



# From Generative AI to **Agentic Media**

- Where we are **now** vs. what the **future** holds
- Where **Equativ** stands





# Your Speaker

**Giacomo Procida**

Head of Demand Partnerships Italy



# Gen AI vs. Agentic AI: What's the Difference?



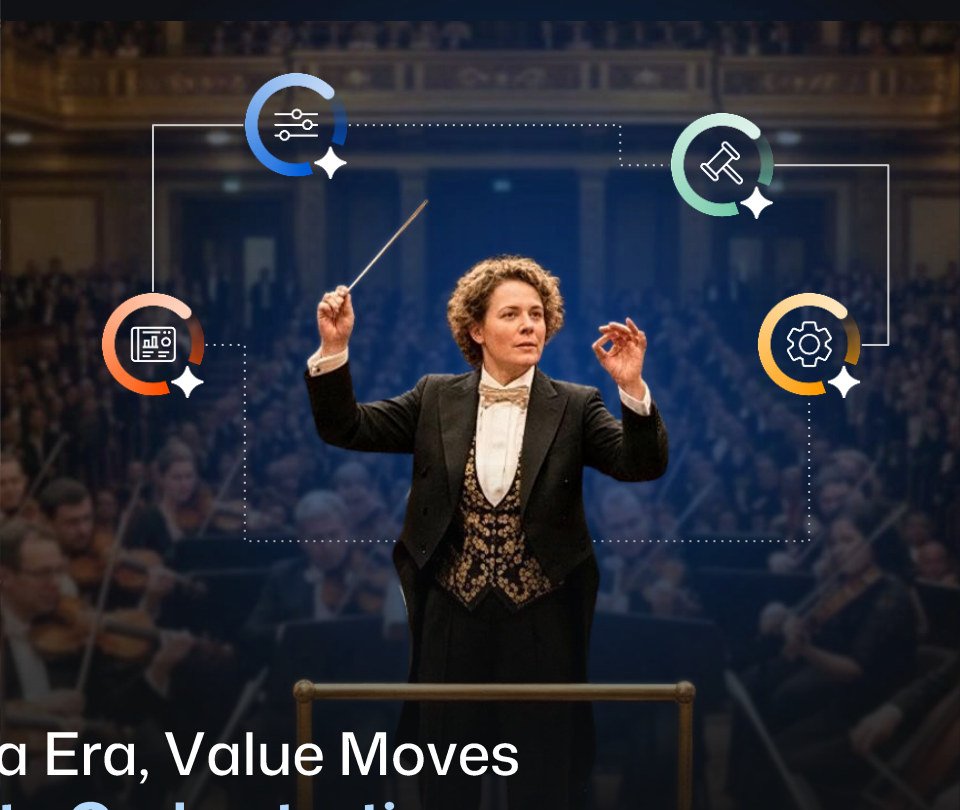
**Gen AI**  
“You ask.  
It answers.”



