Dig Asia TAIPEI
2024 數位亞洲大會

AI4U

9.2 Mon. – **9.5** Thu.

大會手冊
Program Book

台北君悅酒店
Grand Hyatt Taipei

目錄 Contents

歡迎詞

Welcome Message

Welcome!

Welcome Message
歡迎詞

We extend a heartfelt welcome to all distinguished guests from around the world attending this year's DigiAsia congress in Taipei!

DigiAsia initiated in 2014, is a premier biennial congress dedicated to digital and marketing excellence in Asia. Authorized by the Asian Federation of Advertising Associations (AFAA) and organized by the Taipei Association of Advertising Agencies (TAAA), DigiAsia sets a significant benchmark for the region with a focus on digital technology, creativity and business innovation, highlights the role of MarCom in digital transformation and serves as a crucial platform for digital, advertising, marketing and communication in Taiwan, Asia and even globally.

Over a decade we organized 5 editions of DigiAsia, 95 sessions of keynote and panel discussion, over 110 thought leaderships across more than 14 countries, with an accumulative delegation exceeding 4,800 individuals. Each edition of DigiAsia has consistently led market trends, from the birth of the digitally imaginative DigiBaby, the rise of social media, the development of AI technology, the post-pandemic transformation, to Web3 Rhapsody. Thanks to everyone's dedication and hard work, we have continuously refined and advanced each DigiAsia, creating a digital carnival that belongs to all of us.

The theme of "2024 DigiAsia Taipei" is "AI4U", focusing on the transformative role of generative artificial intelligence in marketing and creative industries. The rapid development of AI technology is set to revolutionize society and the digital creative sector. For those of us in the advertising and MarCom Industry, it is imperative to address the integration of technology and humanity, accelerating digital transformation and economic growth in marketing through human-machine collaboration. Over the course of this three-day congress, we will explore the "Usability", "Uniqueness", "Utility", and "Universality" that AI can bring, systematically examining its technology advancement and applications in advertising and marketing, and its implications for technology, humanity, and social responsibility since of: "AI4U"! For Me! For U! For Everyone!

Thank you very much for supporting DigiAsia, including the supervision from Ministry of Economic Affairs Administration of Commerce, Bureau of Foreign Trade, Taipei City Government, Department of Cultural Affairs and Department of Industrial Development. Authorized by Asian Federation of Advertising Associations (AFAA) and collaboratively co-organized by various MarCom Associations in Taiwan, including Kaohsiung Association of Advertising Agencies (KAAA), International Advertising Association Taipei Chapter (IAA), Association of Accredited Advertising Agents of Taipei R.O.C. (4A), Media Agency Association (MAA), Taiwan Digital Media and Marketing Association (DMA), Taiwan/Taipei International Public Relations Association (TIPRA). Special thanks to all the Advisors, Vice Chairman, all Committee Members for their dedication and contributions. We appreciate all the Board Members from all the above associations, all the sponsors, and everyone who contributed and made DigiAsia a great success. Thank you!

We expect to see enthusiastic participation from around the world as AI brings new challenges and opportunities. Together, let's explore how AI will transform the future of MarCom Industry and spark innovative ideas in this three-day congress!

Robin Lu 盧炳勳

Chairman, 2024 DigiAsia Taipei
Chairman, Taipei Association of Advertising Agencies

Welcome Message
歡迎詞

誠摯歡迎所有來自海內外的嘉賓，蒞臨本屆數位亞洲大會DigiAsia在台北的盛會!

數位亞洲大會DigiAsia開始於2014年，由亞洲廣告聯盟（AFAA）授權台北市廣告代理商業同業公會（TAAA）每兩年主辦一次專屬亞洲地區最具指標性的數位暨行銷的國際盛會。大會聚焦於數位科技、行銷創意和商務創新等議題，展現行銷傳播產業在全球數位轉型扮演的角色，並且是台灣與亞洲甚或全球數位、廣告、行銷、傳播交流合作的重要平台。

回顧這10年來我們已經舉辦過五屆 DigiAsia ，總共邀請了來自14個國家以上的專家和參與者、舉辦了超過95場的主題演講及座談、並有110多位的產業專家和意見領袖參與，累計超過4,800人次的出席。每一屆DigiAsia的主題也都能引領市場趨勢的發展，從數位超越想像的 DigiBaby 誕生、Social社群媒體的興起、AI智能科技的發展，到後疫情時代產業的轉型發展，一直到兩年前的 Web3 Rhapsody 狂想曲⋯因為有大家的投入耕耘，我們一屆比一屆的精進優化，創造出屬於你我的數位嘉年華會。

本屆大會主題訂為「AI4U」，我們著眼於探索生成式人工智慧在行銷創意產業中的轉化作用。AI科技運用的蓬勃發展將會帶來整個社會以及數位創意產業的變革，對於身為廣告行銷傳播產業一分子的我們，推動科技與人文共融、加速人機協作下的數位轉型與行銷產業經濟發展的三贏局面是迫切需要去正視的議題。讓我們一起透過這三天的論壇共同來探索人工智慧的所可以帶來的可用性（Usability）、獨特性（Uniqueness）、實用性（Utility）及普遍性（Universality），從技術發展到廣告行銷的運用還有科技人文及社會責任做有系統性的探討。因為「AI4U」！For Me! For U! For Everyone!

非常感謝各界對於DigiAsia數位亞洲大會的支持，包括：經濟部商業發展署、國際貿易署、台北市政府、文化局及產業發展局的指導。由亞洲廣告聯盟（AFAA）授權，並由台灣行銷傳播界各公協會共同齊心規劃，包括：高雄市廣告代理商業同業公會（KAAA）、國際廣告協會台北分會（IAA）、台北市廣告業經營人協會（4A）、台北市媒體服務代理商協會（MAA）、台灣數位媒體應用暨行銷協會（DMA），以及台灣與台北市國際公共關係協會（TIPRA）。特別感謝籌委會所有顧問群、副會長及所有委員們、TAAA理監事們不遺餘力的奉獻。此外，特別感謝各贊助單位的全力支持，是你們的付出，成就了「2024 DigiAsia Taipei」。謝謝大家！

在AI浪潮下，廣告產業迎來了全新的挑戰與機會。我們期待來自全球各地的代表、廣告與數位產業精英，以及各界專業人士的熱情參與。讓我們共同探索人工智慧發展下的產業未來，並在這個創新平台上激發出更多的智慧火花。

Robin Lu 盧炳勳

2024 數位亞洲大會會長
台北市廣告代理商業同業公會理事長

Welcome Message
歡迎詞

I have immense pleasure to welcome every one of you to the sixth edition of DigiAsia under the theme "AI4U". Here we will understand the transformative power of Artificial Intelligence and its impact on our lives, industries, and the world. AI's entire gamut of "Usability", "Uniqueness", "Utility" and "Universality" will be explored over three days of September 3rd to 5th 2024 at Grand Hyatt Taipei.

Since its first edition in 2014, DigiAsia has been focusing on cutting edge developments in the digital space for the marketing and communications industry. We have over the last 10 years discussed these transformative developments under various themes. In 2014 it was DigiAsia - "Beyond Imagination"; in 2016 it was DigiAsia - "Social Next"; in 2018 it was DigiAsia - "Experience AI"; in 2020 it was DigiAsia - "Transformation under the New Normal"; and in 2022 it was DigiAsia - "Web3 Rhapsody".

In a manner of speaking, we are revisiting the theme of AI this year as we all know it stands at the forefront of driving innovation and reshaping the way we live and work. This edition of DigiAsia will witness a diverse group of experts, innovators, and enthusiasts to share their insights and experiences on harnessing the potential of AI for the betterment of society.

I expect that we will be exposed to some cutting-edge research and technological advancements in AI, to practical applications and ethical considerations. Our goal is to foster a collaborative environment where ideas can flourish, knowledge can be exchanged, and new partnerships can be forged. Let's explore together and unlock the possibilities that AI offers and ensure that its benefits are accessible to all. Let's make this Congress a milestone in our collective journey toward a smarter and more inclusive future.

I look forward to meeting you in Taipei!

Srinivasan K Swamy

Chairman, Asian Federation of Advertising Associations
亞洲廣告聯盟主席

Welcome Message
歡迎詞

我非常高興地歡迎大家參加第六屆 DigiAsia。本次大會的主題是「AI4U」，我們將了解人工智慧的變革力量及其對我們生活、行業和世界的影響。在2024年9月3日至5日於台北君悅酒店的三天活動中，我們將全面探討AI的「可用性」、「獨特性」、「實用性」和「普遍性」。

自2014年第一屆以來，DigiAsia一直專注於數位領域內行銷和傳播行業的前沿發展。在過去的十年中，我們在不同的主題下探討了這些變革性發展。2014年的主題是「DigiAsia - 超越想像」；2016年是「DigiAsia - 社交新世代」；2018年是「DigiAsia - 體驗AI」；2020年是「DigiAsia - 新常態下的轉型」；2022年是「DigiAsia - Web3狂想曲」。

我們今年重新探討了AI這一主題，因為我們都知道它在推動創新和重塑我們的生活和工作的方式方面處於最前沿。本屆DigiAsia將見證來自各界的專家、創新者和愛好者，分享他們對AI應用以造福社會的見解和經驗。

我期望我們能接觸到一些尖端的AI研究和技術進展、實際應用和倫理考量。我們的目標是營造一個合作的環境，在這裡，思想可以蓬勃發展，知識可以交流，新的合作夥伴關係可以建立。讓我們共同探索並解鎖AI提供的可能性，確保其利益惠及所有人。讓我們共同努力，將這次大會變成我們邁向更智慧和更包容未來的里程碑。

期待在台北與大家見面！

Srinivasan K Swamy

Chairman, Asian Federation of Advertising Associations
亞洲廣告聯盟主席

放電玩樂

充電學習

TRENDY TAIPEI
Music X Innovation

潮臺北 2024.9.2-8 潮流創意 PLAY!

TRENDY TAIPEI 潮臺北
官方網站

TAIPEI
臺北

Welcome Message
歡迎詞

Taipei City possesses abundant cultural and artistic energy. With the advent of the digital technology era, this year we will use a large-scale, multifaceted performance and exhibition event, "TRENDY TAIPEI - Music X Innovation", to explore various aspects such as industry situation, technological development, international connections, concert economy, and future trends through elements of film, art, and pop music. The aim is to give free rein to Taipei's unique city charm, achieve industry upgrading, invigorate the economy, attract talent, and align with international standards.

"TRENDY TAIPEI - Music X Innovation" will be held from September 2 to 8, 2024. It will bring together professionals from music, film, theater, innovation, and AI technology to convey trends and new technologies in film entertainment, digital marketing, and the convergence of AI. The event will feature a series of activities including TAIPEI MUSIC EXPO, DigiAsia, ContentAsia Summit, Res Artis Conference 2024 - Taipei, AAPPAC 2024 Conference, Taipei Film Academy, StartSphere Taipei, Taipei Codefest, and TAIPEI MOJO. More than 50 cross-disciplinary dialogues and industry matchmaking sessions will be held, to provide a platform for cross-domain exchange and sharing, jointly foster Taipei's cultural industry and imaginings for future development, and align with international trends.

Since Taipei Association of Advertising Agencies won the permanent hosting rights for DigiAsia in 2014, it has become a grand biennial digital technology congress in Asia. This year's 6th "2024 DigiAsia Taipei" will focus on the development of AI digital technology, exploring content culture, digital transformation, and industry economy to inspire continuous innovation among advertising professionals and enterprises.

Taipei is a city of inclusivity, uniqueness, and creativity, with infinite potential. We hope that DigiAsia Taipei will serve as the best stage for showcasing Taipei's outstanding achievements in digital technology, entertainment, creativity, and advertising communication. Taipei City Government and citizens eagerly anticipate your visit and invite you to experience Taipei's warmth and friendliness.

Chiang, Wan-An

Mayor of Taipei City
臺北市市長

Welcome Message
歡迎詞

臺北市擁有豐厚的文化藝術能量，隨著數位科技時代來臨，今年，將藉由大型複合式展演活動「潮臺北 TRENDY TAIPEI - Music X Innovation」的舉行，以影視、藝術與流行音樂為元素，探討產業現況、科技發展、國際連結、演唱會經濟與未來趨勢等面向，發揮臺北獨特城市魅力，達成產業升級、活絡經濟、引進人才與接軌國際的目標。

「潮臺北 TRENDY TAIPEI - Music X Innovation」於113年9月2日至8日展開，邀集音樂、影視、戲劇、創新、AI科技等專業人士，分享影視娛樂、數位行銷與科技、AI大融合的趨勢與新技術等主題，推出臺北音樂博覽會 TAIPEI MUSIC EXPO、數位亞洲大會 DigiAsia、亞洲影視內容峰會 ContentAsia Summit、2024Res Artis 臺北年會、2024亞太表演藝術中心協會年會、台北電影學院、StartSphere Taipei 台北創新創業總匯、臺北秋季程式設計節、魔力臺北等系列活動，超過50場的跨域主題對話、產業媒合交流，希望提供跨域交流及分享的平台，共創臺北對文化產業及未來發展的想像，並接軌國際潮流。
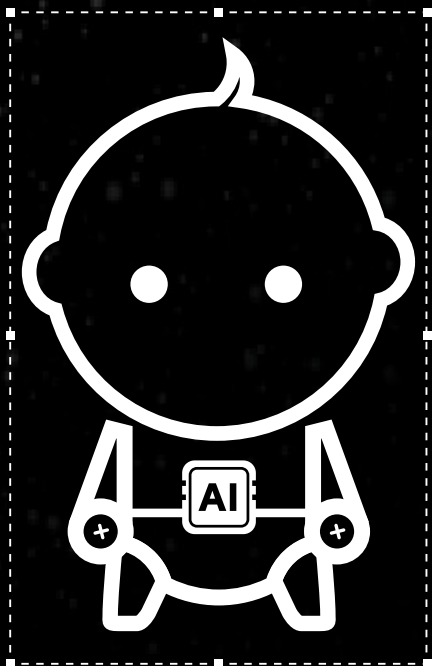
自2014年台北市廣告代理商業同業公會獲得DigiAsia數位亞洲大會永久主辦權以來，DigiAsia Taipei已成為盛大的雙年數位科技盛會，今年第六屆DigiAsia數位亞洲大會主題將聚焦於AI數位技術的發展，探討內容文化、數位轉型和產業經濟，以此激發廣告從業人員與企業不斷創新前行。

臺北是一座包容、獨特且充滿創新的城市，也擁有無限可能，希望DigiAsia數位亞洲大會成為臺北展現數位科技、娛樂、創意和廣告傳播卓越成果的最佳舞台，臺北市政府及市民共同期盼各位的到來，感受臺北的熱情與友善。

蔣萬安

蔣萬安

Mayor of Taipei City
臺北市市長

WHAT is DigiAsia ?

What is DigiAsia?
什麼是 DigiAsia?

DigiAsia, Asia's Largest Digital Creative & Innovation Platform!

DigiAsia is a bi-annual digital marketing congress permanently in Taipei launched since 2014. It is authorized by the Asian Federation of Advertising Associations (AFAA), which consists of 14 major Asian countries and is organized by the Taipei Association of Advertising Agencies (TAAA). DigiAsia is the most iconic digital marketing congress in Asia for its sixth edition in 2024.

DigiAsia aims to create the Asia's largest digital creative and innovation platform, serving as a bridge between Asia and the global digital-related industries. By integrating humanity and technology, fusing creativity and innovation, sharing, learning, experiencing and exchanging, DigiAsia will inspire Asia's digital executives to continuously innovate, create and drive businesses towards a better future!

