

MIT: Innovation Series - The Rise of Advertising Networks: Aggregating & Selling Audience

2008-10-28

The Web is becoming increasingly distributed across proliferating publishers, leaving advertisers with the challenge of reaching a fragmented audience. At this program, presented by MIT, attendees will hear from a keynote panel of thought-leaders from both the agencies and ad networks to explore the ramifications of these trends.

WilmerHale is a sponsor of this event.

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