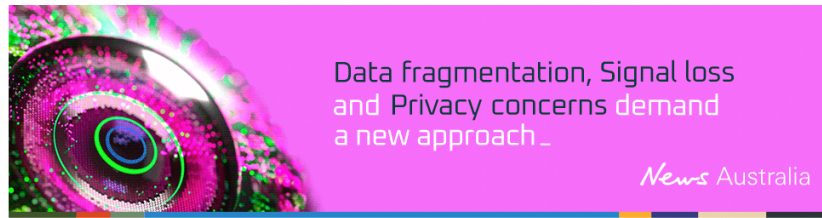


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Mediaweek 100 confirms major partners and sponsors for 2023

MW

by Mediaweek

Posted on 28 September 2023



The major partners: Nine, Think News Brands, News Corp Australia, News Corp Australia



Mediaweek is excited to announce the major partners and sponsors of the Mediaweek 100 industry lunch which will be held on Friday, October 13 at The Crown's Pearl Ballroom in Sydney. The event will once again bring the most influential people in the business together under one roof.

The major partners of the event will be Nine, Think News Brands, News Corp Australia, and Think TV. The event's sponsors will be ARN, Sound Story, TrinityP3, Kinesso, and Fetch Ads.

The three power lists from last year will all be returning. The **Mediaweek 100** will name the most powerful people in the media industry, the **Media Agency 50** will highlight the biggest players in the media agency leadership, and the **Star Power 25** will turn the spotlight on the best of TV and audio talent. A new list will also be celebrated at the event, **The Creative Agency 50**.

Tickets are available here.

Liana Dubois, Nine's chief marketing officer said: "The Mediaweek 100 showcases the vibrancy and depth of talent of our leaders across the Australian media landscape. With Nine's platforms spanning television, publishing, audio, streaming, and marketplaces, we are proud to support and celebrate the people that make our industry so dynamic. We hope to help inspire the next generation of media leaders to continue growing the media sector and using its influence to positively benefit society."

Lou Barrett, News Corp Australia's managing director of national sales said: "Our association with the Mediaweek 100 Industry Lunch reinforces our dedication to being at the forefront of industry developments and collaborating with like-minded organizations. As we come together under one roof, we are not just celebrating success, but also fostering connections and synergies that will drive the future of media. News Corp Australia is proud to be a part of this prestigious event, and we look forward to the meaningful discussions, partnerships, and insights that will undoubtedly emerge from this gathering of leaders."

Vanessa Lyons, CEO of ThinkNewsBrands said: "ThinkNewsBrands support of the Mediaweek 100 is fuelled by our united dedication to celebrate and salute the exceptional talent and trailblazing achievements that permeate our industry. Regardless of our channel, sector, or area of focus – unity on such milestones is important".

Danielle McWilliam, head of CX, ThinkTV said: "Australian broadcasters have the ability to make, shape and change culture, contributing to a diverse, sustainable, socially conscious and mentally healthy future. ThinkTV is proud to partner with Mediaweek 100 as it provides an opportunity to celebrate the work and achievements of the best in the industry. More importantly, those on the Mediaweek 100 list represent thousands of people across the broader industry who do incredible things every day to reach, entertain, inform, celebrate, and make a genuine difference for Australians."

The media industry is ever-changing and rapidly evolving, and there have been countless job movements and power shifts in the months since the inaugural event. Last year saw **Mike Sneesby**, **Peter Horgan**, and **Kyle and Jackie O** come out on top. Will that still be the case in 2023?

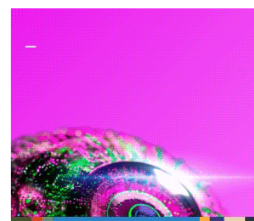
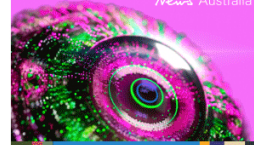
The 2022 event marked the first time *Mediaweek* had put on an in-person event, working with industry-leading event company, **Usual Suspects**, who return to work their magic in 2023.

Tickets are available here.

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Yahoo and Good-Loop partner to help advertisers minimise carbon emissions

By **Mediaweek**
Posted on 28 September 2023



Elizabeth Herbst-Brady: "Becoming carbon neutral is an industry-wide challenge"

Yahoo and **Good-Loop** have announced a global partnership offering carbon-neutral private marketplace (PMP) media opportunities to advertisers in order to help them become more sustainable.

As a whole, the digital advertising industry requires a massive amount of computing power to support the trillions of ad transactions that take place every day, making it a major driver of global carbon emissions — an issue both parties are seeking to address.

In an effort to help brands and agencies better grasp the environmental impact of their ad campaigns while also offering ways they can minimise their carbon footprint, Good-Loop's carbon scoring ranks domains in supply-side platforms (SSPs) based on their carbon score.

Through this partnership, advertisers and agencies buying through the Yahoo DSP will now have access to the PMPs that rank in the top 25 percent, helping them ensure their ad campaigns are in line with their larger sustainability efforts.

Elizabeth Herbst-Brady, chief revenue officer at Yahoo, said: "Becoming carbon neutral is an industry-wide challenge, and Yahoo is making sustainability a priority by offering advertisers access to more green media through our partnership with Good-Loop."

"Good-Loop's carbon scoring provides advertisers with information about each publisher's carbon footprint, allowing them to make more informed choices when it comes to the environmental impact of their ad campaigns. This improves the advertiser's decision process, while also acting as an incentive for publishers to reduce carbon emissions, whether through supply path optimisation or improving infrastructure."

Advertisers can now easily find and buy low carbon emission supply, joining brands who are prioritising climate-friendly media with Good-Loop already, including General Mills, PepsiCo, Nestle, Unilever, and Toyota.

Amy Williams, CEO and founder, Good-Loop, said: "Yahoo's robust DSP boasts both global reach as well as an expansive suite of tools helping advertisers make the most efficient buying decisions."








"Now, Yahoo is also driving the industry toward more sustainable advertising habits by expanding advertiser awareness of low emission PMPs—just one of several reasons we're thrilled to partner with Yahoo. Together, we're bringing the industry one step closer to its sustainability goals, giving advertisers around the globe the power to minimise their carbon footprint by evaluating the carbon cost of their campaign when media planning."

Furthering its sustainability commitment, Yahoo recently introduced its direct-to-publisher platform, "Yahoo Backstage," which has been recognised by Jounce Media, a leading source for definitions of inventory quality standards, as the "largest MFA-free supply source on the open Web."







"Made for Advertising" (MFA) sites consume 21% of all programmatic ad impressions, leading to significant waste and carbon emissions. By delivering premium, MFA-free content, Yahoo is leading the charge on reducing media waste and its environmental impact.

See also: Yahoo Backstage recognised as the open web's largest MFA-free supply source

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