《數位亞洲大會（DigiAsia）》於2014年誕生。這個由亞洲14個會員國組成《Asian Federation of Advertising Associations（簡稱AFAA）亞洲廣告聯盟》授權台北市廣告代理商業同業公會（TAAA）所主辦的活動，每兩年於台北召開，是亞洲地區最具指標性的數位與創意國際盛會。

《數位亞洲大會（DigiAsia）》的宗旨是－創造一個全球最大的數位創意創新平台，做為亞洲與全球數位相關產業與產業之間的互動橋樑，並整合人文與科技，融合創意與創新，透過分享與學習、體驗與交流，以激勵亞洲數位精英，持續不斷地為人類更好的生活創新、創造及創業。

Why is DigiAsia important?
DigiAsia 為什麼重要?

DigiAsia is a congress dedicated to Asia, focusing on digital aspects and bringing together talents in technology, management, and creativity from around the world. Through keynote speeches, panel discussions, thematic exhibitions, and cross-disciplinary exchanges, we combine international perspectives with local experiences to enhance digital knowledge and professionalism, seek opportunities for collaboration and inspire innovation!

DigiAsia will attract the attention of the world, empower Asia's digital-related industries the opportunity to be exposed on the global stage and elevate the brands into an upgraded level. We expect DigiAsia to stimulate more industrial innovation, R&D and growth, and then enable the Asian digital industry taking lead in the development of innovation and entrepreneurship trends!

《數位亞洲大會（DigiAsia）》是專屬亞洲地區的常態性大會，以數位為主軸聚集來自全世界各地的科技、管理、創意人才！將國際觀點與在地經驗透過演講座談、主題展覽展現成果、跨界交流，藉此提升數位知識與專業，尋求合作的機會，彼此激盪出創新火花！

《數位亞洲大會（DigiAsia）》將吸引全世界的關注，讓亞洲數位相關產業擁有在國際性的舞台曝光、躍升為國際品牌的機會，刺激產業的創新研發與成長，進而讓亞洲取得全球數位產業與創新創業趨勢發展的主導權！

Meet DigiBaby?
認識 DigiBaby?

DigiBaby was born in 2014 as the newest edition to the Asian Federation of Advertising Associations (AFAA). It inherits the excellent lineage of traditional advertising while simultaneously embracing digital innovation. Representing a perfect blend of technology and humanity, DigiBaby is perpetually akin to a newborn baby, always self-growing, self-evolving, and steadfast in its original purpose.

In 2016, we introduced sleek lines with a tech-savvy feel to DigiBaby, depicting the hands and feet of a toddler and expressing its curiosity about the world through forward-leaning movements, symbolizing its eagerness to explore the unknown. In 2018, aligning with the congress theme "Experience AI," we added circuit board patterns to DigiBaby's head, symbolizing the infusion of humanity into artificial intelligence.

Starting from 2020, amidst the global pandemic, DigiBaby wore a face mask, inviting attendees to contemplate "Transformation - Under the New Normal": the direction and development of industry transformation in the post-pandemic era. In 2022, with the thriving development of Web3, people freely traversed between the virtual and real worlds, creating more applications. Consequently, DigiBaby began to take on different personas, unleashing our imagination into the "Web3 Rhapsody" fantasy world, exploring the diverse universe of Web3 with knowledge, amusement, storytelling, and romanticism.

In 2024, DigiBaby maintains its spirit of curiosity and learning, with AI at its core, perfectly embodying the fusion of human creativity and Artificial Intelligence!

2014年DigiBaby誕生！他是亞洲廣告聯盟（AFAA）的新生寶貝！他擁有傳統廣告的優良血統，但也吸收了數位新元素，是科技與人性的完美結合。DigiBaby永遠宛如新生嬰兒，隨時自我成長、自我進化，心永不改變！

2016年DigiBaby添加科技感的俐落線條，描繪出幼兒的手腳，並以向前方邁進的動作來呈現他對世界的好奇心，以及向未知探索的渴望。2018年我們呼應大會「Experience AI」主題，在代表「Humanity」的DigiBaby頭上加入電路板，象徵人工智慧也將開始有人性。

2020年全球疫情影響，DigiBaby戴上防疫口罩，共同思考「Transformation - Under the New Normal」後疫情時代產業轉型的方向與發展。2022年隨著Web3的發展日益蓬勃，人們自由穿梭在虛實之間，創造出更多的應用，DigiBaby也增添能量並擁有不同面貌，解放想像進入「Web3 Rhapsody」狂想世界，探索Web 3多元宇宙知識性、趣味性、故事性與浪漫的酷炫體驗！

2024年DigiBaby保持著好奇與學習的精神，以AI為核心，完美呈現人腦創意及人工智慧的結合！

2014	2016	2018	2020	2022	2024
Digi Beyond Imagination	Social Next	Experience AI	Transformation Under the New Normal	Web3 Rhapsody	AI4U
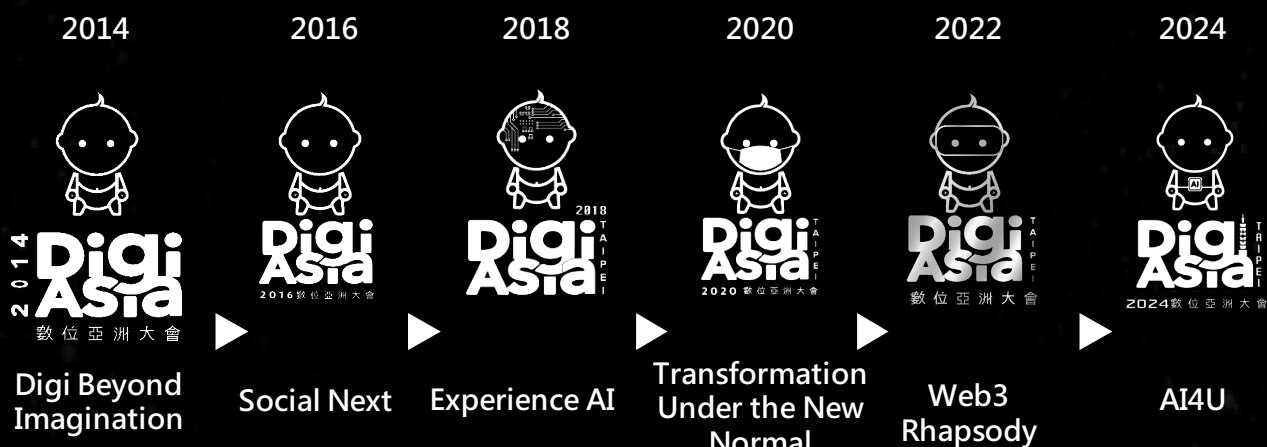
Introducing 2024 DigiAsia Taipei
2024 DigiAsia Taipei 簡介

The annual theme "AI4U" aims to explore the transformative role of generative Artificial Intelligence in the digital creative industry.

AI scientist Andrew Ng once said that just as humanity widely adopted electricity a century ago, AI is now akin to a new form of electricity - it's an universal technological innovation that can be widely applied in various fields. So, what should we do with AI?

This speech encapsulates the pervasiveness and versatility of Artificial Intelligence. AI not only aids in specific tasks but also benefits many different applications. AI should not be confined to the realm of large enterprises; it should be considered a general-purpose technology, comparable to electricity, with the potential to revolutionize various domains.

We firmly believe that Artificial Intelligence will become an invaluable asset to the digital creative industry, driving a win-win scenario for content culture, digital transformation, and industrial economy. The universal value of AI lies in its power to drive innovation, spanning across various fields and providing equal opportunities for everyone.

Let's explore the AI's - Usability, Uniqueness, Utility, Universality.
AI For Me! For U! For Everyone!

年度主題「AI4U」旨在探索生成式人工智慧在數位創意產業中的轉化作用。

AI 科學家吳恩達（Andrew Ng）演講中表示，一百年前人類開始廣泛地運用電力，現在，AI就像是新型態的電力 - 它是通用的技術革新，能廣泛應用在各方面，我們該用AI做什麼？

這段演說，概括了人工智慧的普及性和多功能性，AI不僅對特定事務有幫助，而是對許多不同應用都助益。並且AI不應是僅限於大型企業的技術，應作為通用技術，可與電力相媲，有潛力革新各項領域。

我們堅信，人工智慧將成為數位創意產業的無價資產，推動內容文化、數位轉型和產業經濟的雙贏。其普遍價值在於其推動創新的力量，跨足各個領域，為所有人提供了平等的機會。

讓我們一起探索人工智慧的 -
Usability（可用性）、Uniqueness（獨特性）、Utility（實用性）、Universality（普遍性）

這是屬於我的人工智慧、也是屬於你的、屬於每個人的！
For Me! For U! For Everyone!

INNOVATING TO IMPACT

dentsu
電通集團

大會內容

Congress
Program

Congress Program

大會內容—議程

Agenda

DAY 0

Sep.
Mon. **2**

18:00-18:30	**Overseas delegates registration** **海外嘉賓報到**
18:30-21:00	**LINE Welcome Dinner (Invitation only)** **LINE 迎賓晚宴**

DAY 1 -
AI x Technology

09:30-09:50   **Registration**

09:50-10:30   **Opening Ceremony**
Guest of Honor Remarks

Robin Lu   Chairman, 2024 Digiasia Taipei
Chairman, Taipei Association of Advertising Agencies (TAAA)

Srinivasan K Swamy   Chairman, Asian Federation of Advertising Associations (AFAA)

10:30-11:00   **Yannick Mahé**   **AI technology for business**

Head of Business Engineering - Greater China Region, Meta

11:00-11:30   **Gen Miyazawa**   **Generative AI and LY Corporation's Vision:**
Aiming for a "WOW" and "!" Daily Life

Senior General Manager, Generative AI Group, Executive Corporate Officer, LY Corporation

11:30-12:00   **Roger Li**   **AI and Creativity - Harnessing:**
Transforming Creative Development In Advertising

Senior Director, Yahoo Creative APAC

12:00-14:00   **Yahoo Luncheon (Invitation only)**

DAY 1 - AI x Technology

14:00-14:30 | **Flora Chen** — Leveraging AI to Enhance Marketing Impact
SE&O / CSU Lead, Microsoft Taiwan Corporation

14:30-15:00 | **Andreas Schallwig** — Generative AI in 2024 - Where Are We and What's Next?
Chief Digital Innovation Officer, Mars Holding Co., Ltd

15:00-15:20 | **Coffee Break**

15:20-15:40 | **Ashwini Asokan** — The Inmates are Running the Asylum: A Commentary on the State of AI in 2024
CEO, Mad Street Den

15:40-16:00 | **Bharat Avalani** — DIGITIZE to HUMANIZE
Founder & CEO, Connecting the Dots

16:00-16:20 | **Yong-tae Alex Kim** — Monetization, New Entertainment & AI
From the Perspective of a Social Media Marketing Company
Founder & CEO, The SMC Group

16:20-17:10 | Panel Discussion (I)

Riding the Wave of LLMs:
How Industry and Academia Can Navigate Together

(M) Lun-Wei Ku
Fellow/Professor,
Academia Sinica Research

Wen-Huang Cheng
NTU Distinguished Chair Professor,
Department of Computer Science and Information
Engineering, National Taiwan University

Frank Wang
Director, Deep Learning and Computer
Vision, NVIDIA

Dr. Kai Hua
Chief Technology Officer,
Microsoft Taiwan

19:00-21:30 | **Gala Dinner - Taipei Night (Invitation only)**

DAY 1 -
AI x Technology

09:30-09:50 報到／入場

09:50-10:30 開幕儀式
貴賓致詞

盧炳勳 2024數位亞洲大會 會長
台北市廣告代理商業同業公會 (TAAA) 理事長

Srinivasan K Swamy 亞洲廣告聯盟 (AFAA) 主席

10:30-11:00 **Yannick
Mahé** **AI時代的品牌大未來**

Meta 大中華區商務工程團隊負責人

11:00-11:30 **宮澤
弦** **用生成式AI開創驚喜的生活體驗**

Senior General Manager, Generative AI Group, Executive Corporate Officer, LY Corporation

11:30-12:00 **李
凱樂** **AI與創意 - 御風而行：
廣告創意發展的轉變**

Yahoo 亞太區廣告創意部門資深總監

12:00-14:00 Yahoo 午宴 （Invitation only)

DAY 1 -
AI x Technology

14:00-14:30	陳 慧蓉 台灣微軟 首席營運長暨客戶成功事業群總經理	AI賦能 展現行銷新動能
14:30-15:00	夏 安雷 火星控股 數位新創長	2024年的生成式AI - 我們在哪裡，下一步是什麼？
15:00-15:20	中場休息	
15:20-15:40	Ashwini Asokan Mad Street Den 執行長	2024年AI現狀評論： The Inmates are Running the Asylum
15:40-16:00	Bharat Avalani Connecting the Dots 創辦人暨執行長	從「數位化」到「人性化」
16:00-16:20	金 龍泰 The SMC Group 創辦人暨執行長	變現、新娛樂與人工智慧 從社交媒體行銷角度談起

16:20-17:10

焦點討論（I）

迎接LLM浪潮，產業與學界的乘風破浪

M 古倫維
中央研究院 資訊科學研究所研究員

鄭文皇
台灣大學 資訊工程學系台大拔萃講座教授

王鈺強
輝達開發 AI研究總監

花凱龍
台灣微軟 首席技術長

19:00-21:30 臺北之夜主題晚宴 (Invitation only)

DAY 2 -
AI x Application

2024 Taipei International AI Forum

10:00-10:30	**Frank Wang**	**Beyond Vision and Language: Recent Advances in Multimodal LLM**
	Director, Deep Learning and Computer Vision, NVIDIA	

10:30-11:00	**Naoki Tanaka**	**A combination of data and creativity serves as a paint brush to draw new experience**
	Chief Creative Officer, Dentsu Lab, Dentsu	

11:00-11:30	**Christopher Brewer**	**AI - Beyond the Hype**
	President, Ogilvy Consulting, Asia	

11:30-12:00	**Bharat Khatri**	**The Future of Marketing with Generative AI**
	Chief Digital Officer, APAC, Omnicom Media Group	

12:00-14:00	**Omnicom Media Group Luncheon (Invitation only)**

DAY 2 - AI x Application

2024 Taipei International AI Forum

Time	Speaker	Topic
14:00-14:30	**Ayush Agrawal** Partner, Addressable Content, Wavemaker - GroupM	**Future of Advertising: AI & Personalization**
14:30-15:00	**Kim Marchan** General Manager, Client Service, Global Agency, The Trade Desk	**Step into the future of media buying: Where AI and Humans Collaborate**
15:00-15:30	**Naho Manabe** Global Creative Director, Hakuhodo Inc.	**How can we edit data with AI to extend our creations into more attractive ones?**
15:30-15:50	**Coffee Break**	
15:50-16:10	**Calvin Lee** Managing Director, Sime Darby Kia Taiwan	**Brand Development and Practical Strategies for Electric Vehicles**
16:10-16:30	**Yves Huang** CEO, cacaFly	**The Democratization of AI**
16:30-16:50	**Jason Yeh** Head of AI & Data Engineering Division, MediaTek Inc.	**Productivity & Innovation - MediaTek DaVinci GenAI Platform**

16:50-17:40 — Panel Discussion (II)

AI in Every Industry: Transforming Advertising and Consumer Behavior

Ⓜ Richie Tsai
Provost, Taiwan AI Academy

Willie Yang
Founder, eLAND Information

Sean Chen
Alliance & Channels Director, Oracle Taiwan

Jason Yeh
Head of AI & Data Engineering Division, MediaTek Inc.

