

## **ABSTRACT**

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### **PROGRAMMATIC AND ADS OPERATIONAL ACTIVITIES AT PT. MNC OTT NETWORK (VISION+)**

*While carrying out professional work at PT. MNC OTT NETWORK (VISION+), practitioners have the opportunity to learn about activities in the Marketing Communication division as Programmatic & Ads Operational in the company. Practitioners carry out this professional work for 3 months or around 480 hours. The work carried out by the practitioner is as a Programmatic and Ads Operational at PT. MNC OTT NETWORK (VISION+), to help create daily, weekly and monthly Vision+ ad sales reports and also practice helping manage advertising campaigns that will be raised using Google Ads Manager. Practitioners also do additional work such as taking part in managing the Content Showcase Parade, which is a reading event for the Vision+ series in 2023. Achievements that have been achieved by practitioners during their professional work at PT. MNC OTT NETWORK (VISION+), is able to manage display ads and also programmatic in digital media. Practitioners also get good appreciation while carrying out professional work, practitioners gain a lot of new knowledge and experience in carrying out their profession as programmatic and ads operations in the Indonesian digital media industry.*

**Keyword:** *Display Ads, Programmatic & Ads Operational, Marketing Communications, MNC Vision+*