON: Del Frisco's in New York City is my favorite restaurant. The overall experience and food are superb.

SEARS: Thanks, Jason!

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Jay Sears

Jay Sears was Senior Vice President Marketplace Development for Rubicon Project, where he worked with management and business unit heads across the company to expand Rubicon Project's market -- and across the media owner and adver... [read more](#)

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