

# Seminar on Online advertising networks



## Escuela Universitaria de Ingeniería Técnica de Telecomunicación

Universidad Politécnica de Madrid



### Contents

1. Business Drivers.
2. Online Advertising Ecosystem.
3. Aladdin-Networks Solution.
4. Status & Future Steps

### Speakers

Ing. José Javier García Aranda, Alcatel Lucent (ALU)

Ing. Daniel Álvarez González, Universidad de Valladolid (UVA)

Prof. Dr. César Benavente Peces, Universidad Politécnica de Madrid (UPM)

### Timetable

Tuesday 30<sup>th</sup> November: 15:30h - 17:30h

### Room

3005

### Audience and Inscriptions

This seminar is mainly aimed to Master students and 3<sup>rd</sup> level students as well as researcher and developers in the areas related to the topic.

Inscriptions should be done at the Master program secretary (room 6104) or at the event room.

### Credits

The students attending the event will get 1 credit. Master students should perform an additional home work.