

# BUYING MULTI PLATFORM REALITY AND RHETORIC

**Tom Wilkinson**  
Head Of Partnerships  
Publishing  
Mindshare UK

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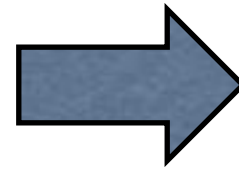
# MORE PUBLISHER PLATFORMS

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10 things you need to know today

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1. PRESS VOTE: TASTE OF FUTURE LAB-LIB FACT?
2. UK, FRANCE: READY TO AIM SYRIAN REBELS?
3. SAMSUNG LAUNCHES 'EYE-TRACKING' 54
4. POPE BECAME FRESHEST WHEN SPURNED BY GIRL
5. MP ERIC JOYCE IN NEW COMMONS BRAWL
6. KATE'S NOSE: TOP PICK FOR PLASTIC SURGERY
7. BOSS WORTH WINS CHELTENHAM GOLD CUP
8. PORK FOUND IN HALAL SCHOOL SAUSAGES
9. EUROPA LEAGUE: NO ALL-ENGLISH THIS
10. HOT TICKET: KIDMAN SIZZLES IN PAPERBOY

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**FILM**  
**'Bad hair day': Al Pacino's Phil Spector divides critics**  
FIRST REACTION: FRI 15 MAR 2013, AT 16:00  
Can the Oscar-winner act his way past a procession of hair-raising wigs? It depends on who you listen to

**LATEST**

**UK NEWS** FRI 15 MAR, AT 16:31  
Viral woric: what caught fire on the internet this week

**F1 2013** FRI 15 MAR, AT 14:08  
Lewis Hamilton in groove and McLaren in trouble as F1 starts

**ROYAL BABY** FRI 15 MAR, AT 14:19  
Kate Middleton nose job: 'It's what New York women want'

**CHELTENHAM**  
**McCoy to ride Sir Des Champs in Gold Cup; jockey in coma**  
ONE-MINUTE READ FRI 15 MAR, AT 13:23  
Injury to JT McNamee overshadows Cheltenham Gold Cup – but Bobo Worth remains the favourite

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**the guardian**

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City academy plans condemned by ex-education secretary Morris

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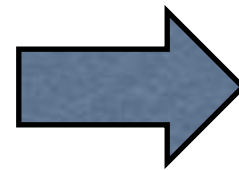
Police chief blames Osbourne for riots

Judges may block deportations

Israeli troops leave Gaza after 18 years

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**The mood in Britain is to muddle along**

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chakraborty Aditya Chakraborty If anyone's unsure about where @guardian stands on Osborne's note, here's additional info worth a read bit.ly/vLQGF

