



**THEME - Programmatic: There's no going back.**

It happened in front of our eyes. Programmatic passed the point of no return and, like Hansel and Gretel, there's no way of finding a path back through the woods. We all recognise that it's here to stay and for very good reasons.

Allowing automation to make decisions on where, when and to whom we advertise increased the effectiveness and efficiencies of our marketing exponentially. And the impact on our lives cannot be taken lightly. It changed our roles, job descriptions and KPIs across the broad sweep of marketing – for advertisers, agencies and solution providers.

But rather than the robots taking control, it freed up humans to do what they do best... be human. Strategic thinking in media and the sales process has never been more important. Creating a competitive edge requires a new skill set where humans do the thinking and machines do the doing.

After the revolution comes the evolution. No longer is Programmatic confined to digital. Its application across traditional media such as TV, radio, print and OOH is not only possible, but necessary. And that's what this year's MMS Programmatic theme is focusing on. Where is it taking us? How is it applied? And what efficiencies and accuracies are possible when Programmatic is applied to every corner of the media globe?

**No way back. But which way forward?**