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THE FIELDS INSTITUTE

DECEMBER 9, 2014 AT THE FIELDS INSTITUTE
ENTERPRISE SOFTWARE
for **DATA ANALYTICS**
SYMPOSIUM

Computational advertising has emerged as a field at the intersection of multiple disciplines ranging from information retrieval, probabilistic inference, machine learning, and dynamic optimization. The rapid development of the theory and technologies in computational advertising is fuelled by the exponential growth of online advertising in a complex ecosystem of publishers, advertisers, advertisement servers, and possibly a supply side platform and a demand side platform. Thus, depending on the side one stands for and the definition of a “best match”, finding the best match leads to a variety of mathematical challenges in data clustering, optimization, search, and representation.

Speakers

BEN MAIR

President and CEO InferSystems Inc. & Director, Fields Institute

BEN MCINROY

Department of Computer Science, Trent University

KEVIN MAK

InferSystems Inc.

LONGHUA WANG

Laboratory for Industrial and Applied Mathematics, York University

SHU ZHANG

Department of Mechanics, Tongji University

JIMMY HUANG **Keynote Speaker**

Director of the School of Information Technology, York University

Organizing Committee

JIANHONG WU

Canada Research Chair, LIAM at York University

YUANYI PAN

Director of Applied Sciences, InferSystems Inc.



For more information, please visit:
www.fields.utoronto.ca/programs/scientific/14-15/dataanalytics



THE FIELDS INSTITUTE FOR RESEARCH IN MATHEMATICAL SCIENCES

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