

ZERO PARTY DATA

How to build a PIMs System and
how to Benefit from EU PIMCity Project

21 July 12:00 CEST

www.pimcity.eu/workshop

Goal:

Highlight key elements of PIMS and how they can help data buyers and advertisers in its daily operations. Explain what the PIMCity project consists of, explain the overall operation of the PIMS platform (EasyPIMS) and the different development kits (SDKs) that will be made available to the industry for its use:

PDK



Target audience:

Companies and entrepreneurs interested in developing or implementing business models based on personal data with the PIM philosophy. Advertising industry and its technical experts.

Description:

The session focuses on a technical explanation of the PIMCity Project and its different PDKs. A short introductory statement by the host (IAB SPAIN) will be followed by presentations from participants of EU-funded PIMCity project (Università Politecnico di Torino, Telefónica, Universidad Carlos III de Madrid). Participants are the main developers of the technical components mentioned above (PDKs), so the explanation will be full of details, being a direct opportunity for interaction and questions resolution.