**Agentic AI**  
“You set a goal.  
It gets things done.”

# Are You Ready for **Agentic Media**?



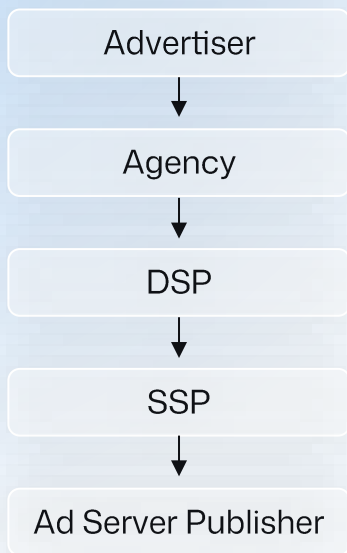


# In an Agentic Media Era, Value Moves From **Execution** to **Orchestration**

# From Linear Pipes to **Agentic Orchestration**

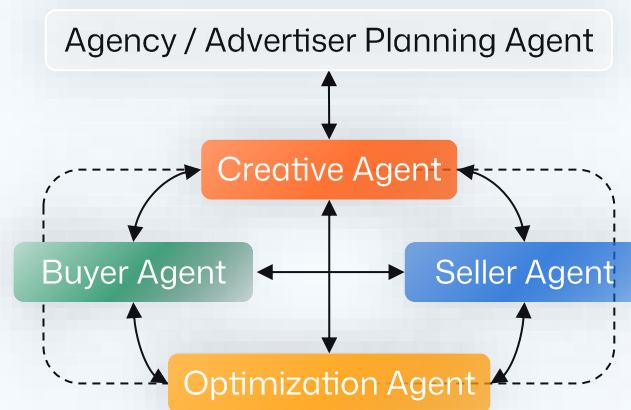
## Today

Linear, Tool-Driven Ecosystem



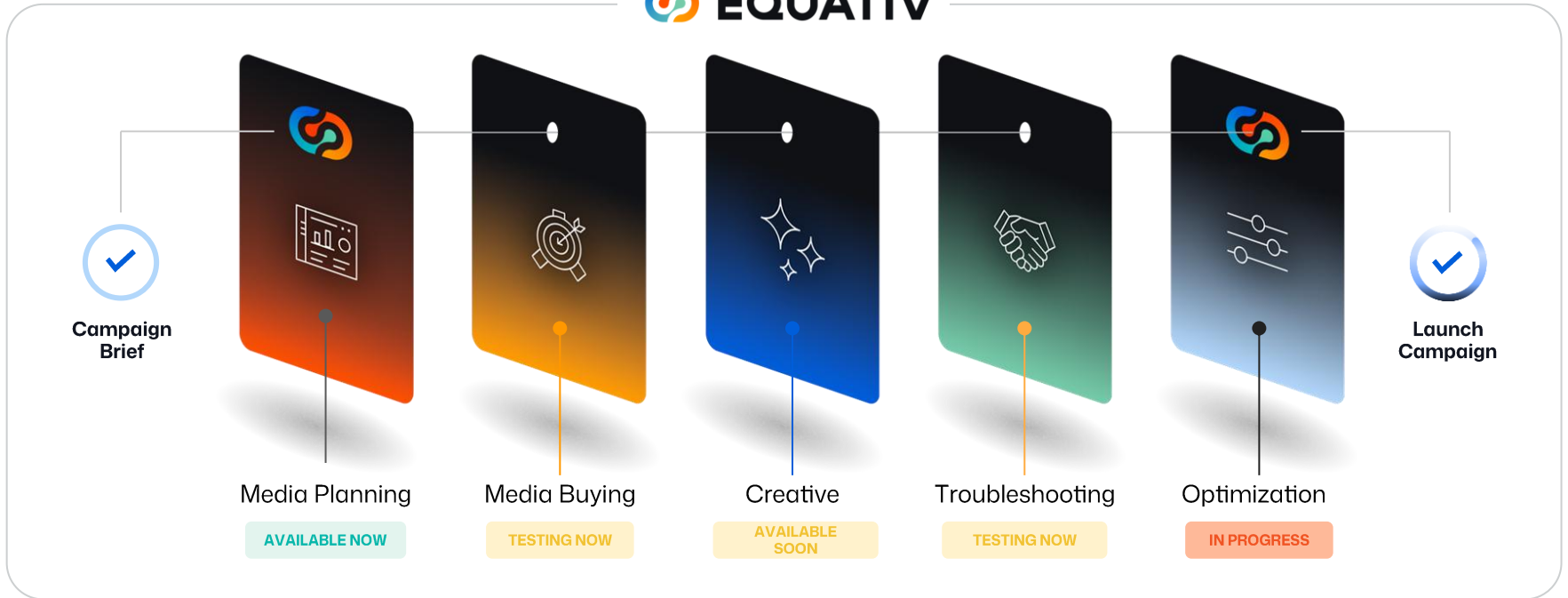
## Tomorrow

Agentic, Outcome-Driven Ecosystem



- Intent expressed once, executed everywhere
- AI agents reason, plan, act, and adapt in real time
- Bidirectional communication between buy-side & sell-side agents
- SSP becomes the coordination and intelligence layer

# Equativ is Developing **Interoperable Agents** for Each Step of the Activation Process



# What is the Equativ Seller Agent?

## The Orchestrator

The central "brain" of the system (powered by Large Language Models) that **interprets user intent**, whether from a chat interface or a dropped PDF brief, and **delegates tasks to specialized sub-agents**



### Planning Agent

LIVE

**Ingests natural language briefs** (e.g., "Find auto-intenders in Italy, video only") and **queries our inventory** to return a structured media plan with **targeting suggestions and vector-based segmentation**.



