

WHO'S INVOLVED

blue ribbon task force

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IBM

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NBC Universal

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Communications & Capabilities
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President, CEO & Founder
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Mobile & Platforms
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Global CEO
Universal McCann

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GroupM Interaction, USA
GroupM

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Carat USA

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Effectiveness & Productivity
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Colgate-Palmolive

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EVP Chief Revenue Officer
Time Inc.

Wayne Powers
SVP
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Yahoo!

Duration Media v. Rich Media Club
IPR 2023-00953 (Patent 11,443,329)

Rich Media Club Exhibit 2031

brand exposure

Artie Bulgrin
SVP, Research and Analytics
ESPN

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Universal McCann

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Microsoft

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Ingenuity

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Omnicom

Michael Zimbalist
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The New York Times

grp currency

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brand impact

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Intuit

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Eric Mower & Associates

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J.P. Morgan

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Executive Vice President, Global
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Starcom MediaVest Group

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VP & Head, Yahoo! AdLabs
Yahoo!

Mark Fishkin
VP, Digital Sales
Wall Street Journal

Roy Elvove
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Communications
BBDO

Tom Arrix
Vice President of Sales
Facebook

viewable impression

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Director, Industry Outreach
Microsoft

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Technology Partner Alliance
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Starcom MediaVest Group

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Universal McCann

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the companies

Marketers



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Walgreens



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