**theguardian**

Updated 16:49, Wed, 10 August 2011

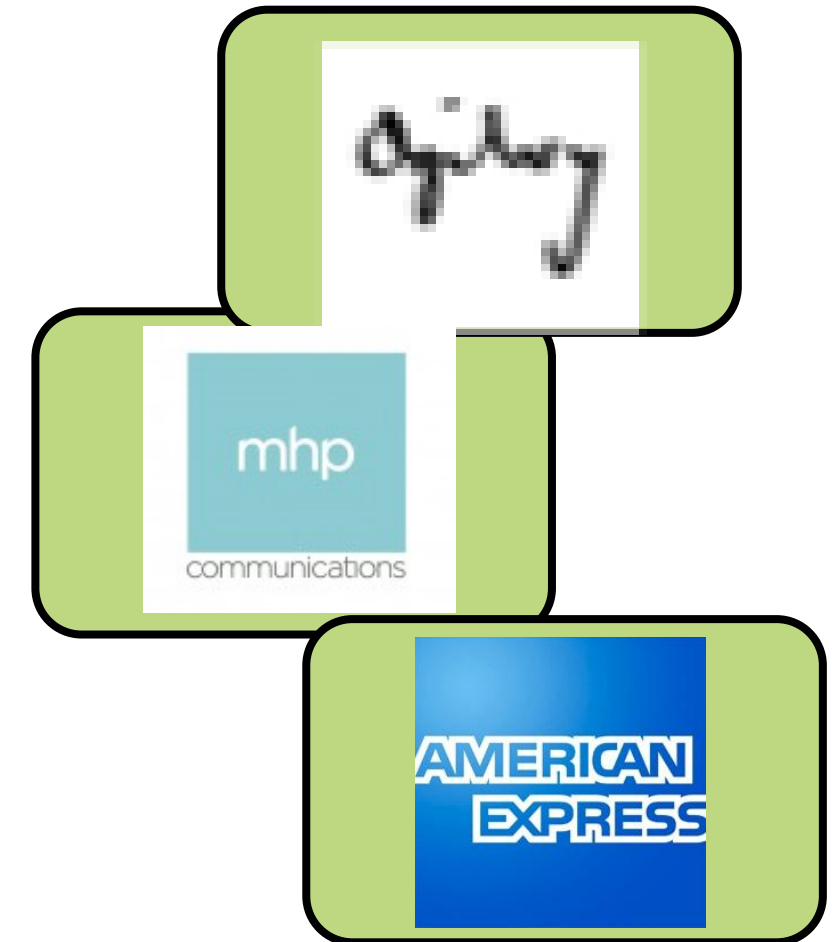
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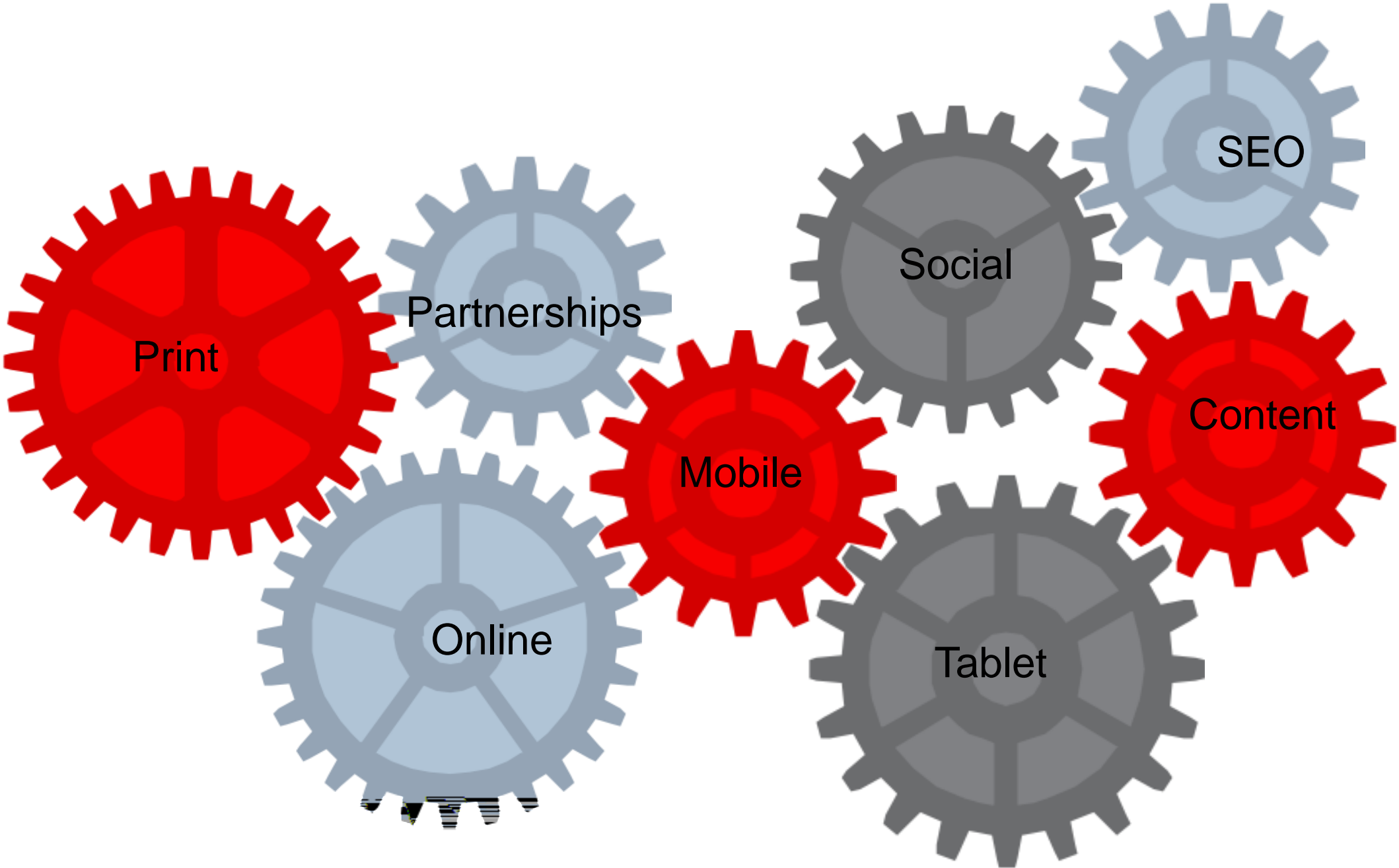
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**Olympic venues to be opened early to public for test events**

