

PROGRAMM DEX25 CONFERENCE



19. November 2025 | Frame Zürich

	Red Stage	Blue Stage	Yellow Stage	Green Stage
08.00	EINLASS: KAFFEE & GIPFELI 08.00 - 09.30	EINLASS: KAFFEE & GIPFELI 08.00 - 09.30	EINLASS: KAFFEE & GIPFELI 08.00 - 09.30	EINLASS: KAFFEE & GIPFELI 08.00 - 09.30
	Begrüssung durch Moderator Frank Puscher IAB Switzerland 09.30 - 09.35	Begrüssung durch Moderator Frank Puscher IAB Switzerland 09.30 - 09.35	Begrüssung durch Moderator Frank Puscher IAB Switzerland 09.30 - 09.35	Begrüssung durch Moderator Frank Puscher IAB Switzerland 09.30 - 09.35
	Begrüssung zur DEX25 CONFERENCE Martin Radelfinger IAB Switzerland 09.35 - 09.45	Begrüssung zur DEX25 CONFERENCE Martin Radelfinger IAB Switzerland 09.35 - 09.45	Begrüssung zur DEX25 CONFERENCE Martin Radelfinger IAB Switzerland 09.35 - 09.45	Begrüssung zur DEX25 CONFERENCE Martin Radelfinger IAB Switzerland 09.35 - 09.45
09.00	Opening Keynote: Thema folgt Speaker tba Company tba 09.45 - 10.20	Opening Keynote: Thema folgt Speaker tba Company tba 09.45 - 10.20	Opening Keynote: Thema folgt Speaker tba Company tba 09.45 - 10.20	Opening Keynote: Thema folgt Speaker tba Company tba 09.45 - 10.20
10.00	State of Advertising Daniel Knapp IAB Europe 10.30 - 10.55	State of Advertising Daniel Knapp IAB Europe 10.30 - 10.55	State of Advertising Daniel Knapp IAB Europe 10.30 - 10.55	State of Advertising Daniel Knapp IAB Europe 10.30 - 10.55
		Begrüssung durch Moderator Blue Stage Arndt Groth ACG 10.55 - 11.00		
11.00	Thema 11:00 folgt Matthias Zehnder Company tba 11.00 - 11.25	Thema 11:00 folgt Tomi Ramseier Brandpulse 11.00 - 11.25	Workshop 11:00 – Thema folgt Speaker folgt Zattoo 11.00 - 11.20	Workshop 11:00 – Thema folgt Speaker folgt Ringier Advertising 11.00 - 11.20
	Thema 11:30 folgt Nadia Kohler Tamedia AG 11.30 - 11.55	Thema 11:30 folgt Alwin Viereck United Internet Media 11.30 - 11.55	Workshop 11:25 – Thema folgt Speaker tba Goldbach Group 11.25 - 11.45	Workshop 11:25 – Thema folgt Speaker tba audienzz AG 11.25 - 11.45
12.00	Thema 12:00 folgt Speaker tba Zattoo 12.00 - 12.25	Thema 12:00 folgt Amelie Meyer Slash.Digital 12.00 - 12.25	Workshop 11:50 – Thema folgt Speaker tba cptr 11.50 - 12.10	Workshop 11:50 – Thema folgt Speaker tba 20 Minuten 11.50 - 12.10
	Thema 12:30 folgt Speaker tba 20 Minuten 12.30 - 12.55	Thema 12:30 folgt Speaker tba cptr 12.30 - 12.55	Workshop 12:15 – Thema folgt Speaker tba United Internet Media 12.15 - 00.00	Workshop 12:15 – Thema folgt Speaker tba Teads 12.15 - 12.35
	LUNCHBREAK 12.55 - 13.55	LUNCHBREAK 12.55 - 13.55	Workshop 12:40 – Thema folgt Speaker tba Google 12.40 - 13.00	Workshop 12:40 – Thema folgt Speaker tba Bring! Labs 12.40 - 13.00
13.00			LUNCHBREAK	LUNCHBREAK