Roan Kang
Azure GTM Leader, Microsoft Asia

18:30~ — **Discover Your Own Taipei**

DAY 2 -
AI x Application

2024 台北 AI 國際論壇

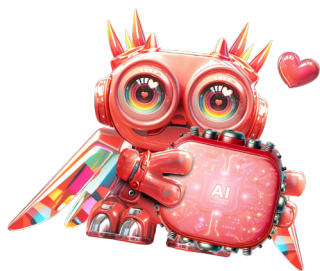| 時間	講者	職稱	主題
10:00-10:30	王鈺強	輝達開發 AI研究總監	超越視覺與語言能力：多模態大型語言模型的進展
10:30-11:00	田中直基	電通集團 Chief Creative Officer, Dentsu Lab	結合數據與創意，創造嶄新體驗
11:00-11:30	Christopher Brewer	奧美諮詢 亞洲區總裁	AI - Beyond the Hype
11:30-12:00	Bharat Khatri	宏盟媒體集團 亞太區首席數位長	The Future of Marketing with Generative AI
12:00-14:00	宏盟媒體集團午宴（Invitation only)		

DAY 2 - AI x Application

2024 台北 AI 國際論壇

14:00-14:30	**Ayush Agrawal** Partner, Addressable Content, Wavemaker媒體庫	**廣告的將來：AI與個人化的無限可能**

14:30-15:00	**Kim Marchan** The Trade Desk 全球代理商客戶服務總經理	**共舞未來：AI與人類攜手打造數位廣告新時代**

15:00-15:30	**間部 奈帆** 博報堂集團　博報堂全球創意總監	**如何運用AI與數據打造引人入勝的創意？**

15:30-15:50	**中場休息**

15:50-16:!0	**李 昌益** 台灣森那美起亞 總裁	**品牌發展與電動車實戰策略**

16:10-16:30	**黃 逸甫** 聖洋科技 執行長	**AI民主化**

16:30-16:50	**葉 家順** 聯發科技　人工智慧暨數據工程處協理	**提升生產力與創新 - 聯發科DaVinci GenAI平台**

16:50-17:40	焦點討論（II）	**百工百業用AI**

M **蔡明順**
 台灣人工智慧學校 校務長

楊立偉
 意藍資訊 創辦人

葉家順
 聯發科技　人工智慧暨數據工程處協理

詹英彥
 美商甲骨文台灣分公司
 經銷與策略聯盟發展部 總監

康容
 微軟亞洲區 Microsoft Azure
 策略營運總經理

18:30~	**探索台北之旅**

DAY 3 -
AI x Match

10:00-10:30

Julien Go

Generative AI: From Buzzword to Business Value

JAPAC GenAI Sales Specialist, Google Asia Pacific

10:30-11:00

Dan Epstein

" IAA - Brand ReCode"
Genuine Connection in the Era of Artificial Intelligence

Head of Creative Production, APAC, CNN International Commercial

11:00-11:30

Zhen-Rong Gan

Ethics - driven AI innovation

Assistant Professor, Department of Philosophy, Tung-hai University

11:30-12:00

MarTech Future Star -
The implementation of AI in marketing
Taiwan Digital Media and Marketing Association

12:00-14:00 **Self-arranged Lunch**

DAY 3 - AI x Match

14:00-15:10

AI Showcases

- **GliaCloud**
- **APMIC**
- **OSENSE TECHNOLOGY**
- **Create Intelligens**
- **Ubestream**

15:10-15:30 **Coffee Break**

15:30-16:50

19th AdTaiwan
Taiwan Advertising Festival

1. AI Enterprises Site Visit: TSMC Museum of Innovation

2. Discovery of the City: Taipei 101

3. Cultural Experience: National Palace Museum

(Prior reservation is required)

18:30-21:30 **DMA Farewell Party (Invitation only)**

DAY 3 -
AI x Match

10:00-10:30	鄉 受厘杏	生成式AI：從熱門話題到商業價值
	JAPAC GenAI Sales Specialist, Google Asia Pacific	

10:30-11:00	Dan Epstein	「IAA - Brand ReCode」 人工智慧時代與受眾的真誠連結
	CNN 有線電視新聞網國際商務部 亞太區創意製作主管	

11:00-11:30	甘 偵蓉	倫理驅動的AI創新
	東海大學 哲學系助理教授	

11:30-12:00	MarTech 未來之星 - MarTech + AI 的落地應用與實踐
	台灣數位媒體應用暨行銷協會

12:00-14:00	中午休息 - 自行用餐

DAY 3 - AI x Match

14:00-15:10	**AI 作品展演** ・ **集雅科技** ・ **亞太智能機器** ・ **光禾感知** ・ **創造智能科技** ・ **環球睿視**
15:10-15:30	**中場休息**
15:30-16:50	**第19屆台灣廣告節**
18:30-21:30	**DMA 數位音樂熱舞趴 (Invitation only)**

1.科技參訪：
台積創新館

2.城市探索：
台北101

3.文化體驗：
故宮

（需事前預約）

Keep growing with us

By positively provoking growth
for our clients and our people
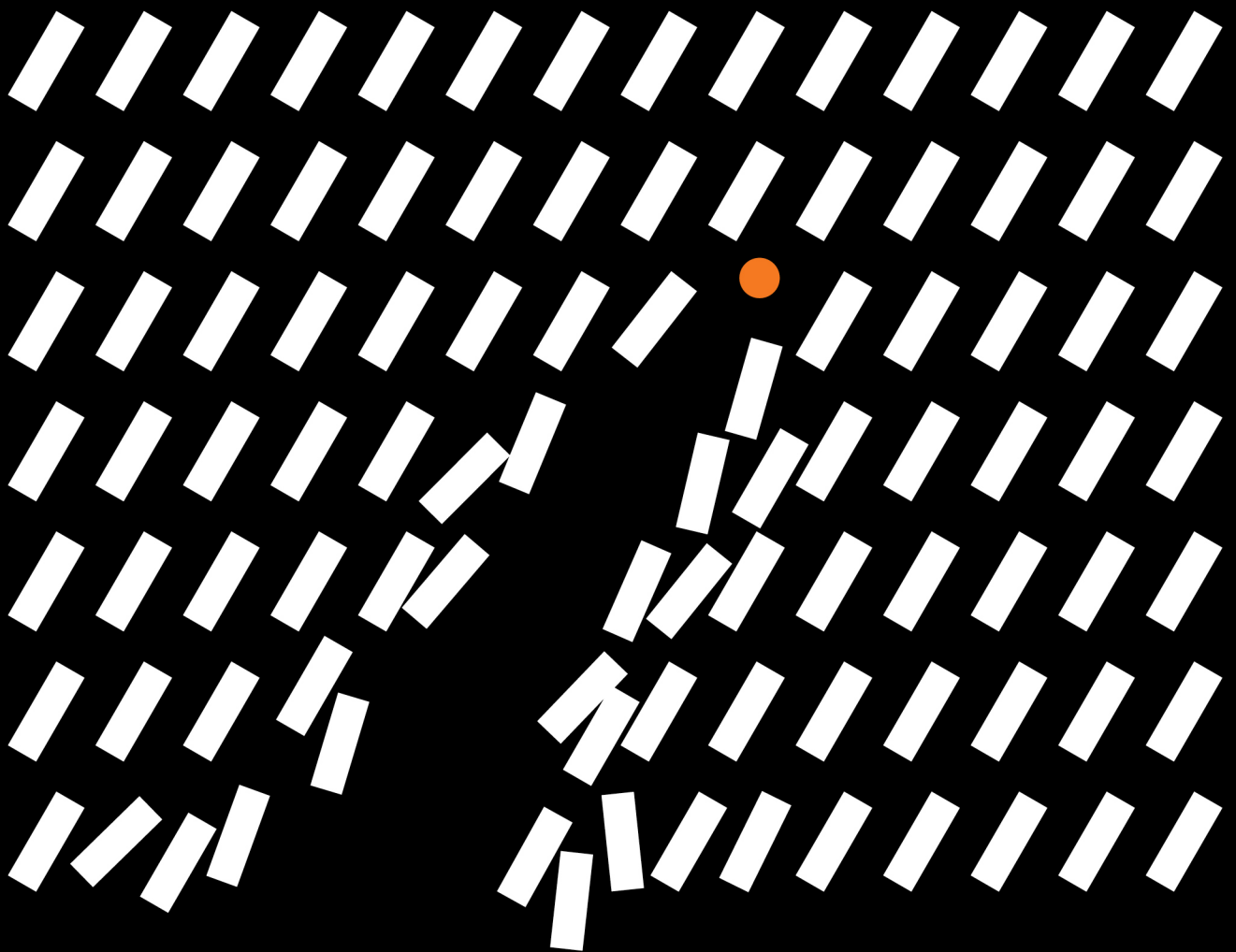
Grow fearless

+886 2 7710 6220

5F, No.31, Lane 11, GuangFu N. Road,
Taipei 10560, Taiwan

ally.pong@wmglobal.com

Wavemaker

大會內容 — 講師介紹

Speakers

Meta

10:30-11:00

AI technology for business

AI 時代的品牌大未來

Yannick Mahé

Head of Business Engineering - Greater China Region, Meta

Meta 大中華區商務工程團隊負責人

Currently working as the Head of Business Engineering & Growth Engineering - Greater China Region at Meta, I am in charge of handling the tech engagement with our top clients and advertisers.

At Meta, Business Engineering is a fairly unique team. As the technical arm of the Sales org, my team advises internal and external senior leaders and helps them further develop and integrate with Meta solutions. This includes consulting on their marketing tech strategy, tech strategy solutions, sales engineering, etc. We also build scalable Meta solutions products and improve product offerings to effectively cater to individual client needs.

Having over 15 years of experience, I am skilled with software development, cloud computing, web development, product development, client management, solutioning, etc.

I have worked 10+ years specializing in the region and pride myself on my ability to change non-performing teams into performing teams by driving strategy and execution through ambiguity. I am passionate about merging technology with business, and am skilled with cross-cultural management and customer success.

Yannick Mahé目前擔任Meta大中華區商務工程團隊負責人，負責Meta頂級客戶和廣告主的技術合作。

在Meta，商務工程是一個相當獨特的團隊。作為銷售單位的技術部門，Yannick 的團隊為內外部高層提供建議，並協助他們進一步開發 Meta 解決方案並與之整合；包括行銷策略、技術解決方案、商務工程等諮詢，以及建立可規模化發展的 Meta解決方案，滿足客製化需求。

Yannick擁有超過15年的經驗，擅長軟體開發、雲端運算、網頁開發、產品開發、客戶管理、解決方案等。他在大中華區工作10多年，透過技術與業務的整合，以及跨文化管理，不斷強化團隊成為績效出色的業務主力，並且協助客戶在業務上成功。

Generative AI and LY Corporation's Vision: Aiming for a "WOW" and "!" Daily Life

用生成式 AI 開創驚喜的生活體驗

宮澤 弦
Gen Miyazawa

Senior General Manager, Generative AI Group, Executive Corporate Officer, LY Corporation

After graduating from university, Miyazawa founded and became the President of Sirius Technologies, Inc. He developed mobile SEO business and location-based advertising distribution business.

In August 2010, Sirius Technologies was acquired by Yahoo Japan Corporation, and he joined the company. He served as Executive Officer and General Manager of the Search Services Company.

In April 2022, he became Director, Senior Managing Executive Officer and General Manager of Corporate Group of the company, and in October 2023, he assumed the role of Senior Executive Officer and General Manager of Generation AI Division of LY Corporation.

YAHOO

11:30-12:00

AI and Creativity - Harnessing: Transforming Creative Development In Advertising

AI與創意 - 御風而行：廣告創意發展的轉變

李凱樂
Roger Li

Senior Director, Yahoo Creative APAC

Yahoo 亞太區廣告創意部門資深總監

Roger Li joined Yahoo for more than a decade. As the Senior Director of Yahoo Creative APAC, Roger oversees a team of creative and technology professionals to deliver impactful ad experiences at scale utilizing a full-stack data-powered ad creative solution - Yahoo Creative. Roger is expertise in bridging the creative and technological aspects to develop innovative solutions and to enhance the company's ad creative capabilities to provide the best ad quality and client experience in Yahoo. He is also a long time member at the IAB Hong Kong since 2018 and currently serves as leader in the Content Marketing Committee.

李凱樂先生加入雅虎超過十年，是建立亞太廣告技術部門的創始團隊負責人，負責雅虎在香港、台灣、印度和新加坡的廣告技術營運。作為廣告創意技術總監，李先生也負責監督創意技術人才團隊，運用創意平台（Yahoo Creative）促進廣告創意運作。他的團隊同時負責新型態廣告創意解決方案的開發，提供廣告銷售工程服務並協助合作夥伴整合雅虎廣告解決方案。李先生也積極參與業界的活動，從2018年起加入 IAB Hong Kong，現任內容行銷委員會主席。

Microsoft
14:00-14:30

Leveraging AI to Enhance Marketing Impact
AI賦能 展現行銷新動能

陳慧蓉
Flora Chen

SE&O / CSU Lead, Microsoft Taiwan Corporation
台灣微軟 首席營運長暨客戶成功事業群總經理

Flora Chen is the Marketing and Operations Lead of Microsoft Taiwan, responsible for strategizing marketing campaigns, business planning, and operations. With over 20 years of experience, she deeply understands Taiwan's industries and is dedicated to driving digital transformation for local businesses. Flora joined Microsoft in 2003, serving in various leadership roles including Director of Customer and Partner Experience, and Microsoft APAC & GCR, Customer Service and Support. In 2019, she became the Microsoft 365 Business Group Lead. In 2021, she was promoted to Chief Operating Officer of Microsoft Taiwan and currently also serves as the General Manager of the Customer Success Business Unit. Before Microsoft, she worked at FarEastTone Telecommunications and HP Taiwan. Flora holds a master's degree in Human Resources and Global Leadership from Baruch College, CUNY, and is a certified executive coach. She enjoys traveling, reading, and exercising, and is married with twins.

陳慧蓉女士現任台灣微軟首席營運長暨客戶成功事業群總經理，負責市場行銷、業務計劃及營運執行。她在台灣產業界擁有逾20年的經驗，致力於推動本地企業的數位轉型。2003年加入微軟，曾任顧客及合作夥伴經驗主管及亞太大中華區全球商務支援中心副總經理，2019年起擔任Microsoft 365事業部副總經理。2021年，陳女士升任台灣微軟首席營運長，目前兼任客戶成功事業群總經理。加入微軟前，曾任職於遠傳電信與台灣惠普。她畢業於紐約城市大學巴魯學院，擁有碩士學位，並取得ICF認證教練資格。閒暇時喜愛旅遊、閱讀及運動，已婚並育有一對雙胞胎。

Mars Holding
14:30-15:00

Generative AI in 2024 – Where Are We and What's Next?

2024年的生成式AI - 我們在哪裡，下一步是什麼？

夏安雷
Andreas Schallwig

Chief Digital Innovation Officer, Mars Holding

火星控股 數位新創長

Andreas is a 20-year veteran in Asia's digital industry. As an expert in creating immersive digital experiences using innovative technology, he has led and contributed to award-winning projects for renowned brands such as Porsche, Mercedes Benz, Polestar and Maserati."

Andreas是數位科技業的專業資深人士，在亞洲深耕已超過20年。作為一位使用新創科技，創造沈浸式數位體驗的專家，他帶領專業團隊，為保時捷、賓士、Polestar、瑪莎拉蒂等著名品牌，創作了許多傑出的獲獎項目。

Mad Street Den
15:20-15:40

The Inmates are Running the Asylum:
A Commentary on the State of AI in 2024

2024年AI現狀評論：The Inmates are Running the Asylum

Ashwini Asokan

CEO, Mad Street Den
Mad Street Den 執行長

Ashwini Asokan is the CEO and Founder of Mad Street Den, an Artificial Intelligence company, headquartered in California with global offices. She returned to India after a successful Silicon Valley career to bootstrap her startup with her husband, Anand Chandrasekaran. Mad Street Den's flagship product, Vue.ai, is an Enterprise AI platform that powers iconic enterprises around the world including FedEx, Nike, DIESEL, Levi's, Tata Group and has garnered industry recognition.

