

WE START IN 1 MINUTE



Webinar

**Advertising in the Age of Giants:
Protect Your Brand, Support Democracy**



With Martin Andree & Christina Forsgård

WELCOME

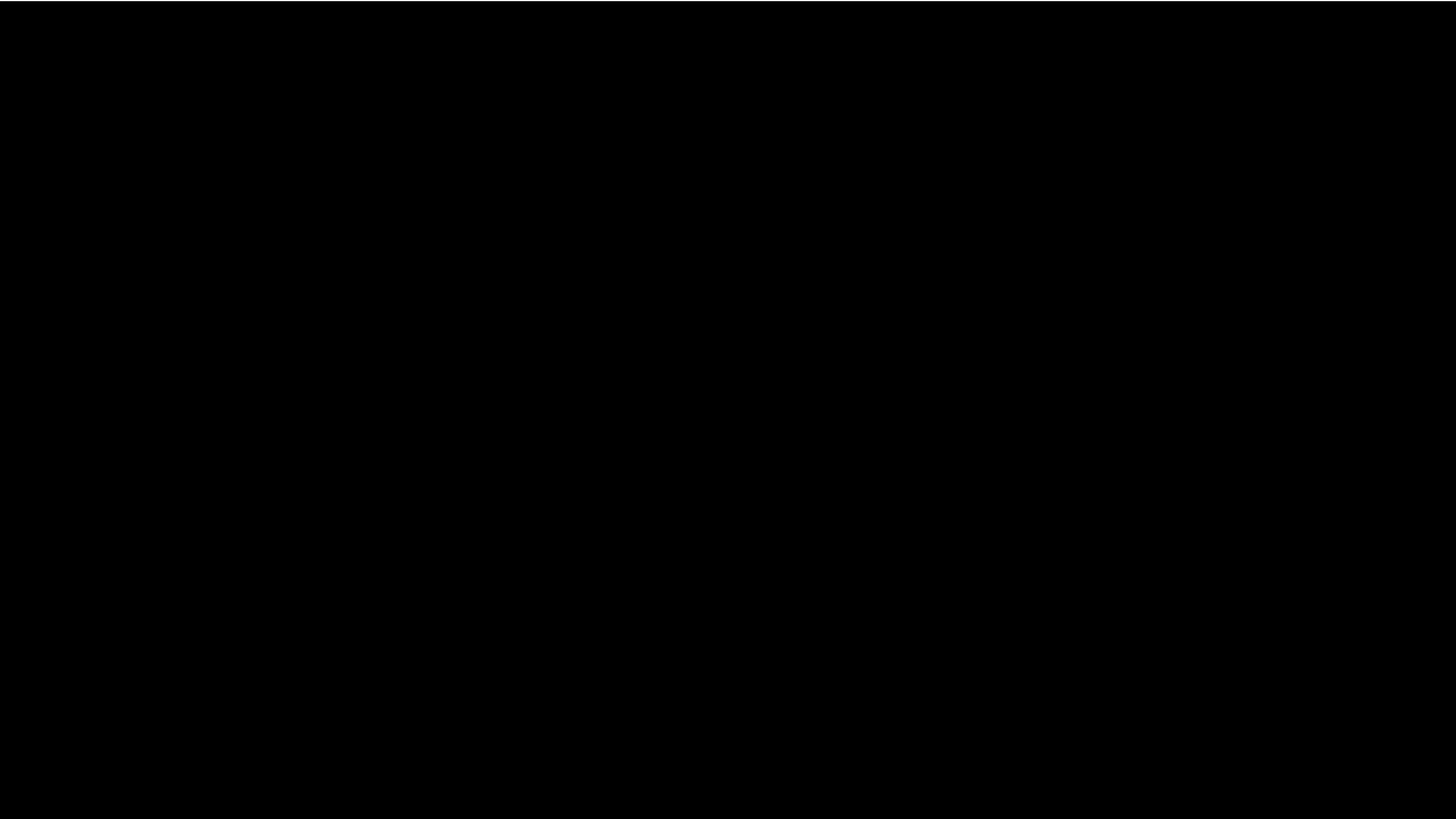


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Advertising in the Age of Giants:
Protect Your Brand, Support Democracy



With Martin Andree & Christina Forsgård







Televisión Comercial en Abierto,
fiel a la sociedad.





The Global TV Deck

Total TV's consumption across the world



INTRODUCING OUR SPEAKERS:

Martin Andree



A Professor of Digital Media at the University of Cologne, he has over 15 years of research on big tech dominance, pioneered the first holistic measurement of digital media concentration, and brings eight years of digital management experience as Henkel's VP of Marketing.

Christina Forsgård



Leading expert in PR, Marcom, and cybersecurity, is a National Security Award winner and authority on crisis management and disinformation, advising leaders, organizations, and media on complex communication challenges.