# MORE PARTNERS



# RE-GEARING THE TEAM



# THE CHALLENGE FOR BUYERS

Making time

Different trading  
models

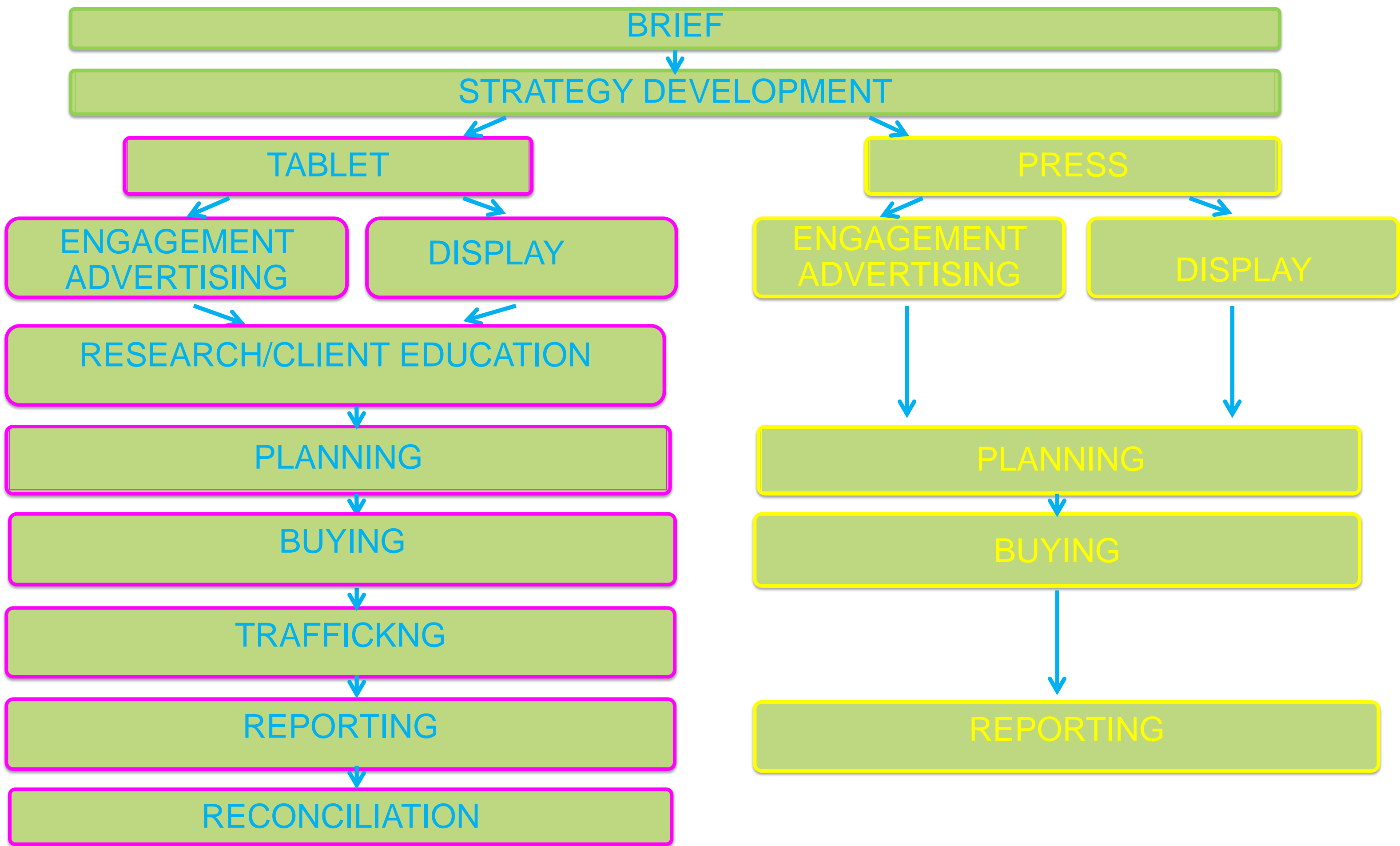


Making sense of  
data

Help grow a  
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JAGUAR XJ


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JAGUAR XJ

AMERICAN EXPRESS


Too bad.