Operating across the United States, Europe, the United Kingdom, India, Asia and Japan, Ashwini leads a 300+ member team working on cutting-edge AI tech. With a clear focus on promoting diversity, cross-functional growth, and fostering an open, transparent culture, she has built an organization from the ground up as a first-time founder and has successfully placed a strong emphasis on maintaining a 50:50 workforce gender balance.

Ashwini Asokan 是 Mad Street Den 的創辦人兼執行長，總部位於加州的人工智慧公司，在全球各地設有辦事處。她在矽谷成功後，與丈夫 Anand Chandrasekaran 回到印度，共同創辦新創企業。Mad Street Den 的旗艦產品 Vue.ai 是一個企業級AI平台，為包括 FedEx、Nike、DIESEL、Levi's 和 Tata 集團在內的全球知名企業提供服務，並獲得業界認可。

Ashwini 領導一支超過300人的團隊，活躍於美國、歐洲、英國、印度、亞洲和日本等地，從事最先進的AI技術開發。作為一名首次創業者，她從零開始建立了這個組織，並致力於促進多樣性、跨職能發展，以及培養開放透明的文化；成功地將公司的性別比例維持在50:50。

Connecting the Dots
15:40-16:00

DIGITIZE to HUMANIZE
從「數位化」到「人性化」

Bharat Avalani

Founder & CEO, Connecting the Dots
Connecting the Dots 創辦人暨執行長

Bharat Avalani is an accomplished Unilever marketer, facilitator and communicator who works with thought-leaders across the globe. Throughout his career, Bharat has been a habitual storyteller who captivates his audiences with his wealth of experience.

He believes that Business Storytelling is the number one leadership and communication skill of the next decade. He is committed to helping restore humanity to the workplace, using storytelling as its method. It took a long time for him to learn how to do this effectively and he has learned lots along the way. There is no better feeling than seeing a leader talk in an authentic and engaging way and to watch their audience 'lean forward' and engage. It's what gets him out of bed in the morning.

Bharat Avalani 是一位成就斐然的聯合利華行銷專家、促導師及溝通者，與全球的思惟領袖合作無間。Bharat 在職業生涯中，一直以講故事的方式，吸引聽眾讓人著迷。他深信，商業故事講述將成為未來十年最重要的領導力和溝通技巧。他致力於透過講故事的方法，幫助恢復職場的人性化。他花了很長的時間才學會如何有效地進行故事講述，並在過程中累積了許多寶貴經驗。

對 Bharat 而言，沒有什麼比看到一位領導者以真誠且吸引人的方式演講，並看到聽眾專注傾聽並積極參與更讓他滿足的了，這正是每天早晨激勵他起床的原因。

The SMC Group
16:00-16:20

Monetization, New Entertainment & AI
From the Perspective of a Social Media Marketing Company

變現、新娛樂與人工智慧
從社交媒體行銷角度談起

金龍泰
Yong-tae Alex Kim

Founder & CEO, The SMC Group
The SMC Group 創辦人暨執行長

• 2009 ~ : Founder and CEO of The SMC Group
• 2022 : Awarded Advertiser of National Merit from the Minister of Culture, Sports, and Tourism
• 2023 : Director of Korea Cultural Industry Forum (KCIF)
• 2024 ~ : Running a new corporation named 'The Service Center'

Yong-tae Alex Kim, Founder and CEO of The SMC Group and Director of The SMC Content LAB, has significantly influenced the new media industry since 2009. His company achieved $100M in net sales in 2023. Kim is pioneering the 'Retail Commerce Media Networks (RCMNs)' concept and runs 'The Service Center' to invest in RCMNs businesses. The SMC Content LAB published best-sellers, Content Monetization (2021) and Short-form Content Monetization (2022).

・ 2009年至今：The SMC Group創辦人兼CEO
・ 2022年：獲得文化體育觀光部長頒發的國家功勳廣告商獎
・ 2023年：韓國文化產業論壇（KCIF）董事
・ 2024年至今：經營名為「The Service Center」的新公司

金永泰（Yong-tae Alex Kim）是 The SMC Group 的創辦人兼 CEO 以及 The SMC Content LAB 的董事，自2009年以來對新媒體行業產生了重大影響。他的公司在2023年實現了1億美元的淨銷售額。金先生正在推動「零售商業媒體網絡（RCMNs）」的概念，並經營「The Service Center」公司，投資於RCMNs業務。The SMC Content LAB出版了暢銷書《創作內容變現化》（2021）和《短視頻內容貨幣化》（2022）。

NVIDIA
10:00-10:30

Beyond Vision and Language:
Recent Advances in Multimodal LLM

超越視覺與語言能力：多模態大型語言模型的進展

王鈺強
Frank Wang

Director, Deep Learning and Computer Vision, NVIDIA
輝達開發 AI研究總監

Dr. Frank Wang obtained his PhD/MS degrees in Electrical and Computer Engineering from Carnegie Mellon University in 2009/2004. He received the BS degree in Electrical Engineering from National Taiwan University in 2001. Before joining NVIDIA as a Research Director, he was the Deputy Director at the Research Center for IT Innovation at Academia Sinica. He joined National Taiwan University and leads the Vision and Learning Lab in 2017. Dr. Wang received Y. Z. Hsu Scientific Paper Award in the category of Artificial Intelligence in 2022. In 2023, he received the Outstanding Young Scholar Awards from the Foundation for the Advancement of Outstanding Scholarship.

王鈺強博士自2001年從台大電機系畢業後，分別於2004年與2009年於美國卡內基美隆大學取得電機與電腦工程之碩士與博士學位。在加入輝達擔任研究總監前，王博士在中央研究院資訊科技創新研究中心擔任副主任一職，並於2017年加入台灣大學，持續從事電腦視覺與人工智慧的研究。王博士研究成績卓越，在2022年獲得有庠科技論文獎（人工智慧領域），以及於2023年獲得傑出人才基金會之年輕學者創新獎。

dentsu

10:30-11:00

A combination of data and creativity serves as a paint brush to draw new experience

結合數據與創意，創造嶄新體驗

田中 直基
Naoki Tanaka

Chief Creative Officer, Dentsu Lab, Dentsu
電通集團 Chief Creative Officer, Dentsu Lab

Majored in material engineering at university and graduate school. Currently working as a Creative Director, planning in a neutral way combining the right tools for the task, including copywriting, videos, design, technology and content development, to solve problems. Main work includes creative planning for the TOKYO2020 Paralympics Opening Ceremony, venue direction for the TOKYO2020 Sports Presentations, camouflage to escape from labeling by AI, "UNLABELED" and the android talent, "Matsuko Droid" Tone ID.

在大學及研究所主修材料工程，目前擔任創意總監，以策略結合適合的工具完成任務，包括文案撰寫、影片製作、設計、科技和內容開發，以解決問題。主要工作包括 TOKYO2020 殘奧會開幕式的創意規劃、TOKYO2020 運動展示的場地指導、逃避AI標籤的偽裝「UNLABELED」以及安卓人才「松子機器人」。

Ogilvy
11:00-11:30

AI - Beyond the Hype

Christopher Brewer

Ogilvy Consulting, Asia President
奧美諮詢 亞洲區總裁

Christopher is President of Ogilvy Consulting for Asia. In this role, he helps clients find new (and good) growth through Business Transformation and Innovation, and leads Ogilvy One's consulting capabilities in Asia, which includes Acquisition, Service Design, Continuous Commerce and CRM & Loyalty.

Chris has spent over 20 years in Europe, North America - and with 18 years in Asia, uniting talent to help clients identify growth opportunities and innovate solutions, new models, propositions to solve complex business issues. He advises business leaders and boards and has created transformational strategies for notable businesses, including Jardine Matheson, Mercedes, China Mobile, PVH, HSBC Private Banking, Marriott International, Huawei, Asia Miles, and AXA, which have resulted in palpable business outcomes and award-winning work that goes beyond theory to see real world impact.

In his role, Chris also leads Ogilvy's patronage with MIT Center for Information Systems Research, which focuses on leading thinking and frameworks for business transformation, innovation and growth.

憑藉超過20年的市場營銷、策略和分析經驗，Chris 是奧美咨詢（Ogilvy Consulting）的亞洲區總裁，該公司是奧美集團的咨詢和創新部門。Chris 也是 PRINCE2 認證的項目經理，是市場學會的企業會員，也是麻省理工學院信息系統研究中心的贊助人。

Chris 領導一支跨越亞洲的顧問團隊，幫助客戶識別和抓住增長機遇，簡化和解決複雜的業務問題，創建新的商業模式，並重新塑造真正人性化的客戶體驗。Chris 曾為各行各業的董事會和商業領袖提供咨詢，如怡和洋行、中國移動、PVH、匯豐、萬豪國際、華為、亞洲萬里通和安盛，帶來了有形的業務成果和屢獲殊榮的工作。Chris 相信在轉型和創新中大膽應用創意與邏輯，實現良性增長，為現在和未來創造價值。

Omnicom Media Group
11:30-12:00

The Future of Marketing with Generative AI

Bharat Khatri

Chief Digital Officer, APAC, Omnicom Media Group
宏盟媒體集團 亞太區首席數位長

As Omnicom Media Group APAC's Chief Digital Officer, Bharat leads digital marketing operations, new business pitches, commercials, and governance efforts for the network. With a future-forward and holistic approach to digital marketing, he spotlights his focus on leveraging technology to drive efficiency and creativity in digital marketing at scale. A strategic digital marketer with more than 15 years of agile experience in the digital and sales domain across the APAC markets, Bharat is a thought leader with a knack for driving efficiency and creativity at scale in his projects. He comes with strong business acumen to leverage data, technology, and real actionable insights into lucrative solutions for brands.

Bharat Khatri 任職於領先全球的媒體代理集團 - 宏盟媒體集團，擔任亞太區首席數位長，負責亞太區數位行銷營運、新業務開發、商業和管理業務。他擅長運用以未來為導向的整合行銷策略方案，特別關注利用科技推動規模化數位行銷的效益和創造力。作為一位具備策略思維的數位行銷專家，Bharat 擁有15年以上的敏捷經驗，在亞太市場的數位和業務領域具有豐富的經驗。他是一位思想領袖，善於在他的專案中推動兼具成效與創意的規模化方案。他擁有強大的商業頭腦，能夠利用數據、技術和真正可落實的洞察，為品牌提供絕佳的行銷解決方案。

GroupM
14:00-14:30

Future of Advertising: AI & Personalization
廣告的將來：AI與個人化的無限可能

Ayush Agrawal

Partner, Addressable Content, Wavemaker - GroupM

With more than 14 years of experience in tech and digital media, Ayush has worked with various global brands and agencies to craft personalized and AI-driven campaigns. Hailing from India, Ayush joined Wavemaker Indonesia two and half years ago and now spearheads the addressable business in the region. He holds an engineering degree and an MBA in Information Technology.

Ayush 擁有超過 14 年的科技和數位媒體經驗，曾與多個全球品牌和機構合作，打造個性化和 AI 驅動的行銷活動。Ayush 來自印度，兩年半前加入 Wavemaker 印尼，目前領導該地區的可定向廣告業務。他擁有工程學學位和資訊技術的 MBA 學位。

The Trade Desk
14:30-15:00

Step into the future of media buying: Where AI and Humans Collaborate
共舞未來：AI與人類攜手打造數位廣告新時代

Kim Marchan

General Manager, Client Service, Global Agency, The Trade Desk
The Trade Desk 全球代理商客戶服務總經理

With 20 years in the Advertising Technology industry, Kim Marchan brings a wealth of experience from impactful roles at both ad agencies and tech giants like Google and The Trade Desk. Throughout her past career, she led a team of Ad Technology Sales Account Executives, driving marketing transformation through data, automation, and innovative MarTech solutions. Currently, she leads the Global Agency Partnership with dentsu at The Trade Desk, focusing on empowering organizations to achieve impactful outcomes through AI and digital marketing. Kim is passionate about team building and navigating the nexus of Technology, Global Impact, and Human Connection, shaping a future where these elements converge seamlessly.

擁有20年廣告科技產業經驗的Kim Marchan，分別於廣告代理商及科技巨擘，如Google和The Trade Desk擔任關鍵角色，累積豐富實務經驗。縱觀她過去的職業生涯, 她一直 領導廣告科技銷售團隊，透過數據、自動化和創新行銷科技解決方案推動市場轉型。目前於The Trade Desk擔任dentsu全球代理商合作夥伴，專注運用AI與數位行銷協助企業達成卓越成果。Kim熱衷於團隊建立，並致力於探索科技、全球影響力和人際連結的交匯點，塑造未來三者無縫接軌的願景。

Hakuhodo

How can we edit data with AI to extend our creations into more attractive ones?

如何運用AI與數據打造引人入勝的創意？

間部 奈帆
Naho Manabe

Global Creative Director, Hakuhodo Inc.

博報堂集團 博報堂全球創意總監

Naho has acquired a PR and copy-based creative career and expanded it to a Global Creative Director. She also has been involved in a project with a domestic investment fund to scale up the startup business. She has experience working in Japan, Vietnam, and Germany. Awarded Cannes Titanium and Gold, LIA Grand, One Show Gold, and more. Joined as a jury at Spikes Asia, One Show, and Cannes Lions twice.

Naho（間部奈帆）是一位擁有豐富公關與文案領域長才的創意人，現擔任博報堂全球創意總監一職。她還參與日本國內投資基金合作專案，以協助擴大發展新創企業。Naho 在日本、越南和德國都有豐富的工作經驗，曾獲得坎城國際創意節（Cannes Lions）的鈦獅獎和金獎、倫敦國際獎（LIA）、The One Show金獎等多個獎項。她也曾擔任Spikes Asia、The One Show以及兩屆坎城國際創意節的評審。

KIA

15:50-16:10

Brand Development and Practical Strategies for Electric Vehicles

品牌發展與電動車實戰策略

李昌益
Calvin Lee

Managing Director, Sime Darby Kia Taiwan

台灣森那美起亞 總裁

Calvin Lee holds a Master's degree in Business Administration from Drexel University, Pennsylvania, USA. With 30 years of extensive experience in Taiwan's automotive industry, he has held various key positions, including General Manager of Mazda Taiwan, Vice President of Luxgen Motors, Sales Director of Audi Taiwan, and Marketing Director of Ford Taiwan. His expertise spans multiple areas such as product development and management, sales, brand management, and dealership networks.

Since 2020, Calvin has been serving as the Managing Director of Kia Taiwan. Under his leadership, the Kia brand has successfully transformed and aggressively introduced new energy vehicles, gaining significant recognition and popularity among Taiwanese consumers. This has resulted in a doubling of the annual sales growth rate, setting a new sales record for Kia in the domestic market and establishing it as the fastest-growing imported brand in Taiwan's automotive industry.

美國賓州卓克索大學企業管理碩士。擁有台灣汽車產業品牌25年完整資歷，歷任Mazda Taiwan總經理、Luxgen副總裁、Audi Taiwan銷售處長、Ford Taiwan營銷處長等職務，跨足產品、銷售、品牌管理、經銷通路等多元領域。自2020年起，任Kia總代理台灣森那美起亞總裁，帶領Kia品牌成功轉型，並積極導入新能源動力車款，深獲台灣消費者認同與喜愛，銷售年成長率翻倍，創下Kia在國內市場銷售歷史新高紀錄，成為國內車市成長最快速的進口品牌。

cacaFly
16:10-16:30

The Democratization of AI
AI民主化

黃逸甫
Yves Huang

CEO, cacaFly
聖洋科技 執行長

Yves currently serves as a mentor at the Innovation and Entrepreneurship Center of National Taiwan University, a volunteer at the International Rotary Club, an angel investor, The Vice Chairman of TAAA, a Director of DMA, and a Director of the Taiwan Artificial Intelligence Application Development Association.