### Trading Agent

LIVE

Once a plan is approved, this agent **autonomously handles the setup: creating deals, mapping creatives, and configuring line items** via API.



### Diagnostician Agents

SOON

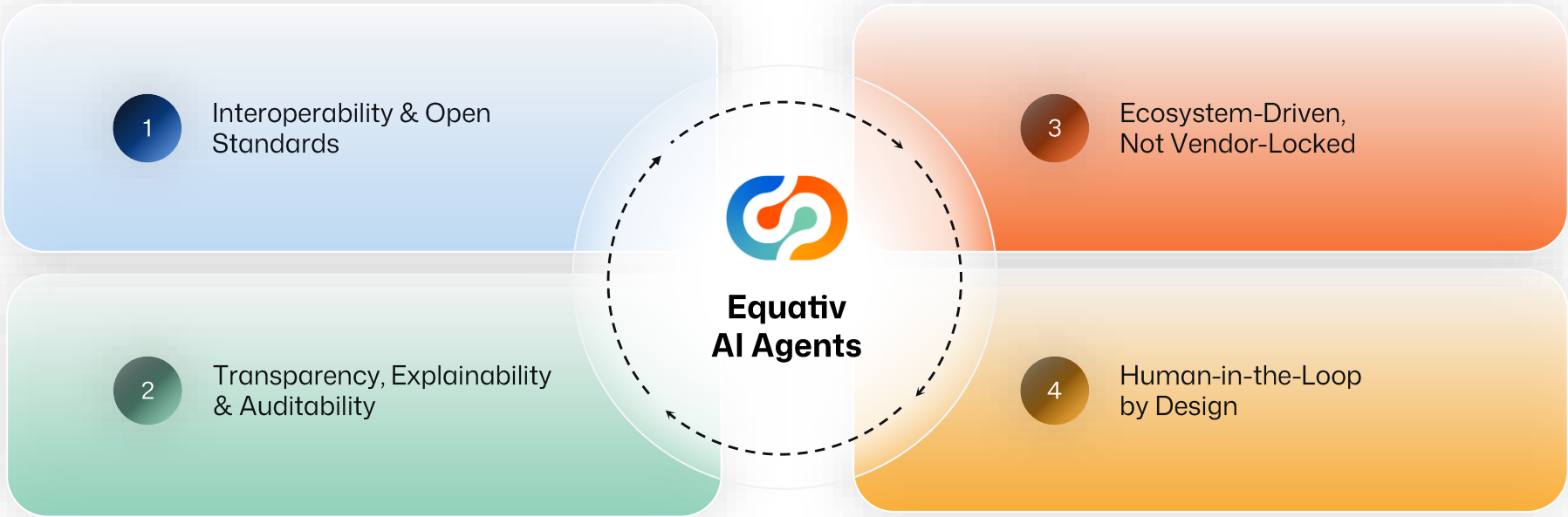
**Proactively monitors campaign health & optimizes delivery for campaign outcomes**. If a deal experiences low fill rates, delivery issues, or low performance, it analyzes the root cause (e.g., "Bid floor too high") and **suggests or implements fixes automatically**.

Built on open standards including **AdCP & MCP**

A group of men in dark suits, white shirts, and dark ties, all wearing dark sunglasses. They are standing in a line, looking forward with serious expressions. The lighting is dim, creating a moody atmosphere. The text "The Risk: Agent Smith" is overlaid in the center in a white, sans-serif font.

## The Risk: **Agent Smith**

# Equativ's AI Agent Development Principles



# What About **Us**?

**Agents do not replace us, they reduce operational friction**

**Allowing us to focus on strategy, insights, and business outcomes.**



# Time to Test Your Agentic Knowledge

*You probably know more than you think.*



SCAN QR CODE



TO COMPLETE QUIZ