	Red Stage	Blue Stage	Yellow Stage	Green Stage	
			13.00 - 13.55	13.00 - 13.55	
14.00	Thema 14:00 folgt Speaker tba Teads 14.00 - 14.25	Thema 14:00 folgt Speaker tba Google 14.00 - 14.25	Workshop 14:00 – Thema folgt Speaker tba e-dialog 14.00 - 14.20	Workshop 14:00 – Thema folgt Speaker tba Digt AG 14.00 - 14.20	
	Thema 14:30 folgt Speaker tba Bring! Labs 14.30 - 14.55	Thema 14:30 folgt Speaker tba e-dialog 14.30 - 14.55	Workshop 14:25 – Thema folgt Speaker tba C Wire 14.25 - 14.45	Workshop 14:25 – Thema folgt Speaker tba Post Advertising 14.25 - 14.45	
	15.00	From Overfitting to Overheating: The Intersection Between AI and Sustainability Dimitris Beis IAB Europe 15.00 - 15.25	Thema 15:00 folgt Speaker tba C-Wire 15.00 - 15.25	Workshop 14:50 – Thema folgt Speaker tba Webrepublic 14.50 - 15.10	Workshop 14:50 – Thema folgt Speaker tba Goldbach Group 14.50 - 15.10
			Thema 15:30 folgt Speaker tba Post Advertising 15.30 - 15.55	Thema 15:30 folgt Gregor Doser naoo AG 15.30 - 15.55	Workshop 15:15 – Thema folgt Speaker tba audienzz 15.15 - 15.35
Workshop 15:40 – Thema folgt Speaker tba Ogury 15.40 - 16.00				Workshop 15:40 – Thema folgt Speaker tba Media Focus 15.40 - 16.00	
16.00	Keynote zu KI Speaker tba Company tba 16.00 - 16.25	Thema 16:00 tba Speaker tba Digital Ad Trust Switzerland 16.00 - 16.25	Workshop 16:05 – Thema folgt Speaker tba WEMF 16.05 - 16.25	Workshop 16:05 – Thema folgt Speaker tba Biggie 16.05 - 16.25	
	Keynote zu KI Speaker tba Company tba 16.30 - 16.55	State of Retail Media Corinna Hohenleitner, Irina Schmitz Bundesverband Digitale Wirtschaft (BVDW) 16.30 - 16.55	Workshop 16:30 – Thema folgt Speaker tba The Trade Desk 16.30 - 17.25	Workshop 16:30 – Thema folgt Speaker tba Readpeak 16.30 - 17.25	
	17.00	Panel zu KI Moderation tba Speakers tba 17.00 - 17.25	Panel zu Retail Media Moderation tba Speakers tba 17.00 - 17.25	Workshop 16:55 – Titel folgt Speaker tba Netgrowth 16.55 - 17.20	Workshop 16:55 – Titel folgt Daniel Hünebeck Digital Ad Trust Switzerland 16.55 - 17.20
18.00		Verabschiedung durch Moderator / IAB Frank Puscher Martin Radelfinger IAB Switzerland 17.25 - 17.30	Verabschiedung durch Moderator / IAB Frank Puscher Martin Radelfinger IAB Switzerland 17.25 - 17.30	Verabschiedung durch Moderator / IAB Frank Puscher Martin Radelfinger IAB Switzerland 17.25 - 17.30	Verabschiedung durch Moderator / IAB Frank Puscher Martin Radelfinger IAB Switzerland 17.25 - 17.30
		LAUNCH NETWORKING EVENT 17.30 - 19.00	LAUNCH NETWORKING EVENT 17.30 - 19.00	LAUNCH NETWORKING EVENT 17.30 - 19.00	LAUNCH NETWORKING EVENT 17.30 - 19.00
19.00	END OF DEX25 CONFERENCE 19.00 - 19.00	END OF DEX25 CONFERENCE 19.00 - 19.00	END OF DEX25 CONFERENCE 19.00 - 19.00	END OF DEX25 CONFERENCE 19.00 - 19.01	
20.00					
21.00					
22.00					
23.00					

PRESENTING PARTNER

audienzz

GOLDBACH

Ringier | Advertising

VERANSTALTER

iab.
switzerland



cptr

SILBER PARTNER

Bring!
PROFITAL

cwire

DIGITAL
AD TRUST
SWITZERLAND

@dialog

Google

teads

ZATTOO

united
internet
media

+P

BRONZE PARTNER

biggie
PARTNERS IN GROWTH

digit

MEDIA
FOCUS

ogury

Net
Growth

webrepublic

theTradeDesk

wemf
ramp

Readpeak

dex-conference.ch

#DEX23