Yves has previously held positions as Vice General Manager in financial and banking institutions, CEO of an advertising company, and judge for major domestic and foreign marketing, creative, and digital awards. He is dedicated to promoting digital marketing, data utilization, digital transformation, innovation management, AI applications, and cloud services.

黃逸甫現任台灣大學創新與創業中心導師、國際扶輪社志工、天使投資人、TAAA副理事長、DMA理事、台灣人工智慧應用發展協會理事。

曾任金控與銀行副總經理、廣告公司CEO、國內外各大行銷、創意、數位獎項評審。致力於數位行銷、數據運用、數位轉型、創新管理、AI應用及雲端服務之推廣。

MediaTek

Productivity & Innovation - MediaTek DaVinci GenAI Platform

提升生產力與創新 - 聯發科DaVinci GenAI平台

葉家順
Jason Yeh

Head of AI & Data Engineering Division, MediaTek Inc.
聯發科技 人工智慧暨數據工程處協理

Jason Yeh is the head of AIDE (AI & Data Engineering) at MediaTek. AIDE's mission is to empower BU/FU to adopt AI to boost productivity. He has 27 years of experience in semiconductor IT, big data and AI. Prior to joining MediaTek, he worked for TSMC. He received his MBA degree in Management Information System from National Chengchi University, Taiwan.

葉家順是聯發科技人工智慧暨數據工程主管，負責協助各單位導入AI以提升生產力。 他在半導體產業的IT、大數據、人工智慧等領域有近27年的工作經驗。在加入聯發科技之前，他在台積電工作。他畢業於台灣政治大學資訊管理研究所碩士。

Google
10:00-10:30

Generative AI:
From Buzzword to Business Value
生成式AI：從熱門話題到商業價值

鄉 受厓杏
Julien Go

JAPAC GenAI Sales Specialist, Google Asia Pacific

Julien joined Google Cloud Japan in April 2021 as a Business Development Representative for the Looker Team. He later transferred to the Japan SMB GCP Team as an Account Executive for New Business. In mid 2023, he transitioned to GCP Account Manager, managing 100 Japanese Customers.
From April 2024, Julien transferred to Singapore to take in the role of GenAI Sales Specialist for the JAPAC region.

Julien 在 2021 年 4 月加入了 Google Cloud Japan，擔任 Looker 團隊的商務發展代表。後來，他轉至日本 SMB GCP 團隊，擔任新業務的客戶執行長。到了 2023 年中期，他升任 GCP 帳戶經理，管理著 100 家日本客戶。從 2024 年 4 月起，Julien 被調往新加坡，擔任 JAPAC 地區的GenAI銷售專家角色。

CNN
10:30-11:00

" IAA - Brand ReCode"
Genuine Connection in the Era of Artificial Intelligence

「IAA - Brand ReCode」 人工智慧時代與受眾的真誠連結

Dan Epstein

Head of Creative Production, APAC, CNN International Commercial

CNN有線電視新聞網 國際商務部亞太區創意製作主管

Dan Epstein is Head of Creative Production for CNN International's global in-house brand studio, Create. Based at the Network's Asia-Pacific Headquarters in Hong Kong, he manages a multidisciplinary team of creatives across the Studio's three regional offices.

As a former filmmaker and video journalist, he brings well-honed editorial instincts to commercial campaigns, and believes brands have an important role to play in creating meaningful and enriching experiences for audiences.

Dan has led successful, award-winning campaigns with clients from various sectors, including Samsung, Hyundai, DBS, Hilton, Fujifilm, Singapore Airlines, as well as numerous government and tourism boards.

作為一名前電影製片人和視頻記者,他將其豐富的編輯經驗帶入商務工作,並相信品牌在為觀眾創造有意義和豐富的體驗方面發揮著重要作用。

Dan 與來自不同行業的客戶合作,成功領導了屢獲殊榮的活動,當中包括三星、現代、星展銀行、希爾頓、富士膠片、新加坡航空公司,以及眾多政府和旅遊局。

Dan 是 CNN International 全球內部品牌工作室 Create 的創意製作主管。他在CNN位於香港的亞太區總部工作,管理著工作室三個區域辦事處的創意團隊。

Ethics - driven AI innovation
倫理驅動的AI創新

甘偵蓉
Zhen-Rong Gan

Assistant Professor, Department of Philosophy, Tung-hai University
東海大學 哲學系助理教授

Professor Gan is currently an assistant professor in the Department of Philosophy of Tung-hai University. She served as a postdoctoral fellow in the Human & Social AI Application and Development Research Center of National Tsing-hua University, a visiting scholar in the Uehiro Center for Practical Ethics of the University of Oxford, an associate research scholar in the Computational Intelligence Laboratory of the Department of Power Mechanical Engineering, so as an assistant research scholar and postdoctoral fellow in the Center for Human & Social Sciences of National Cheng-Kung University.

現為東海大學哲學系助理教授，專長是AI倫理、機器倫理、AI治理、研究倫理、人權哲學理論。曾任國立清華大學人社AI應用與發展研究中心博士後、牛津大學Uehiro Centre for Practical Ethics訪問學者、動力機械工程學系計算智能實驗室副研究學者、國立成功大學人社中心助理研究學者及博士後。

Sep. **3**
Tue.

Panel Discussion (I)
Moderator

Academia Sinica
16:20-17:10

Riding the Wave of LLMs: How Industry and Academia Can Navigate Together

迎接LLM浪潮，產業與學界的乘風破浪

古倫維
Lun-Wei Ku

Fellow & Professor, Academia Sinica Research
中央研究院 資訊科學研究所研究員

Dr. Lun-Wei Ku is a research fellow at Academia Sinica's Institute of Information Science and holds joint professorships at National Yang Ming Chiao Tung University, National Tsing Hua University, and Chang Gung University. As the program chair of ACL 2024, she is the first from Taiwan to hold this prestigious position. She received the Outstanding ICT Elite Award in 2023 and was the winner for Women in AI APAC 2024, data category. Dr. Ku's research spans natural language processing, artificial intelligence, information retrieval, and sentiment analysis. She has twice received the National Science Council's Outstanding Young Scholar Project award and co-leads three major national projects in Information Technology, Sports Technology, and AI. Her recent work focuses on fake news detection, vision and language technology, and large language models, emphasizing technology popularization and industry collaboration.

古倫維博士是中央研究院資訊科學研究所的研究員，並在國立陽明交通大學、國立清華大學和長庚大學擔任兼任教授。她是頂尖會議ACL 2024技術主席，是台灣首位擔任此職位的研究人員。古博士的研究涵蓋自然語言處理、人工智慧、資訊檢索和情感分析，曾獲得2023年傑出ICT菁英獎，兩次獲國科會傑出青年學者計畫獎，並為今年亞太區Woman in AI得主。她共同主持三個國家重點計畫，近期研究聚焦假新聞、視覺與語言技術及大型語言模型，致力於推廣先進技術並與產業緊密合作。

Riding the Wave of LLMs: How Industry and Academia Can Navigate Together

迎接LLM浪潮，產業與學界的乘風破浪

鄭文皇
Wen-Huang Cheng

**NTU Distinguished Chair Professor,
Department of Computer Science and Information Engineering,
National Taiwan University**

台灣大學 資訊工程學系台大拔萃講座教授

Wen-Huang Cheng is NTU Distinguished Chair Professor at the National Taiwan University. His current research interests include multimedia, computer vision, and machine learning. He has played significant leadership roles in serving Editor-in-Chief for IEEE CTSoc News on Consumer Technology, Senior Editor for IEEE Consumer Electronics Magazine (CEM), Associate Editor for IEEE Transactions on Pattern Analysis and Machine Intelligence (TPAMI) and IEEE Transactions on Multimedia (TMM). He has received numerous research and service awards, including the Best Paper Award at the 2021 IEEE ICME and the Outstanding Associate Editor Award of IEEE TMM (2021 and 2020, twice). He is an IEEE Fellow, IET Fellow, and ACM Distinguished Member.

鄭文皇博士現任台灣大學拔萃講座教授，IEEE Fellow，KAIST（韓國科學技術院）客座教授，長期致力於人工智慧前瞻技術研發，曾獲2024年中國工程師學會「傑出工程教授獎」、2023年中華民國資訊學會「李國鼎穿石獎」、2021年「科技部未來科技獎」等榮譽。

Riding the Wave of LLMs: How Industry and Academia Can Navigate Together

迎接LLM浪潮，產業與學界的乘風破浪

王鈺強
Frank Wang

Director, Deep Learning and Computer Vision, NVIDIA
輝達開發 AI研究總監

Dr. Frank Wang obtained his PhD/MS degrees in Electrical and Computer Engineering from Carnegie Mellon University in 2009/2004. He received the BS degree in Electrical Engineering from National Taiwan University in 2001. Before joining NVIDIA as a Research Director, he was the Deputy Director at the Research Center for IT Innovation at Academia Sinica. He joined National Taiwan University and leads the Vision and Learning Lab in 2017. Dr. Wang received Y. Z. Hsu Scientific Paper Award in the category of Artificial Intelligence in 2022. In 2023, he received the Outstanding Young Scholar Awards from the Foundation for the Advancement of Outstanding Scholarship.

王鈺強博士自2001年從台大電機系畢業後，分別於2004年與2009年於美國卡內基美隆大學取得電機與電腦工程之碩士與博士學位。在加入輝達擔任研究總監前，王博士在中央研究院資訊科技創新研究中心擔任副主任一職，並於2017年加入台灣大學，持續從事電腦視覺與人工智慧的研究。王博士研究成績卓越，在2022年獲得有庠科技論文獎（人工智慧領域），以及於2023年獲得傑出人才基金會之年輕學者創新獎。

Microsoft

16:20-17:10

Riding the Wave of LLMs: How Industry and Academia Can Navigate Together

迎接LLM浪潮，產業與學界的乘風破浪

花凱龍
Dr. Kai Hua

Chief Technology Officer, Microsoft Taiwan

台灣微軟 首席技術長

Dr. Kai Hua is the current Chief Technology Officer (CTO) of Microsoft Taiwan. Before joining Microsoft, he served at the Industrial Technology Research Institute and National Taiwan University of Science and Technology. In 2004, Dr. Hua received the MediaTek Scholarship to pursue his Ph.D. in Electrical and Computer Engineering at Purdue University, USA. He has published over a hundred papers in international conferences and journals, holds more than a dozen patents, and has received numerous academic and technical awards. Currently, Dr. Hua is responsible for implementing various digital strategy plans at Microsoft, participating in the research and development of innovative products like cutting-edge generative AI, and ensuring their successful deployment. He is dedicated to enhancing the organization's digital resilience and empowering industrial transformation.

花凱龍博士是現任台灣微軟的首席技術長，在加入微軟之前，他曾在工研院與臺科大服務花博士於西元2004年獲得聯發科獎學金前往美國普渡大學攻讀電機資訊博士學位。他已在國際學術會議和期刊上發表逾百篇論文，並擁有十餘項專利，更獲得眾多學術及技術獎項的肯定。目前，花博士在微軟負責執行多項數位策略規劃，參與前瞻生成式人工智慧等創新產品的研發和服務落地，致力於強化組織的數位韌性和賦能產業轉型。

AI in Every Industry: Transforming Advertising and Consumer Behavior

百工百業用AI

蔡明順
Richie Tsai

Provost, Taiwan AI Academy
台灣人工智慧學校 校務長

Richie Tsai is the Provost of the Taiwan AI Academy and Advisor of Taiwan AI COE Strategic Committee, providing valuable insights and taking actions to shape AI development and implementation in Taiwan. Through tireless efforts, Taiwan is establishing himself as a driving force in the AI ecosystem, fostering innovation, talent, and strengthening Taiwan's position as a global AI leader.

蔡明順現任台灣人工智慧學校校務長,並身兼國科會Taiwan AI卓越中心策略委員會委員、中華民國人工智慧學會理事、行政院智慧國家推動小組民間諮詢委員。自2018年致力於推動台灣產業AI化,培育跨界人才社群,橫跨產官學研創領域,實現百工百業用AI普惠。深具ICT創新領域的營運經驗,是資訊技術、產業實務、業務行銷、生態系統發展的AI傳教士。

Panel Discussion (II)

Panelist

MediaTek

16:50-17:40

AI in Every Industry: Transforming Advertising and Consumer Behavior

百工百業用AI

葉家順
Jason Yeh

Head of AI & Data Engineering Division, MediaTek Inc.
聯發科技 人工智慧暨數據工程處協理

Jason Yeh is the head of AIDE (AI & Data Engineering) at MediaTek. AIDE's mission is to empower BU/FU to adopt AI to boost productivity.
He has 27 years of experience in semiconductor IT, big data and AI. Prior to joining MediaTek, he worked for TSMC. He received his MBA degree in Management Information System from National Chengchi University, Taiwan.

葉家順是聯發科技人工智慧暨數據工程主管，負責協助各單位導入AI以提升生產力。 他在半導體產業的IT、大數據、人工智慧等領域有近27年的工作經驗。在加入聯發科技之前，他在台積電工作。他畢業於台灣政治大學資訊管理研究所碩士。`

Panel Discussion (II)

Panelist

eLand Information

16:50-17:40

AI in Every Industry: Transforming Advertising and Consumer Behavior

百工百業用AI

楊立偉
Willie Yang

eLAND Information
意藍資訊 創辦人

Ph.D. in Information Management from NTU.

Willie Yang serves as an Assistant Professor in the Departments of Information Management and Business Administration at NTU. He is also a member of the National Standards Technical Committee for Information and Communication and the Founder and General Manager of eLAND Information. He has been honored as an Outstanding Teacher at NTU, recognized as one of the 100 MVP Most Valuable Managers, and featured on the cover of BusinessNext magazine as a leading figure in Taiwan's software industry. His research expertise spans database management, search engines, machine learning, semantic analysis, big data, and business analytics.

The eLAND Information team he leads is the #1 public listed AI+ Data company in Taiwan (TPEX:6925), serving leading enterprises in high-tech, financial, and retail sectors with significant market penetration.

台灣大學資訊管理學博士；現任台大資管系及工管系兼任助理教授、資訊及通信國家標準技術委員、意藍資訊(6925)創辦人及總經理。曾獲台大教學傑出教師、100MVP最有價值經理人，並獲數位時代雜誌選為代表台灣軟體的封面人物之一。研究專長涵蓋資料庫管理、搜尋引擎、機器學習及語意分析、大數據及商業分析等。所帶領之意藍團隊為國內首家掛牌的AI智能數據公司，主要客戶包括高科技、電信、金融、零售等產業之龍頭企業，擁有極高之市場覆蓋率。

Sep.
Wed. 4

Panel Discussion (II)

Panelist

Oracle
Taiwan

16:50-17:40

AI in Every Industry: Transforming Advertising and Consumer Behavior

百工百業用AI

詹英彦
Sean Chen

Alliance & Channels Director, Oracle Taiwan
美商甲骨文 台灣分公司經銷與策略聯盟發展部 總監

As the Cloud and AI evangelist at Oracle Alliance & Channels, I spearhead strategy partnership development, specializing in Data, GenAI, and Cloud across diverse industries to empower Taiwan's partner ecosystem. Combining Oracle AI in Oracle application, AI Services, Database 23ai technologies for Innovation, I foster collaborations that drive innovation and efficiency. By leveraging data insights and advanced AI capabilities, we equip partners to deliver transformative solutions tailored to specific industry needs.

詹英彦負責Oracle協銷與策略聯盟的業務發展，協助客戶與夥伴運用Oracle數據優勢、多雲、分散式雲端架構與生成式 AI 協助夥伴創新與延伸Oracle應用服務多元化，透過夥伴促進客戶創新和增進效率，以賦能台灣的產業競爭力並健全合作夥伴生態系統。

Panel Discussion (II)

Panelist

Microsoft

16:50-17:40

AI in Every Industry: Transforming Advertising and Consumer Behavior

百工百業用AI

康容
Roan Kang

Azure GTM Leader, Microsoft Asia
微軟亞洲區 Microsoft Azure 策略營運總經理

Roan Kang leads Azure GTM for Microsoft Asia, overseeing Azure and AI product strategy, go-to-market execution, and operations across Asia, including Australia, China, Japan, Korea, India, and Southeast Asia. He is also responsible for Microsoft's datacenter expansion in the region.

