

Commercialising your audience data

Wednesday 7th of October 2015

Audience data - The Publisher's perspective

Content is no longer King...



Data rules... for now



So what's a Publisher to do?



The Agency dilemma



Trust must be front & centre



akrasia

/əˈkreɪziə, əˈkrasiə/

noun PHILOSOPHY

the state of mind in which someone acts against their better judgement through weakness of will.