



Scott Stansfield of Centriply on Video Everywhere and Automation

BY JAY SEARS

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Jay Sears, Senior Vice President at Rubicon Project recently spoke about Video Everywhere with Scott Stansfield, President of Centriply. The two appeared at a program on the topic at Advertising Week in New York City in September. You can view a video of the program [here](#).



(The Video Everywhere program at Advertising Week New York. Pictured left to right: Jay Sears; [Brendan Condon](#) of AdMore; Scott Stansfield; [Scott Wells](#) of Clear Channel Outdoor; [John Partilla](#) of Screenvision, and Michael Strober of Turner Broadcasting. Follow the links above to read Jay's interviews with them.)

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

SCOTT STANSFIELD: Politico, Huffington Post, The New York Times, The Wall Street Journal, The Washington Post, Google News

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

STANSFIELD: E-mails

SEARS: What do you read to keep up with the media and advertising technology industries?

STANSFIELD: The trades, MediaPost, Ad Age, Adweek, AdExchanger, Adotas, BETV, MediaVillage.com

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

STANSFIELD: "Where's the beef?" I still quote it to this day. Our company is constantly evaluating vaporware, so I get to use it often.

SEARS: When you speak about "video everywhere" ad automation (including TV, out of home and cinema), how widely or narrowly do you define this?

STANSFIELD: Ads inserted into professionally produced entertainment.

SEARS: With regards to advertising automation impacting "video everywhere," what are the three biggest trends you expect to impact companies in 2016 and 2017?

STANSFIELD:

1. Access to premium inventory
2. Coordination of impressions (merging the agency silos)
3. Increased attribution, and improved ability to measure through video layers

SEARS: With regards to advertising automation impacting "video everywhere," what is the most overblown topic that you wish would just go away?

STANSFIELD: The misuse of the term programmatic.

SEARS: Describe your company or division and then tell us the top three opportunities you are working on to advance "video everywhere."

STANSFIELD: At Centriply we facilitate data-driven TV every day. The top three opportunities are:

1. Breaking down the silos of traditional TV buying by layering all the TV opportunities in an area
2. Using digital signals to create TV audience targets and match to their geography and viewing habits
3. Granular video media impact reporting on a national scale to inform C-suite decision making

QUESTION	ANSWER
How many employees does Centriply have that work on ad automation?	All of my staff at some level use or development it. It's a mind set
What percentage of your media buys will be automated in the US TV market in 2016?	All, we've been automating 100% of the planning and buying process of linear TV since 1994
Do you believe the overall managed budget (media spend) for your automated trading operations will continue to increase in 2017 over prior years?	YES, the future looks bright.
Yes or no? If ad spend can be automated and data driven, it should be...	Absolutely YES we prove it every day. From budget allocation to valuing inventory for a particular advertiser. We have the ability to apply data to over 600 million impressions a week in 121 million TV <u>hhs</u> down to the census block.

SEARS: Will Nielsen (and Geopath FKA TAB for OOH) remain the standard for media currency? Will the innovations be primarily in audience definition and measurement, with these innovations being “translated back” to Nielsen as the currency?

STANSFIELD: The tremendous energy around monitoring media consumption suggests that there will be more measurement sources. Is a currency necessary?

SEARS: Do we live in a “tale of two cities” where Google and Facebook win almost everything, advertisers are dictated to and other media companies fight for the scraps? What do you expect the impact of Google and Facebook to be in “video everywhere”/TV?

STANSFIELD: The linear TV industry remains powerful and is far from finished.

SEARS: Transparency -- on media costs, on data, on inventory -- continues to be a lightning rod issue. Should transparency be a negotiated benefit for the advertiser client, yes or no?

STANSFIELD: Full transparency through the value chain is impractical and unattainable. Advertisers should align their interests with their agency.

SEARS: Please answer the following statements yes or no.

STANSFIELD:

STATEMENT	YES/NO	ONE SENTENCE EXPLANATION
“video everywhere” automation will take five (5) years	No	Done
“video everywhere” automation will take ten (10) years	No	See above
Google will remain a dominant company for the next 10 years	Yes	
Google has a current impact on TV / “video everywhere” spend and that impact will become greater over time.	Not preordained	
Facebook will remain a dominant company for the next 10 years	No	
Facebook has a current impact on TV / “video everywhere” spend and that impact will become greater over time.	Yes	Short term, simplified ease of execution
The impact of ad automation to date has largely been in digitally traded media, however impacts of automation will be felt across the entire \$600 billion worldwide media market over the next five years including the out of home and television markets.	Yes	We are leading the charge
Ad automation will start to materially impact media trading in the \$70 billion US television market in the next two years.	Yes	We are leading the charge
Ad automation improves (or can improve) the direct relationship between a media company and an advertiser—by improving efficiency (workflow) and effectiveness (leveraging data).	No	Advertisers benefit by assessing the broader marketplace

SEARS: If you had your own TV talk show, what would you name it?

STANSFIELD: *Two and 1/2 Men AND Married with Children AND Friends AND First Time Flippers AND In Market Diesel Hybrid Luxury.* (I think you get the picture.)

SEARS: A young family member has come to you seeking career advice. They must choose one of the following careers: ad agency executive, media company executive, ad technology executive or company marketing executive. Which career path do you recommend and why?

STANSFIELD: Company Marketing Executive. The other three serve marketing. As automation continues, the management of marketing activity becomes increasingly enabled and impactful. Marketing products to humans will always present intellectually stimulating challenges and opportunities.

SEARS: What is your favorite restaurant in the world?

STANSFIELD: Balcon de Europa, Nerja SP

SEARS: Thanks, Scott!

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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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