Dog Food Dog Food

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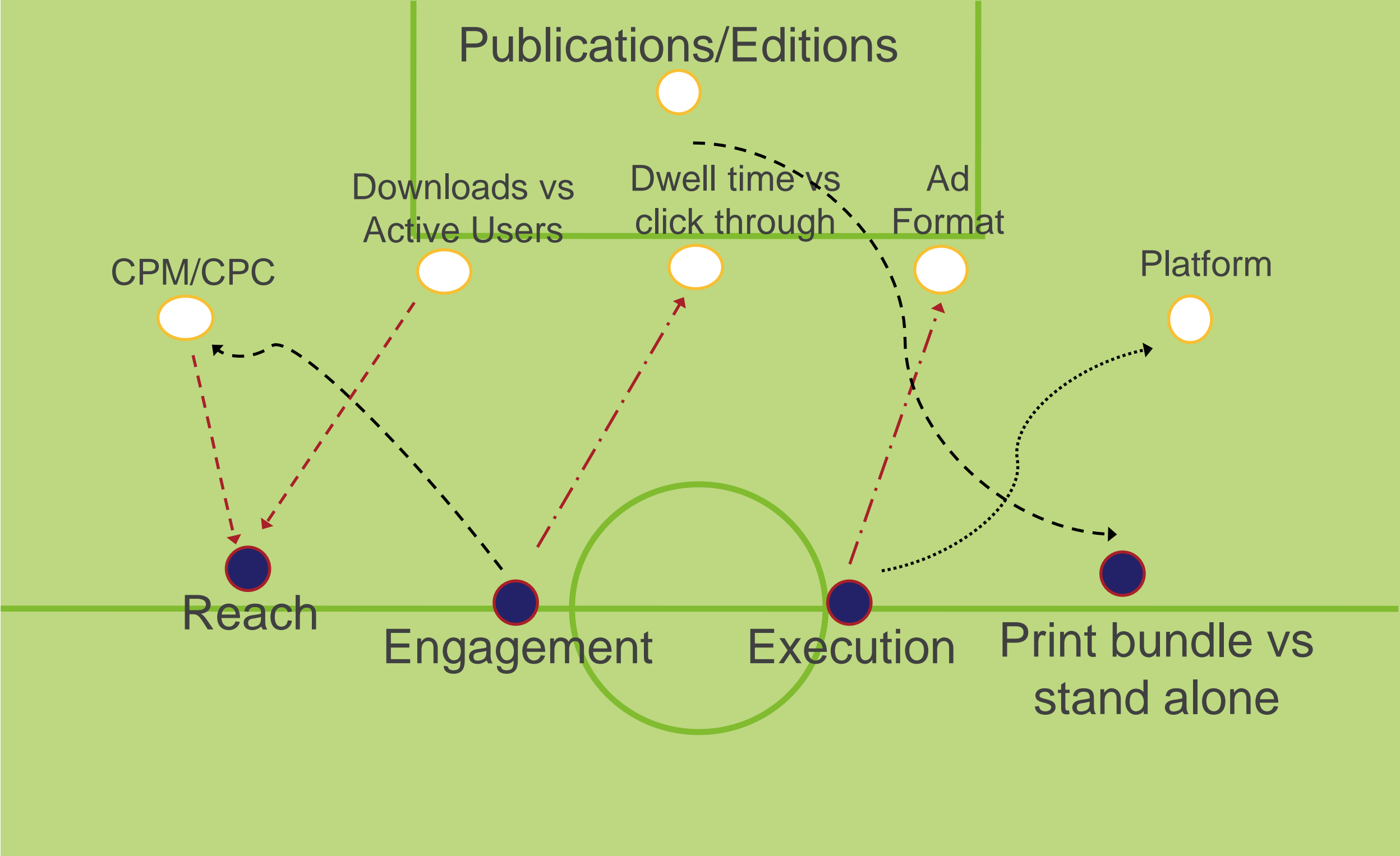
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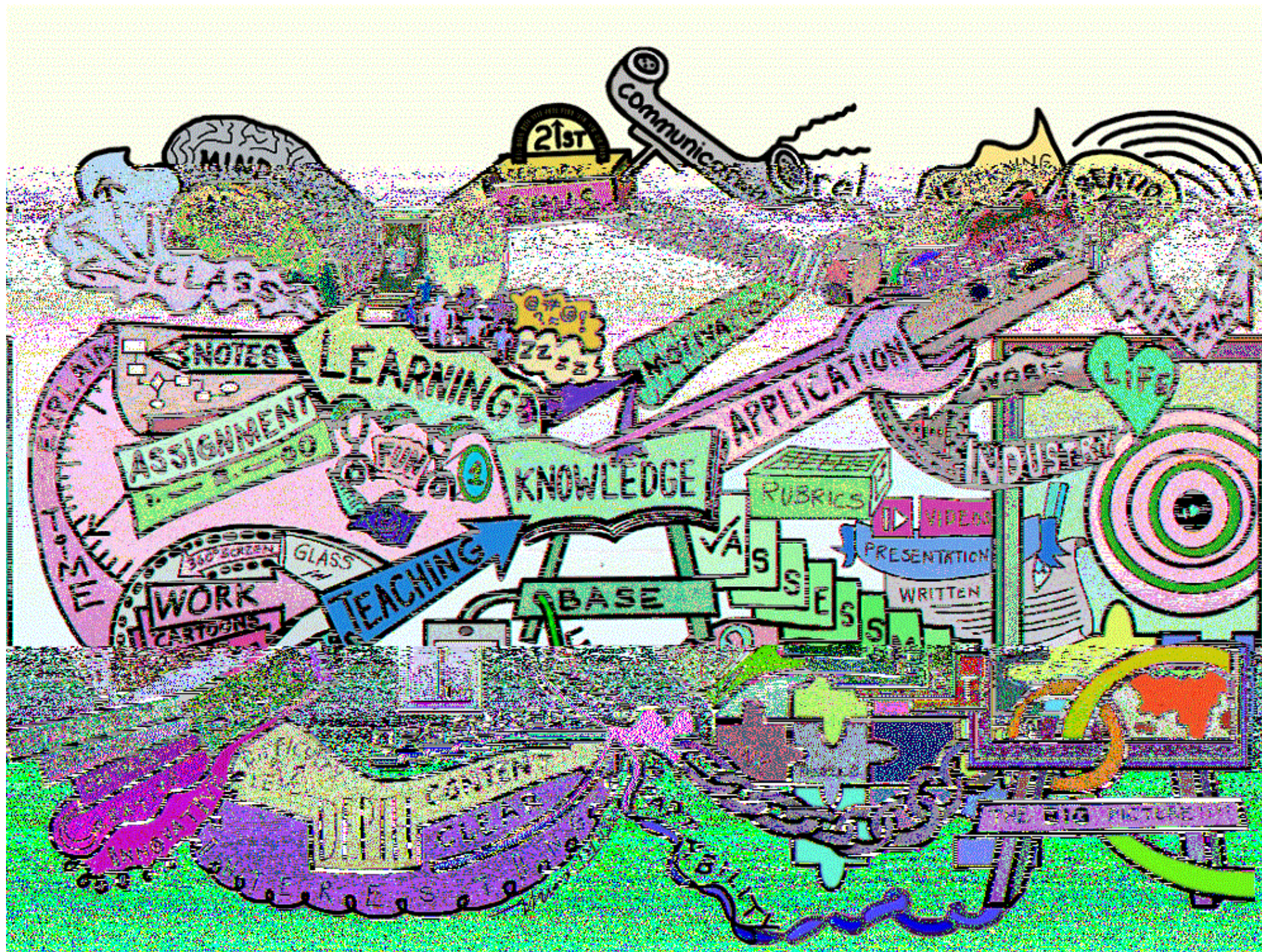
# BUYING A TACTICAL MINEFIELD



High engagement and high value media space

Low CPM and low engagement





Technical

Creative

Market

**Future**



**Past**

ABC and PUBLISHER NEXT STEPS –  
*BUYERS WISH LIST*

1. Get in touch more often
2. Reach trading consensus
3. Change internal structure
4. Realise the potential of mobile
5. Be outgoing

2005



# 2013





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