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SAMSI 2012 Summer Program on Computational Advertising

August 6-7, 2012 at Research Triangle Park, NC, USA

This 2-week program will cover mathematical issues (including web search; massive, high-speed linear programming; better agent-based models for auction dynamics; and the computational finance behind dynamic management of the sales portfolio), as well as statistical issues (including modeling and forecasting of trends among users; prediction methodology for recommender systems; and modeling revenue streams).

Program Organizers: Deepak Agarwal (Yahoo!) and Diane Lambert (Google)

Local Organizer: David Banks (Duke University)

SAMSI Liaison: Ilse Ipsen (NC State University)

For more details and to apply visit:

www.samsi.info/programs/CA12 or email: comp-ad@samsi.info

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Statistical and Applied Mathematical Sciences Institute

19 T.W. Alexander Drive • P.O. Box 14006 • Research Triangle Park, NC 27709 • 919.685.9350 phone • 919.685.9360 fax •
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