News About Premium Video

LAMAC's Premium Video Advertising Summit brings together international brands, world renowned speakers and panelists

LAMAC hosted the first Premium Video Advertising Summit on November 14th, 2019

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The Latin American Media Advertising Council (LAMAC), a non-profit advocacy group financed by 56 international Premium Video channels and distributed by Latin America's eight leading multimedia platforms, hosted the first Premium Video Advertising Summit on November 14th, 2019 with over 200 guests in attendance, representing the advertising and media industry.

Enrique R. Martinez, Chairman of the Board of LAMAC said “LAMAC’s goal was to provide a forum for discussion around dynamic topics affecting the media industry. Based on the attendance and the caliber of the presentations, as well as the discussions that took place, we certainly delivered and proved how relevant the Premium Video Advertising industry continues to be.”

LAMAC brought together a diversified group of talented executives to openly share their knowledge and expertise within their respective areas, along with highly regarded moderators who guided panelists through solid discussions.

LAMAC Board Member Alexander Marin, Executive Vice President of Latin America, the Caribbean and Canada for Sony Pictures Television added, “The Premium Video Advertising Summit addressed head on the evolution our industry is currently going through and opened up the conversation to discuss key elements of this evolving dynamic including consumer data, technological advancements and media options."

Topics included: the important role of content in the current media landscape and its impact on results; the wisdom behind placing advertising next to premium quality content; the intertwining of context and creativity; the role that data science plays in enhancing advertising effectiveness; the leveraging of technology in current measurement tools, and the dynamics of maximizing outcomes using the tools available in today’s market ecosystem.

Rafael Lopez de Azua, Head of Media & Digital – LATAM for Coty observed, “This Summit was well worth the time investment as it covered a number of interesting and important topics that are currently facing the media industry. It also addressed what is working and what needs to be improved. But what is certain is that Premium Video Advertising plays an important role in the media ecosystem.”

For a full list of speakers and gallery of pictures, please click here
About LAMAC:
LAMAC (Latin American Media Advertising Council) is a non-profit advocacy group, financed by 56 international Premium Video channels and distributed by Latin America’s eight leading multimedia platforms: A+E Networks Latin America, AMC Networks International Latin America, Discovery Networks Latin America / U.S. Hispanic, FOX Networks Group Latin America, NBCUniversal International Networks, Sony Pictures Television Latin America, Turner Broadcasting System Latin America and Viacom International Media Networks. LAMAC’s mission is to provide national and international advertisers and their agencies with the most up-to-date, comprehensive and actionable business intelligence on the growing world of multi-media platforms and their Premium Video content. LAMAC is committed to advocating, educating and informing to promote a positive image of Premium Video; standardizing audience measurement and advance data science; and serve as an industry forum for the exchange of ideas.