

The JCU Institute for Entrepreneurship presents:

Andrea Febbraio

Co-founder and VP Sales Europe for Ebuzzing (Teads)



5 Acquisitions

Funding Received

\$80.9 Million in 7 Rounds from 13 Investors

Teads.tv

Andrea Febbraio is the Co-founder and Europe VP Sales for Ebuzzing (now Teads), a European leading company for online video advertising. Author, speaker and professor he has more than ten years of experience in the digital advertising industry. In 2007 he founded Promodigital, a company which in a very short time has become leader in the Italian market for buzz marketing. In 2010 the same company was bought by the French group Wikio. Forerunner of events like viral and online advertising videos, he published two best sellers titled: *Viral Video* and *Buzz Marketing into Social Media*. Furthermore he succeeded in establishing himself as international speaker for Cannes Film Festival, London iStrategy a Colonia DMEXCO.

Teads invented outstream advertising, which carves out brand new video inventory by placing video advertisements outside of the traditional video stream. They developed the industry's most advanced video SSP (Supply Side Platform), allowing premium publishers to manage their extensive video advertising inventory, monetize their sites using instream and outstream advertising, and optimize revenues and placement fill-rates thanks to yield management features. Teads' partners are among the world's most respected publishers, including The Financial Times, Reuters, Slate, Conde Nast, Heart, The Guardian, Nikkei, Die Welt, Le Monde and many more.

Tuesday, April 14th

10:00 - 11:15

Guest Speaker BUS 335

Room: G.K.G.1

Seats are limited.

RSVP: www.eventbrite.com