Roan joined Microsoft in 2002 and previously served as COO of Greater China, overseeing product strategy and operations. Since 2015, he has also led AI and IoT strategy in Greater China. His past roles include Office business lead in Japan, Bill Gates' speechwriter, and Office 2007 global launch leader. In 2015, he received Microsoft's prestigious Platinum Circle of Excellence award.

康容是 Microsoft 亞太地區 Azure 市場推廣負責人，專責 Azure 和 AI 產品策略、市場推廣執行和業務運營，涵蓋亞洲，包括澳大利亞、中國、日本、韓國、印度及東南亞。他也負責 Microsoft 在亞洲的數據中心擴展。

康容於 2002 年加入 Microsoft，曾擔任大中華區COO，負責中國、香港、台灣的產品策略和業務運營。2015年起，他同時擔任大中華區 AI 和 IoT 領導者。他曾任 Microsoft 日本 Office 事業群主管，並為 Bill Gates 撰寫演講稿，並領導 Office 2007 全球發布。2015年榮獲 Microsoft 的 Platinum Circle of Excellence 獎。

是人類擁抱AI，還是人類被AI擁抱

現今人類智商的平均值為100

30年後，AI的智商將會是10,000

不用多久，幾乎所有的事都可以交給AI去做

一顆比人類聰明甚至萬倍的頭腦

所幸，我們理解世界的方式和AI存在根本性的不同

人工智能仰賴處理器，而人類是用全部的身體器官在感受與思考

所以戀人的溝通一個眼神就能理解

哭泣的嬰兒只在母親懷裡入睡

那些無法用數據和算法組成的東西

就是AI永遠無法升級的設備

我是誰？ 我從哪裡來？ 我要到哪裡去？

當AI還無法悟出人類的哲學終極三問
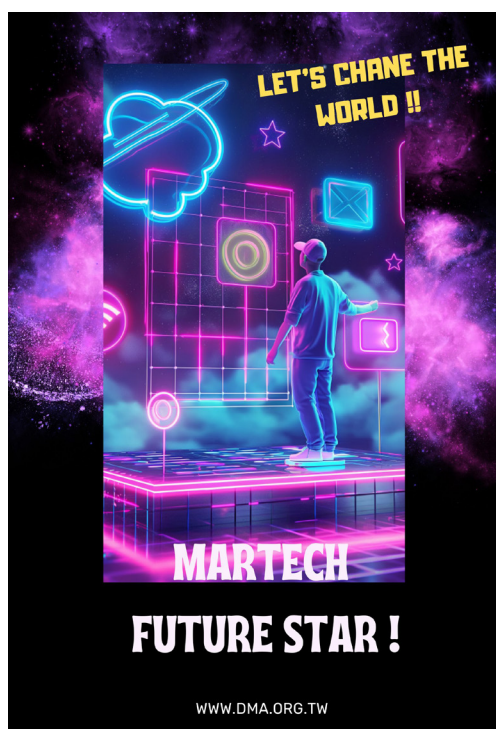

我 們

就 是 AI 的 靈 魂

The implementation of AI in marketing

MarTech + AI 的落地應用與實踐

MarTech未來之星
MarTech Future Star

Taiwan Digital Media and Marketing Association
台灣數位媒體應用暨行銷協會

LET'S CHANE THE WORLD !!

MARTECH
FUTURE STAR !
WWW.DMA.ORG.TW

MARTECH
FUTURE
STAR

Let's Change the world

Digital technology and AI applications are changing the ways brand companies operate. They need to discover more tools & platforms and speed up digital transformation. This session is hosted by the Taiwan Digital Media & Marketing Association (DMA), the winner of the "2024 MarTech Future Star Innovation Competition" will share their practical solutions to explore the new era of AI .

數位科技與AI應用，正在改變品牌企業的運營方式，企業都面臨轉型、升級和進化的三大創新挑戰，為發現更多工具平台，解決企業對數位解決方案的需求，由台灣DMA協會所主辦的「MarTech未來之星創新大賽」得獎團隊，將分享他們的實際解決方案，探索AI應用的新未來。

# AI Showcases
14:00-15:10

集雅科技
GliaCloud

GliaCloud is an AI technology company that develops video production solutions to empower publishing and advertising industries in creating quality video content at scale. To date, GliaCloud has served over 6,000 businesses, generating more than 1 million videos with accumulated over 10 billion views.

Its flagship product, GliaStudio, generates videos from news content, social posts, and statistical data. Currently, GliaCloud has forged partnerships with more than 1500 publisher partners in APAC. GliaStar, the text-to-animation technology, was recognized as one of the innovative Generative AI applications as introduced by NVIDIA, in the opening video of the COMPUTEX 2023.

集雅科技是一間人工智慧技術公司，持續致力於協助媒體和企業高效地製作質量兼具的影音內容。其 GliaStar AI 角色動畫技術，只需輸入文字即可產出3D角色動畫。目前集雅科技已服務了亞洲超過六千家企業客戶，橫跨十五個產業。

亞太智能機器
APMIC
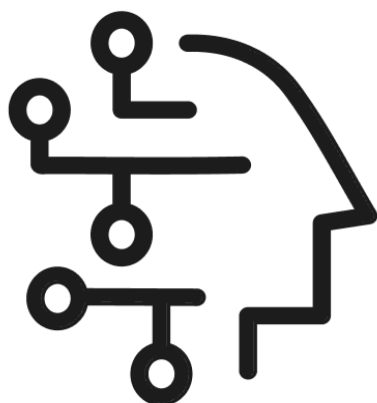
Asia Pacific Intelligent Machines (APMIC) was founded in June 2017, focusing on the research and development of AI technology for "natural language understanding". It mainly provides Model as a Service (MaaS) and is committed to realizing the vision of optimizing the interaction between humans and machines.

APMIC 是一間以自然語言理解（NLU）核心技術出發，由一群對人工智慧（AI）技術充滿熱情的團隊成立，主要提供模型即服務（MaaS），希望能夠打造普及「人」與「機器」間互動最佳化的願景。

AI Showcases
14:00-15:10

光禾感知科技
OSENSE TECHNOLOGY

OSENSE TECHNOLOGY, specializing in XR and AI, was recognized by Nikkei Business as one of the "100 Companies that Will Change the World," and is the only Taiwanese firm on the list. They developed Taiwan's first virtual anchor, Minxi, and the innovative Qubby AI, an IM/SNS virtual assistant for real-time voice interaction. These advancements aid in digital transformation and enhance team efficiency.

光禾感知科技專注XR和AI科技,被日經Nikkei Business選為「尋找十年後的Google、改變世界的100家公司」,唯一上榜台灣企業。打出全台第一位虛擬主播敏熙、第一個 IM/SNS 虛擬人即時語音互動智能客服Qubby AI,協助企業數位轉型,打造高效團隊。

創造智能科技
Create Intelligens

Create Intelligens Inc. is a new Martech marketing technology company. Its main services include social media content operation, AI virtual humans, and the development of AIGC applications. Utilizing AI big data processing and analysis capabilities, it integrates behavior data from social media fans, app and LINE users, website traffic, and CRM members. This helps business owners establish a comprehensive CDP

創造智能是一家新創的Martech行銷科技公司,主要的服務包括:社群內容營運操作、AI虛擬人、AIGC的應用發展。並且透過AI大數據處理分析之能力,將社群粉絲、APP及LINE用戶、以及網站流量、CRM會員等各項行為數據加以整合,協助企業主建立完整的CDP顧客數據平台。

AI Showcases
14:00-15:10
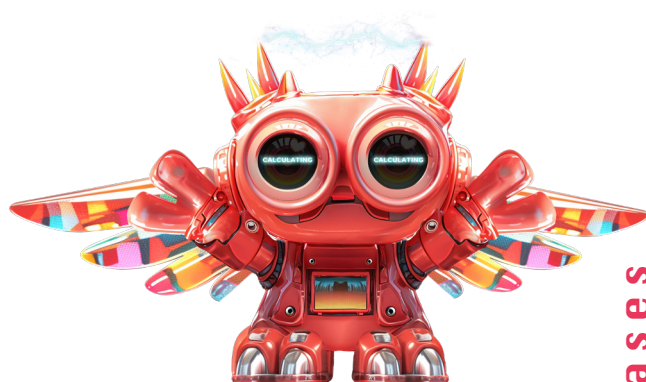
環球睿視
Ubestream

A cutting-edge Deep Tech company specializing in natural language understanding and voice AI algorithms. Bridge Human & Machines by NLU Voice AI, Empower Everything with Smart Voice around the Future World. AIspeakin provides multilingual real-time translation and speech recognition transcription services, along with AI-powered summarization in a cloud-based AIaaS model. It offers instant translation, automatic context correction, AI-driven language detection without configuration, and it is easy switching across devices.

自然語意語音AI演算法深科技公司，提供雲網端芯技術、整合到應用之全棧式解決方案。AIspeakin多語言即時翻譯及語音辨識轉寫、摘要生成AIaaS雲服務，可秒速語譯、上下文自動校正、AI自動辨識語言免設定、可跨裝置自由切換。

str**e**am
環 球 睿 視

昨天來了一個叫 AI 的新同學。

：嘿！同學！
：嘿！同學！
：你幹嘛學我？
：我就是要學你
：你很煩誒
：學會了就不煩

：老師呢？
：我是你老師 你也是我老師
：噓！上課了啦
：噓！上課了啦
：噓！上課了啦

台灣博報堂集團
TAIWAN HAKUHODO GROUP

Member of
·HAKUHODO·
INTERNATIONAL

SOCIAL

社交

GATHERING

宴會

LINE

Sep.
Mon. **2**

18:30-21:30

LINE Welcome Dinner

Grand Hyatt Taipei - Grand Ballroom 2
台北君悅酒店 3F 凱悅廳2區

迎
賓
晚
宴

We'll warmly welcome and comfort you with the authentic Taiwanese cuisine and beverage in the DigiAsia "LINE Welcome Dinner" prior! All the overseas delegates, speakers, VIPs, sponsors and local leaders will be together to empower your 3 following days!

DigiAsia 將用道地的台灣美食在「LINE 迎賓晚宴」 中熱烈歡迎遠道前來的您！所有海外朋友、講師、貴賓、贊助商與本地代表將齊聚一堂，為您接下來三天的大會加注能量！

LINE Biz-Solutions Awards 2024

2ND AWARD SESSION

Best Data Integration
Best ESG
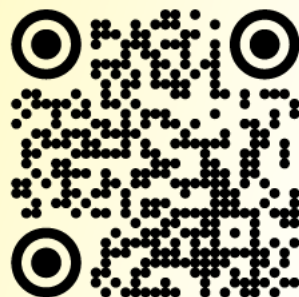Best Local Champion
Best Innovation
Best OMO
Best Content

LINE Biz-Solutions | Business Next 數位時代

備受業界矚目的年度行銷盛事，徵件倒數中
收件至 9.13 (FRI) 掃描 QR code 前往報名！

活動洽詢：LINE Biz-Solutions Awards 2024 專案小組
連絡信箱：dl_line_biz_solutions_awards@linecorp.com｜02-87739808 分機221

yahoo!

Sep.
Tue. **3**

12:00-14:00

Yahoo Luncheon

Grand Hyatt Taipei - Residence 1
台北君悅酒店 1F 君寓1

午宴

Let's have the "Yahoo Luncheon" to take a break during the first day of DigiAsia. Delegates from various fields gather to share the exquisite cuisine. The interexchange and friendly atmosphere among the Asian family makes you hard to leave!

在 DigiAsia 的第一天，讓「Yahoo 午宴」舒緩一下您。來自亞洲大家庭各領域代表將齊聚共享精緻佳餚，相互交流、友誼加溫的氛圍令人流連忘返！

yahoo!

Asia Big Idea Chair

超越創意想像　驚艷數位世界

亞洲數位行銷創意大獎
SEP 5 - SEP 27, 2024

競賽類別

TAIWAN AWARDS

最佳品牌內容行銷獎
最佳品牌廣告獎
最佳合作夥伴策略獎
最佳關鍵字廣告獎

ASIA AWARDS

最佳品牌內容行銷獎
最佳整合行銷方案獎
YAHOO ASIA BIC CHAMPION

掃描這裡看更多 YAHOO BIC AWARDS！

19:00-21:30

Gala Dinner - Taipei Night

Grand Hyatt Taipei - Grand Ballroom 1
台北君悅酒店 3F 凱悅廳1區

臺北之夜 主題晚宴

TRENDY TAIPEI 潮臺北 Music Innovation

TA
TAIPEI
ASSOCIATION OF
ADVERTISING
AGENCIES

高雄市廣告代理商業同業公會
AD
man
KAOHSIUNG ASSOCIATION OF ADVERTISING AGENCIES

IAA
CHINESE TAIPEI

AAAA
The Association of Accredited Advertising Agents of Taipei R.O.C
台北市廣告業經營人協會

DMA
Taiwan Digital Media and Marketing Association

TIPRA
台灣
臺北市 國際公共關係協會
TAIWAN / TAIPEI INTERNATIONAL PUBLIC RELATIONS ASSOCIATION

Social Gathering

The DigiAsia Gala Dinner - Taipei Night, with Asian gourmet and well-arranged networking vibe to mingle all the delegates from Taiwan, Asia and the world for an exclusive "Treandy Taipei" & "Taipei Rendezvous"! Many thanks to Taipei City Government and all the MarCom Associations from Taiwan!

感謝臺北市政府與臺灣各行銷相關公協會支持，DigiAsia「臺北之夜」，以亞洲美食與精心規劃的交流氛圍，讓來自臺灣、亞洲和世界的所有代表們來場獨一無二的「潮臺北」與「臺北約會」！

OMG

Sep.
Wed. **4**

宏
盟
媒
體
集
團
午
宴

12:00-14:00

Omnicom Media
Group Luncheon

Grand Hyatt Taipei - Residence 1
台北君悅酒店 1F 君寓1

Delegates gather together in the "OMG Luncheon" to share gourmet food under the
pleasant ambience. The collision of ideas sparks creativity and inject new energy into
the DigiAsia proceedings.

各國代表們齊聚「OMG 午宴」，在愉快的氣氛中共享美味佳餚。思想的碰撞
激發創意，為 DigiAsia 進程注入新活力!

