

# 專 題 演 講

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題 目：Art and Science : the Power of Digital Advertising

摘 要：

Digital advertising is playing a significant role in our daily lives. It is the most common way to gain profits from most of digital media, but also bringing up some issues such as data privacy and security. This talk will just put our focus on how to achieve our goals by leveraging the power of digital advertising, including both aspects in art and science. Of course the science part will be the focus of this talk. Real cases from my companies will be mentioned as our experience sharing.