The NewFronts Evolves Amid a Changing Marketplace—but Is It Enough?

The Interactive Advertising Bureau's annual NewFronts is almost here, which for advertisers means a week of sprinting around Manhattan to view multiple presentations from digital publishers. But for Day 3 of this year's digital content event, taking place May 1-4, in-person attendees will be able to remain seated in a single venue.

The May 3 presentations will be held entirely at New York's 225 Liberty St., following requests from the marketing and buying community that the IAB make the NewFronts more accessible and streamlined.

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