WE TRANSFORM EXPERIENCES

2024 TRENDS
10大科技行銷媒體
趨勢大揭密

1. 『盛典的華麗回歸』：親自參與的年度指標盛事如火如荼地回歸

OMG重點整理

2024年巴黎奧運會上，台灣展示了卓越的創意實力。結合台灣特色的珍珠奶茶徽章吸引了全球媒體的關注。融合傳統藝術與創新潮流、在地與國際、藝術與科技的行銷創意，有效提升了國際形象。
年度盛事的價值不在於規模，而在於留下的難忘記憶。

2. 『聯網電視戰火』：智慧電視、智慧型電視棒和串流服務的激烈競爭

3. 『法規的壓力』：政府和數據擁有者對大型科技公司持續打壓的挑戰

OMG重點整理

每年新興技術層出不窮。隨著創新節奏的急遽提升，全球在2021年8月申請專利、商標和設計方面的智慧財產權達到巔峰。隨著我們不斷深入未知領域的探索，道德、倫理和法律問題也日益增多。因此，我們迫切需要制定更多法規來因應這些挑戰。

4. 『反影響力浪潮』：品牌和影響者如何顛覆消費主義

5. 『人工智慧革命』：它是否真的如我們所想像的那樣即將來臨？

OMG重點整理

生成式AI指的是一類基於訓練數據生成新輸出的人工智慧（AI）算法。與傳統的AI系統主要用於識別模式和進行預測不同，生成式AI能夠創造出新的內容，形式包括圖像、文字、音頻等。
生成式AI浪潮已經來襲！
我們必須了解如何為客戶量身打造AI策略。

6. 『PODCASTS 熱潮』：持續成長且多元的領域

7. 『擁抱本土生活風潮』：亞太地區將受到全球矚目

8. 『健康科技誘惑』：（過度）優化生活的誘惑

9. 『萬物皆將實體數位化』：虛擬轉化為現實

10. 『離開舒適區的時刻』：每個人都在改變，是什麼阻礙了你？

OMG重點整理

隨著市場行銷複雜性的日益增加，需要擴展的人才、工具和技術生態系統也在增加，**OMG AaaP(Agency as a platform)** 通過提供涵蓋媒體、電子商務、以數據為導向的行銷、數位轉型和內容創作的全方位資源，為我們的代理商提供了競爭優勢。
也透過個別流程和獨到的視角來運用這些資源。- 黃麗萍 宏盟媒體執行長

OMG OMNICOM MEDIA GROUP

DMA

Taiwan Digital Media and Marketing Association

Sep.
Thu. **5**

數位音樂熱舞趴

18:30-21:30
DMA Farewell Party

Grand Hyatt Taipei - ZIGA ZAGA
台北君悅酒店 2F ZIGA ZAGA

Social Gathering

A "DMA Digital Dancing Party", inviting the awesome Taiwanese DJs to trigger your vibrance and create a chill dancing evening to end up your perfect memories of "2024 DigiAsia Taipei"!

「DMA 數位音樂熱舞趴」將邀請超級 DJ 玩弄音樂，激發您的活力，打造一個熱力四射的惜別舞會，為您留下「2024 DigiAsia Taipei」四夜三天的完美回憶！

透過 Meta 的人工智慧廣告工具套件提升成效

透過 Meta 高效速成來以更少量但更有效的廣告行銷活動，取得最佳成果、觸及更多潛在顧客，並節省時間和精力。

企業商家可透過 Meta 高效速成提升成效

32%
使用高效速成+ 購物行銷活動時的廣告投資報酬率提升幅度

26%
使用高效速成+ 應用程式行銷活動時的每次取得成本平均改善幅度

14%
使用高效速成+ 廣告創意時，每花費 1 美元所帶來的購買量增幅

5 倍
使用高效速成自訂廣告受眾時的觸及人數增幅

Meta 高效速成指南

ad ta|wan 2₄
台 灣 廣 告 節

19th AdTaiwan
Taiwan Advertising Festival
第19屆 台灣廣告節

The 18th AdTaiwan Festival
第18屆台灣廣告節

"AdTaiwan" - Taiwan Advertising Festival
Is there a day for the Advertising Industry exclusively?

Is there a day for the Advertising Industry exclusively?
Endless proposals, tight deadlines, keen competitions, burning the midnight oil......
these are just some of the things that those in the advertising industry are all too familiar with. They devote countless days and nights to present the best of human creativity, and yet they have not had a day that celebrates their hard work. It is for this reason that in 2005, thanks to the collaboration of advertising industry leaders and associations, that AdTaiwan Festival - a day dedicated to those in the advertising industry - was finally born.

Objectives:
The AdTaiwan Festival is set up to highlight the values and creativity of the advertising industry, to create a shared community of like-minded friends and partners, to contribute to the social welfare, and to recognize the advertising practitioners with exceptional contributions. The AdTaiwan also aims to establish professionalism and promote understanding of the advertising industry so as making all advertising practitioners proud of being an "Advertising Person"!

台灣廣告節 AdTaiwan
「廣告人, 為什麼沒有廣告節?」

廣告傳播相關從業人員長期提案拍片、比稿競爭、加班熬夜, 燃燒自己的創意與青春, 卻沒有一個屬於自己的節日, 因此, 為鼓勵所有廣告傳播從業人員, 2005年在多位廣告人與相關公協會共同努力下, 誕生了每年專屬於廣告人的日子 – 台灣廣告節。

目標:
「台灣廣告節」設立宗旨為「彰顯廣告界價值、凝聚廣告人情感、社會貢獻及表揚傑出廣告人」, 期望透過廣告節活動的規畫, 邀集廣告人齊聚交流, 提振廣告產業士氣, 並以廣告人之專長進行社會公益, 展現廣告人的專業, 提升大眾對廣告界的注目認同及關心度, 讓所有廣告人以身為「廣告人」為榮。

The 18th AdTaiwan Festival
第18屆台灣廣告節

The 19th AdTaiwan Festival

Date: Sept. 5, 2024 (Thu.) 15:30-16:50
Venue: Grand Hyatt Taipei 3F Grand Ballroom 1

The 19th AdTaiwan Festival will take place in the afternoon of Sep. 5 alongside "2024 DigiAsia Taipei" - the largest digital marketing congress in Asia. The Festival will feature an Award Ceremony for "Taiwan Advertising Hall of Fame" and "Outstanding Advertising Practitioner of the Year".

Taiwan Advertising Hall of Fame

The "Taiwan Advertising Hall of Fame" aims to honor individuals who have made significant contributions to the advertising industry in Taiwan. Since its establishment in 2007, a total of 24 advertising pioneers have been inducted into the "Taiwan Advertising Hall of Fame". In 2011, the "Friends of Taiwan Advertising" was further established to recognize those who, while not directly eligible for the "Hall of Fame", have made important contributions to the Taiwanese advertising industry through peripheral work or other related activities.

第十九屆台灣廣告節

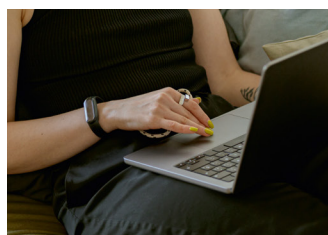時間：2024年9月5日 15:30-16:50
地點：台北君悅酒店3樓凱悅廳1區

今年適逢台灣行銷傳播業界最大的盛事「2024 數位亞洲大會」，為擴大活動規模，「第十九屆台灣廣告節」將與「2024 數位亞洲大會」同場於大會第三天 9月5日（四）下午舉行。當日並將舉行「113年度傑出廣告人暨卓越貢獻獎頒獎典禮」與「台灣廣告名人堂」頒獎。
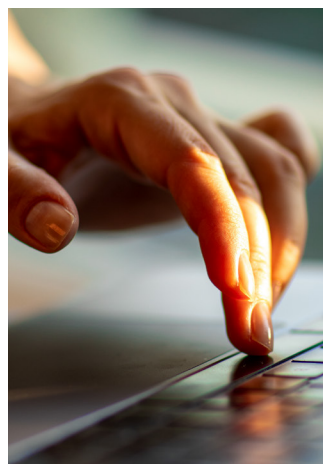
台灣廣告名人堂

「台灣廣告名人堂」，其宗旨彰顯對台灣廣告界有重大貢獻者之廣告業從業人員，本會自2007年創設迄今，共計推選出24位廣告業前輩進入台灣廣告名人堂；並於2011年再創設「台灣廣告之友」，為表揚非屬台灣廣告名人堂之表揚對象或曾從事台灣廣告周邊工作，而對台灣廣告產業有重要貢獻之人士。
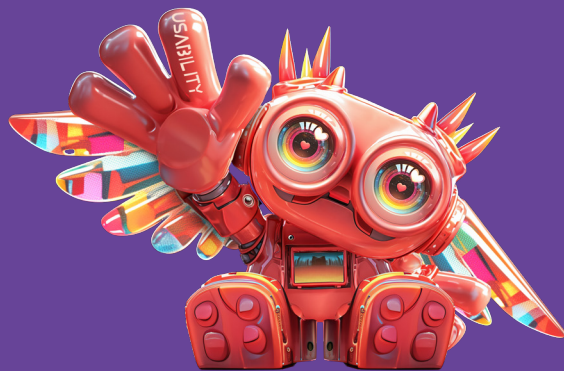
數據驅動 精準投放 改寫廣告生態

theTradeDesk®

國際組織

International Organizations

afaa

ASIAN FEDERATION OF ADVERTISING ASSOCIATIONS

AFAA: The Guiding Light of the Industry for over six decades!

AFAA is the leading association among communication bodies in Asia representing Advertising, Marketing and Media. It was formally founded 20 years after the idea was sown in 1958 when the first AdAsia was held in Tokyo. AFAA today is truly a pan Asian body that makes a difference to the industry through initiatives that have proven to be landmarks. It is particularly known for some marquee events.

AdAsia: Being conducted successfully over the past 64 years, it is the largest congress of its kind, attracting approximately 1,200 advertising professionals from around the world every other year. In 32 such events, about 30,000 individual professionals would have been benefited from AdAsia held in different countries in Asia.

DigiAsia: DigiAsia was created to provide a friendly biannual platform where professionals from both Digital and Interactive Media gather, share, learn and explore the possibilities in the Digital Era. Over 1,500 professionals have benefitted from the five editions held so far in Taipei.

FastTrack: Ours is an industry that thinks young and this unique programme has been especially designed to educate and support young Asian talent to further their careers. Nearly 200 participants have seen their careers fast tracked in various countries in Asia. The 8th Fast Track Professional Excellence Program will be held soon in Malaysia.

Other Initiatives: As a responsible industry body, AFAA is supporting the cause of Gender sensitization and Awards for Communicating sustainability through the Olive Crown Awards.

Today AFAA has representations in 13 Asian nations – Japan, Korea, Taipei, Vietnam, Malaysia, Indonesia, Bangladesh, India, Nepal, Macau, Pakistan and China & USA.

IAA
INTERNATIONAL ADVERTISING ASSOCIATION

International Advertising Association
國際廣告協會

Established in 1938, IAA, International Advertising Association is the world's most influential network of marketing and communications professionals. On the ground, we have over 4,000 individual and corporate members among the 56 countries/ areas, which is the only global association that represents all various spheres of the MarComm industry. For over eighty six years, IAA has played the leading role in supporting key industrial issues such as freedom of commercial speech, self-regulation, responsible advertising, education and professional development.

IAA Chinese Taipei Chapter was established in 1967, it's the only international association covers advertisers, advertising agencies, media and academic groups as well as Young Professional Chapter in Taiwan. Along with the IAA positioning of "The Global Compass of Marketing Communications", we are aiming to strengthen the cooperation with IAA Global and other Chapters, introduce the advanced global industrial trends, interact with local activities, act as a gate to exchange between Taiwan and the world, by final, to enhance and create the industrial values for all members.

IAA國際廣告協會（International Advertising Association）成立於1938年，是全世界唯一由廣告主、代理商、傳播媒體、學術界及相關團體等五個行業經理人結合之全球性組織，於遍及56個國家中設立了35個分會（部分國家因組織狀況尚未成立分會）。在超過86個年頭裡，IAA得以掌握世界各地產業趨勢與行銷傳播發展的完整資訊，並介入全球性或區域性的廣告法規制訂與廣告組織合作之研究分析，達成許多產業提升、政策協調與商業交流之任務。

IAA國際廣告協會台北分會於1967年成立，迄今已達57年，為台灣最悠久活躍的國際組織之一。本分會積極參與IAA全球運作，一再贏得總會與區域之讚譽和期許，已成為亞太地區會員中具代表並有實力之分會。

基於IAA「The Global Compass of Marketing Communications」之全球定位，本分會不斷引進國際產業趨勢資訊，特別強調與其它會員國分會間之合作交流，並積極參與國內產業界之相關活動，裨成為台灣與國際產業界間之溝通橋樑。本分會亦設有IAA國際廣告協會台北分會青年協會，除積極發展會務外，並向下產業扎根，與朝向服務更多國內會員對外拓展對接之目標！

公協會

Association

Taipei Association of Advertising Agencies
台北市廣告代理商業同業公會

Taipei Association of Advertising Agencies (TAAA) aims to promote economic development, coordinate business relationships, and enhance common interests. Through the dedicated efforts of chairmen, directors, and members over the years, the TAAA has worked to secure rights and services for its members and the industry. The business operations of our member companies encompass comprehensive advertising agency services for newspapers, television, radio, magazines, the internet, transportation, and related media. With the support of all members, our association successfully hosted the 5th, 22nd, and 29th "Asian Advertising Congress" (AdAsia) in 1966, 2001, and 2015 respectively. In 2013, with the support of various sectors from industry, government, and academia, we actively engaged on behalf of Taiwan to AFAA and secured the permanent hosting rights for the "Digital Asia Congress" (DigiAsia). Starting from 2014, the congress is held in Taipei every two years, gathering international attention to Taiwan and developing a stage to showcase Taiwan's creativity in digital marketing. In 2006, the first Friday of November is set as the "Taiwan Advertising Festival" (AdTaiwan), each year, TAAA held the recognition activities and delivers awards for senior advertising practitioners, outstanding advertising managements and lifetime achievement awards among the industry.

台北市廣告代理商業同業公會(簡稱TAAA)，以「促進經濟發展，協調同業關係，增進共同利益」為宗旨。在各屆理事長及理監事們的努力經營，共同協助推動會務運作，為會員及業界爭取權益及服務。本會會員公司經營業務包含：報紙、電視、廣播、雜誌、網路、交通及相關媒體之廣告綜合代理。在全體會員的支持下，本會於1966、2001、2015分別成功舉辦了第5、22、29屆「亞洲廣告會議台北大會」；並於2013年獲得產官學各界支持下，代表台灣向AFAA積極爭取，獲得《數位亞洲大會》永久主辦權，並自2014年起，每二年固定在台北舉辦，為台灣聚集國際目光，成為展現台灣數位行銷創意的舞台。2006年，在本會與其他相關公協會發起下，訂定每年11月第一個星期五為「台灣廣告節」，並舉辦資深廣告人、傑出廣告人暨終身成就獎表揚活動。

Kaohsiung Association of Advertising Agencies
高雄市廣告代理商業同業公會

The Association was founded on the industry's consensus on market function and organization. We hope to correct consumption habits, improve service quality and mutually exchange operational techniques. Minimizing price competition in the industry, charging reasonable prices, facilitating stable operational development are our objectives. The association also strives to strengthen connection with the media, improve practitioners' social standing and bolster employees' vocational literacy in order to comprehensively improve industry service quality. We encourage likeminded newcomers to join us and work towards achieving our common goal.

本會成立宗旨乃基於同業對市場功能與組織的共識，希望導正消費習性，引導同業提升服務品質與相互研磨作業技巧，盡量降低同業間的殺價競爭，以合理收費、公司正常營運發展為目標；並希望透過公會組織力量加強與各媒體的聯繫，提高從業人員的社會地位，加強同業員工的在職教育，以全面提升本業的服務品質，更期望新的廣告生力加入公會，共同朝理想的目標努力。

International Advertising Association
Chinese Taipei Chapter
國際廣告協會台北分會

Established in 1938, IAA, International Advertising Association is the world's most influential network of marketing and communications professionals. On the ground, we have over 4,000 individual and corporate members among the 56 countries/ areas, which is the only global association that represents all various spheres of the MarComm industry. For over eighty six years, IAA has played the leading role in supporting key industrial issues such as freedom of commercial speech, self-regulation, responsible advertising, education and professional development.

IAA Chinese Taipei Chapter was established in 1967, it's the only international association covers advertisers, advertising agencies, media and academic groups as well as Young Professional Chapter in Taiwan. Along with the IAA positioning of "The Global Compass of Marketing Communications", we are aiming to strengthen the cooperation with IAA Global and other Chapters, introduce the advanced global industrial trends, interact with local activities, act as a gate to exchange between Taiwan and the world, by final, to enhance and create the industrial values for all members.

