

I've been lucky to have had a ring side view of the growth, maturity and transition of the Broadcast business – Its growth and maturity punctuated by the rise of YT, the emergence of D2C players like Netflix and now more recently the resurgence of OTT supported by ads.

This resurgence of ad based premium platforms intersects with both, The Trade Desk's mission to enable an ad based open internet and my own experience in the video industry. The Trade Desk has been a committed partner to AVIA, showing strong support in its efforts to push the industry forward. Through our membership in the AVIA Premium Video Advertising committee, I've had the opportunity to witness first-hand AVIA's leadership to strengthen the industry.

As a board member, I am committed to serving AVIA and its partners, helping the industry navigate this transition into ad-based OTT platforms. I trust that my unique perspective from my experience in shaping the video ecosystem over the years will be valuable for AVIA and its partners as we chart the way forward.

I would be honoured to stand for election to the AVIA Board.

Rajesh Sheshadri
General Manager – South East Asia
The Trade Desk