AROUND THE WORLD, TV IS A DRIVER OF CHANGE

IT ENCOURAGES RESPONSIBLE BEHAVIOUR

IT INFORMS WITH TRUSTED SOURCES



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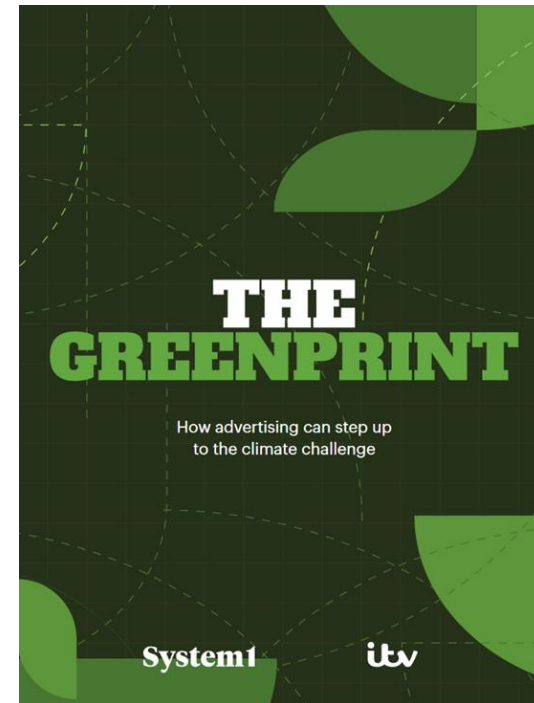
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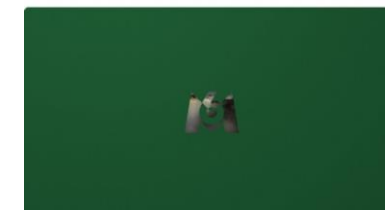
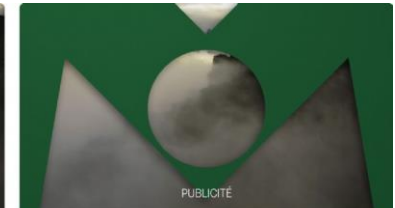
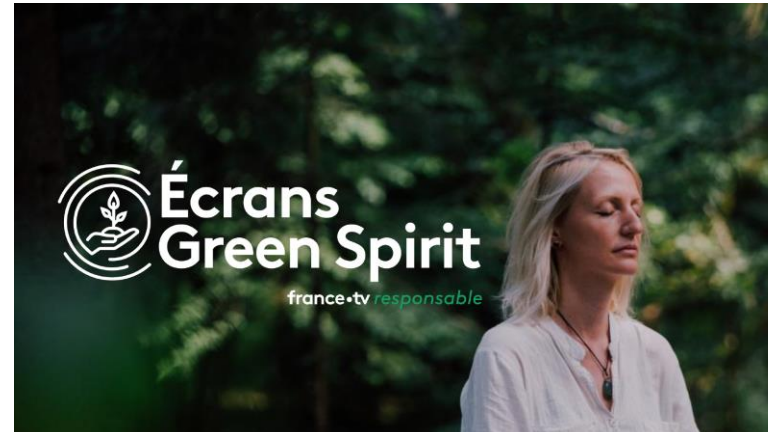


Representation matters: lessons from inclusive TV ads

thinkbox

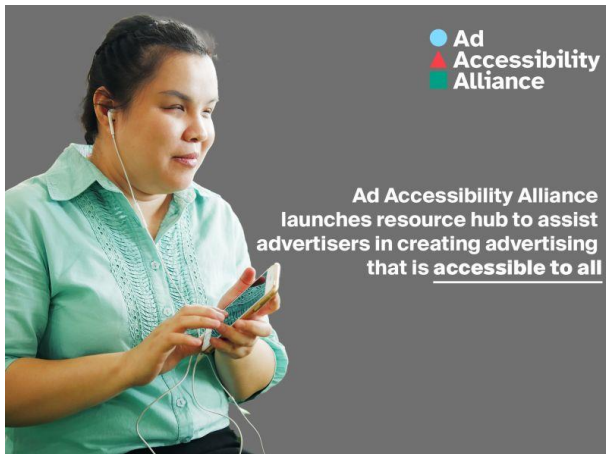
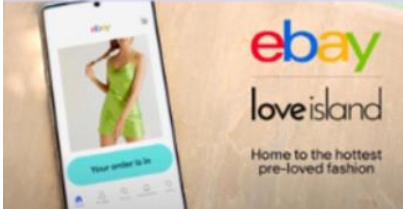


AROUND THE WORLD, TV IS A DRIVER OF CHANGE IT ENCOURAGES RESPONSIBLE BEHAVIOUR



GREAT ADS: TV AS A FORCE FOR GOOD

- Creative publication- TV as a force for good
- Accessibility cases
- The Ad Accessibility Alliance - Hub



LET'S CHANGE THE WORLD TOGETHER ONE. AD. AT. A. TIME.