IAA國際廣告協會（International Advertising Association）成立於1938年，是全世界唯一由廣告主、代理商、傳播媒體、學術界及相關團體等五個行業經理人結合之全球性組織，於遍及56個國家中設立了35個分會（部分國家因組織狀況尚未成立分會）。在超過86個年頭裡，IAA得以掌握世界各地產業趨勢與行銷傳播發展的完整資訊，並介入全球性或區域性的廣告法規制訂與廣告組織合作之研究分析，達成許多產業提升、政策協調與商業交流之任務。

IAA國際廣告協會台北分會於1967年成立，迄今已達57年，為台灣最悠久活躍的國際組織之一。本分會積極參與IAA全球運作，一再贏得總會與區域之讚譽和期許，已成為亞太地區會員中具代表並有實力之分會。

基於IAA「The Global Compass of Marketing Communications」之全球定位，本分會不斷引進國際產業趨勢資訊，特別強調與其它會員國分會間之合作交流，並積極參與國內產業界之相關活動，裨成為台灣與國際產業界間之溝通橋樑。本分會亦設有IAA國際廣告協會台北分會青年協會，除積極發展會務外，並向下產業扎根，與朝向服務更多國內會員對外拓展對接之目標！

The Association of Accredited Advertising Agents of Taipei R. O. C.
台北市廣告業經營業人協會

4A, The Association of Accredited Advertising Agents of Taipei Taiwan, has been formed by various advertising agents since 1991. Until now, 4A has 29 member companies which are devoted to setting up a fine standard for the business. The purpose of the awards is to commend outstanding creative works, show forth the ad industry's creative ideas, and enhance creativity to further affirm the professional position of ad agents.

In 1999, 4A co-organized "4A Liberty Creative Award" with Liberty Times, wishing to expand the level of Creative Award. In 2004, 4A even added a special award to encourage domestic students in their creativity. New media continue to lead the market environment, the 2009 Creative Award from 4A and Yahoo! co-organized and renamed as "4A Yahoo! Creative Award". Nowadays, 4A Creative Award is a high standard international ad award.

4A (The Association of Accredited Advertising Agents of Taipei R. O. C.) 是由台北市綜合廣告代理商所組成的協會，其前身為1987年7月1日成立的「綜合廣告業經營者聯誼會」，從早期聯誼會型式開始業界各項事務之推廣，至1991年12月正式申請核准成為正式社會團體，並正名為「台北市廣告業經營人協會」。

4A除致力於在業界設立標準外，也集合業界之專業知識與經驗，讓會員公司的經營健全、專業提昇。4A理監事會每年針對不同的需要提出工作計劃，包括：舉辦「4A創意獎」，表揚傑出創意作品，肯定廣告人的專業地位。舉辦「4A講堂」進行人才培育以及領域間的知識分享，提昇4A的知名度與專業；舉辦「4A籃球賽」，強化會員間之聯誼交流；凝聚行業向心力。參與國際廣告領域事務，與國內產業相關公協會齊心推動產業發展，共同舉辦「台灣廣告節」。加強4A與「廣告主協會」的互動，建立廣告主尊重代理商的專業。

Media Agency Association
台北市媒體服務代理商協會

In March 2000, the general managers from 11 media agencies gathered together to exchange ideas about the media industry and future development. At that time, some agencies had already evolved into independent businesses, while others were still considered creative agencies that operated within the parent corporate structure and lacked full autonomy. The roles and functions of creative agencies were also narrowly viewed from a cost perspective by clients and industry players alike. As the industry gradually evolved, a lack of clarity on service items, service charges standards, intercompany interactions and dialogue mechanism became apparent,and the need for consensus grew strong.

In an effort to establish order for the industry, the 11 general managers that gathered decided to form a platform to build broader consensus and establish order,ensuring that clients, agencies, and media companies could interact and grow together in a benign environment. That effort was further sustained in June 2002, when the Media Agency Association (MAA) was established. MAA is dedicated to bringing together professional expertise from the industry to provide quality services to clients, to enhancing professionalism, work ethic and legal compliance, and to serving the general public with the highest quality of advertising media.

2000年3月，有11家媒體代理商之總經理相約共聚一堂，針對當時產業運作、經營環境及長遠發展交換意見。因個別公司成立背景與發展進程不一，有些已完全成為獨立法人公司運作，部份則仍依附在既有的廣告公司體系中對母公司提供服務，並受制於母公司【創意代理商】之相關規定，難有全盤之自主性。而當時，從客戶及媒體業者的角度，對媒體代理商的角色功能多從"媒體成本談判"之狹隘角度去定義與解讀；尤其在不景氣環境下，從客戶，媒體代理商以至媒體業者，莫不競逐於此一遊戲。加上產業方興未艾，對於服務項目、收費標準、公司間的互動及對話機制等，都在摸索中學習。

為免淪入非理性的競爭，並期望建立產業眾所依循的規矩，上述聚會成員乃當場決議籌組媒體代理商聯誼會（台北市媒體服務代理商協會的前身），試圖透過此一平台，在產業間形成共識，並建立產業秩序，使客戶、媒體代理商及媒體業者在良性互動中一起成長。

在延續此一宗旨，台北市媒體服務代理商協會（簡稱MAA）於2002年6月正式成立；協會設立之宗旨為集合業界之專業知識與經驗，提供客戶有效率之服務，促進會員遵守相關法令及職業道德，以為社會大眾提供一流的廣告媒體服務品質。

Taiwan Digital Media and Marketing Association
台灣數位媒體應用暨行銷協會

Founded in 2005, DMA is a large-scale and influential digital marketing-related association in Taiwan. We are a committee to establish industrial indicators, encouraging talent development, and cross-field exchanges and cooperation.

There are currently 162 member companies and individuals, and are divided into "media group", "agent group" and "application group" , three major business fields. We publish "Taiwan Digital Advertising Volume Statistics Report" every year and organize professional forums, overseas visits and other activities regularly.
In order to encourage outstanding works and application services, We created the "Digital Singularity Award (DSA)" in 2017 and "MarTech Future Star Competition" in 2021, leading the new direction of industrial development.

We hope to deepen the value of the digital marketing ecosystem, and promote innovation. Leading Taiwan to become an indicator of accelerated digital transformation in the world.

創始於2005年,為台灣地區具規模與影響力的行銷產業組織,目前共有162家會員公司與個人。因應會務所需,會員依會員公司業務內容,分成三大產業組別,包括「媒體組」、「代理商組」及「應用組」,同時也設立「產業研究」、「政策溝通」與「跨境交流」三大功能小組,定期出版產業報告、舉辦會員爐邊交流會、專業論壇、海外參訪等活動,為鼓勵優秀作品及應用服務,分別於2017年設立「數位奇點獎(Digital Singularity Award, DSA)」、2021舉辦「MarTech未來之星大賽」,引領產業發展新方向。

Taiwan / Taipei International Public Relations Association
台灣暨臺北市公共關係協會

"TIPRA" consists of Taiwan International Public Relations Association and Taipei International Public Relations Association. A non-profit organization established by nearly 30 companies providing PR services in Taiwan.

TIPRA provides a platform for public relations practitioners to facilitate and exchange opinions and communicate with each other. Moreover, members who join are required to abide by the highest business norms and standards when dealing with customers or with peers. Since 2012, TIPRA has held a "Chinese PR Award" every two years. This will encourage excellent PR works in regions where Chinese is the main language of communication. Various forums and courses to discuss PR trends are also held every year. Increase the exchange and sharing of peers, and improve the industry's understanding and attention to PR.

The objectives of TIPRA:
1. Promote the development of the PR industry and improve the PR business environment.
2. Promote the importance and influence of PR to the society.
3. Improve the quality of PR service industry.

台灣暨臺北市公共關係協會為全台灣近30家從事公關相關業務者所組成非營利為目的之社會團體,目的在提供公關同業一個便利與互相交換意見及溝通平臺,促使加入的會員在與客戶交易或與同業往來,皆遵守最高之商業規範與標準。

TIPRA多年來持續舉辦「華文公關獎」,以及各項論壇、講座活動,鼓勵公關從業人員及團體對公關產業付出的努力,增進產業從業人員的交流與分享,並提升各界對公關產業的瞭解與關注,促進公關產業整體發展、改善經營環境,並向社會大眾、學校、民間企業及政府機關推廣公關之重要性,以為社會大眾提供最佳的公關顧問服務品質為宗旨。

黃湘婷
Sharon Huang

As a child star, Sharon Huang was chosen from hundreds of participants to star in her first TV drama, "Haflower", when she was twelve years old. Her superb acting earned the recognition and she won the Golden Bell Awards for Best Supporting Actress in 2007.

Sharon is also a travel show host, since she hosted the one of "Hak Idea", her first time to host such a TV show, she then won the Golden Bell Awards for Best Presenter of Integrated Show in 2016. After "Hak Idea", Sharon is active in hosting and acting bilingually, including TV show of "Secret Kitchen", "Legit Mando", so as several international events in Taiwan.

演員、主持人。2007年以客家電視台電視劇《魯冰花》獲第42屆金鐘獎戲劇節目女配角獎。2016年以客家電視台電視節目《客家熱點子》獲第51屆金鐘獎綜合節目主持人獎。2019主演短片《美芳》入圍第56屆金馬獎最佳劇情短片。參演影集《第三布局 塵沙惑》、《台北女子圖鑑》、金穗獎開幕短片《Honeymoon》及演出電影《失能少年》擔綱女主角。湘婷有豐富的雙語主持經驗，節目《Secret Kitchen》、《Legit Mando》，以及雙語主持《The Mega Yunlin 雲林厚工學 開幕儀式》國際開幕典禮、公共電視主辦之《Input》開幕記者會與歡迎晚宴。

The Kia EV6.
不只超越・更加卓越
純電智慧跨界休旅

![KIA logo]
Movement that inspires

2023年度風雲車・2023北美(NACTOY)年度多功能車
10%至80%充電僅需18分鐘*・續航里程高達560公里**

*需使用輸出功率240kW以上之DC直流充電設備 **Air增程版WLTC測試值

組織架構

Organization

Working Committee of 2024 DigiAsia Taipei

2024 DigiAsia Taipei 數位亞洲大會

盧炳勳
Robin Lu

Chairman, 2024 DigiAsia Taipei
2024數位亞洲大會 會長
Chairman, Taipei Association of Advertising Agencies (TAAA)
台北市廣告代理商業同業公會 理事長

紀緻謙
Gary Chi

Vice Chairman & Chief Executive Officer, 2024 DigiAsia Taipei
2024數位亞洲大會 副會長兼執行長
President, International Advertising Association (IAA)
國際廣告協會台北分會 理事長

黃逸甫
Yves Huang

Chief Curator, 2024 DigiAsia Taipei
2024數位亞洲大會 總策展人
CEO, cacaFly
cacaFly 執行長

段鍾沂
Johnny Duann

Chief Advisor, 2024 DigiAsia Taipei
2024數位亞洲大會 總顧問
Chairman, Rock Group
滾石集團 董事長

黃雅蘭
Ya-Lan Huang

Vice Chairman, 2024 DigiAsia Taipei
2024數位亞洲大會 副會長
Chairman, Kaohsiung Association of Advertising Agencies (KAAA)
高雄市廣告代理商業同業公會 理事長

紀緻謙
Gary Chi

Vice Chairman, 2024 DigiAsia Taipei
2024數位亞洲大會 副會長兼執行長
President, International Advertising Association (IAA)
國際廣告協會台北分會 理事長

程懷昌
Vince Cheng

Vice Chairman, 2024 DigiAsia Taipei
2024數位亞洲大會 副會長
Chairman, The Association of Accredited Advertising Agents of Taipei R. O. C. (4A)
台北市廣告業經營人協會 理事長

盧人瑞
JJ Lu

Vice Chairman, 2024 DigiAsia Taipei
2024數位亞洲大會 副會長
Chairman, Media Agency Association (MAA)
台北市媒體服務代理商協會 理事長

邱繼弘
Nathan Chiu

Vice Chairman, 2024 DigiAsia Taipei
2024數位亞洲大會 副會長
Chairman, Taiwan Digital Media and Marketing Association (DMA)
台灣數位媒體應用行銷協會 理事長

黎榮章
JC Li

Vice Chairman, 2024 DigiAsia Taipei
2024數位亞洲大會 副會長
Chairman, Taiwan/Taipei International Public Relations Association (TIPRA)
台灣國際公共關係協會 理事長

2024 DigiAsia Taipei Preparation Committee
2024 DigiAsia Taipei 數位亞洲大會籌備委員會

鄧博文
Evan Teng

Honorary Chairman
榮譽主任委員
CEO, VML Taiwan
VML Taiwan 執行長

盧炳勳
Robin Lu

Chairman
主任委員
CEO, dentsu X
貝立德股份有限公司 總經理

黃逸甫
Yves Huang

Committee Member
籌備委員
CEO, cacaFly
聖洋科技股份有限公司 執行長

紀緻謙
Gary Chi

Committee Member
籌備委員
CEO, isobar Taiwan
安索帕股份有限公司 執行長

謝中川
Nakakawa Xie

Committee Member
籌備委員
Chairman, SHAPE Advertising
雪芃設計顧問有限公司 董事長

呂豐餘
FY Lu

Committee Member
籌備委員
Group Managing Director, Ogilvy
奧美集團 董事總經理

陳秉鴻
Jonathon Chen

Committee Member
籌備委員
CEO, FunCapital International
放國際文創股份有限公司 總經理

張昱
Roi Chang

Committee Member
籌備委員
COO, LiTV
立視科技股份有限公司 營運長
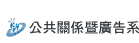
Special Thanks

整體籌備

DigiAsia 總顧問	段鍾沂
DigiAsia 顧問	鄧博文
DigiAsia 籌備委員	盧炳勳
DigiAsia 籌備委員	紀緻謙
DigiAsia 籌備委員	黃逸甫
DigiAsia 籌備委員	黃雅蘭
DigiAsia 籌備委員	程懷昌
DigiAsia 籌備委員	盧人瑞
DigiAsia 籌備委員	邱繼弘
DigiAsia 籌備委員	黎榮章
DigiAsia 籌備委員	謝中川
DigiAsia 籌備委員	呂豐餘
DigiAsia 籌備委員	陳秉鴻
DigiAsia 籌備委員	張昱

Special Thanks

參與協助

議程討論	鍾嘉玲	聯廣	方羿夫
議程討論	陳琦琦	聯廣	林蔚軒
議程討論	張絡迪	安索帕	黃怡琇
議程討論	謝佩芳	安索帕	杜景揚
特別協助	王子蓓	安索帕	陳定邦
特別協助	王禮筠	安索帕	陳姵蓉
DMA	盧諭緯	安索帕	黃思瑋
DMA	連麗欣	貝立德	李文彥
DMA	林彥岑	貝立德	謝昀臻
TIPRA	江佩樺	貝立德	蔡佳倫
滾石文化	陳錫榮	邁肯行銷傳播	張志浩
滾石文化	詹家玫	派絢視覺整合	林志蓬
滾石文化	卓晏瑄	MAA	劉安立
滾石文化	翁瑄辰	MAA	黃凱旋
滾石文化	龔芊榕	TAAA	徐唐欣
煜品牌公關	梁煜妮	TAAA / 4A	劉珮岑
聯廣	陳書亭	TAAA	胡芷綾
聯廣	狄運昌	TAAA / IAA	楊子杰
聯廣	林祐辰	TAAA / MAA	李建中
聯廣	蘇厚任	TAAA	陳淑娟

Special Thanks

團購公司

艾普特
邁肯行銷
緯來電視
貝立德
米蘭營銷
陽獅銳奇
聯旭
凱絡媒體
安索帕
台北數位廣告
博報堂
奧美廣告
聯廣
夢之怪物
東方線上
全聯
博上廣告
雪芃設計
VML 智威
BBDO Taiwan
聖洋科技
緯創資通
電通國華
喬商廣告