On-line Advertising: A Technology Overview and Emerging Trends

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Abstract:
On-line advertising is less than 15 years old but it has already become a major contributor to the global economy. We are all exposed to it every day and it has been adopted as one of the main sources of revenue for the burgeoning on-line services worldwide. This presentation provides a technology overview of how different types of on-line advertising systems work followed by a discussion about the emerging trends for making these systems more effective across all media and electronic devices.

Speaker bio:
Kiumarse Zamanian received his PhD degree in engineering from CMU with a focus on applying formal methods and object-oriented techniques to model, share and reason about information in distributed systems. Since 2004 he has led a variety of on-line advertising products at Yahoo!, Glam Media and small start-ups and is the co-inventor on six US patent applications in this domain. He has been a consulting and adjunct professor at CMU Silicon Valley since 2006 and enjoys working with entrepreneurial teams in transforming innovative ideas into useful software products.