DanAds® | SUMMIT 26

Meet the Voices of Advertising

Program 2026 | Wednesday 15th April, 2026

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Keynote

Opening Keynote:
The Global AI Race

Reza Malekzadgan
Stockholm AI & DanAds

Exploring the forces shaping innovation and growth across markets. How DanAds is evolving its infrastructure to accelerate AI adoption while keeping partners agile, compliant, and future-ready.

Join us for insightful talks!

Register Now

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Panel Discussion

The European Playbook: Leading the Future - AI, Data, and Automation Driving Change

Mikael Ekelöf
TV4

Pieter Van Den Bergh
RTL AdAlliance

Antoine Saglier
366

Marie Delavoie
M6

As ad tech and engagement models evolve, publishers are rethinking team structures and workflows. This panel explores how established players are adapting tools, processes, and operations to stay efficient, agile, and market-ready.

Join us for insightful talks!

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Panel Discussion

The European Playbook: Media & Beyond - Shaping the Future Media Mindset

Mark Edwards
Reach

Christopher Östlund
Plaza

Martin Levy
Aller Media

Elsa Demain-Griffiths
The Telegraph

Sander Van Gestel
Mediahuis

Leading voices from the UK, Benelux, and the Nordics will discuss how AI-driven ecosystems must adapt to regional complexity and drive new revenue. We explore the “Next Mindset” needed to move from legacy ops to strategy, and what global teams need to win in 2026.

Join us for insightful talks!

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Panel Discussion

The North American Blueprint: Scaling Global Innovation

Philippe Kleim
Corus

Brad Epperson
AWS

Lauren Farber
Autovera

Monica Sciannimanico
Philips

North American partners reveal how they leverage the DanAds ecosystem to fuel growth and stay ahead in a rapidly evolving media landscape.

Join us for insightful talks!

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Fireside Chat

The Global Leapfrog:
Innovation Across APAC & MEA

Todd Fisher
Nine Ad Manager

How APAC and MEA are accelerating AI adoption and building modern, direct-to-market ecosystems, without legacy drag.

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Keynote

Nodals AI:
The Rise of Agentic Ad-Tech

Aly Nurmohamed
Nodals AI

Moving beyond the generative AI hype to the era of Agentic AI. Aly explores how autonomous AI agents are now working directly with publisher first-party data to replace legacy DSP/SSP infrastructure.

Join us for insightful talks!

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Keynote

AWS: The Age of Seamless Innovation

Brad Epperson
AWS

In this closing keynote, we take a step back from the day's details to look at the big picture of where our industry is headed by 2027. Drawing on the power of AWS cloud innovation, Brad will share his perspective on the boldest shifts on the horizon, focusing on how we can strip away the complexity that still slows down global media.

Join us for insightful talks!

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by scanning the QR code!

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