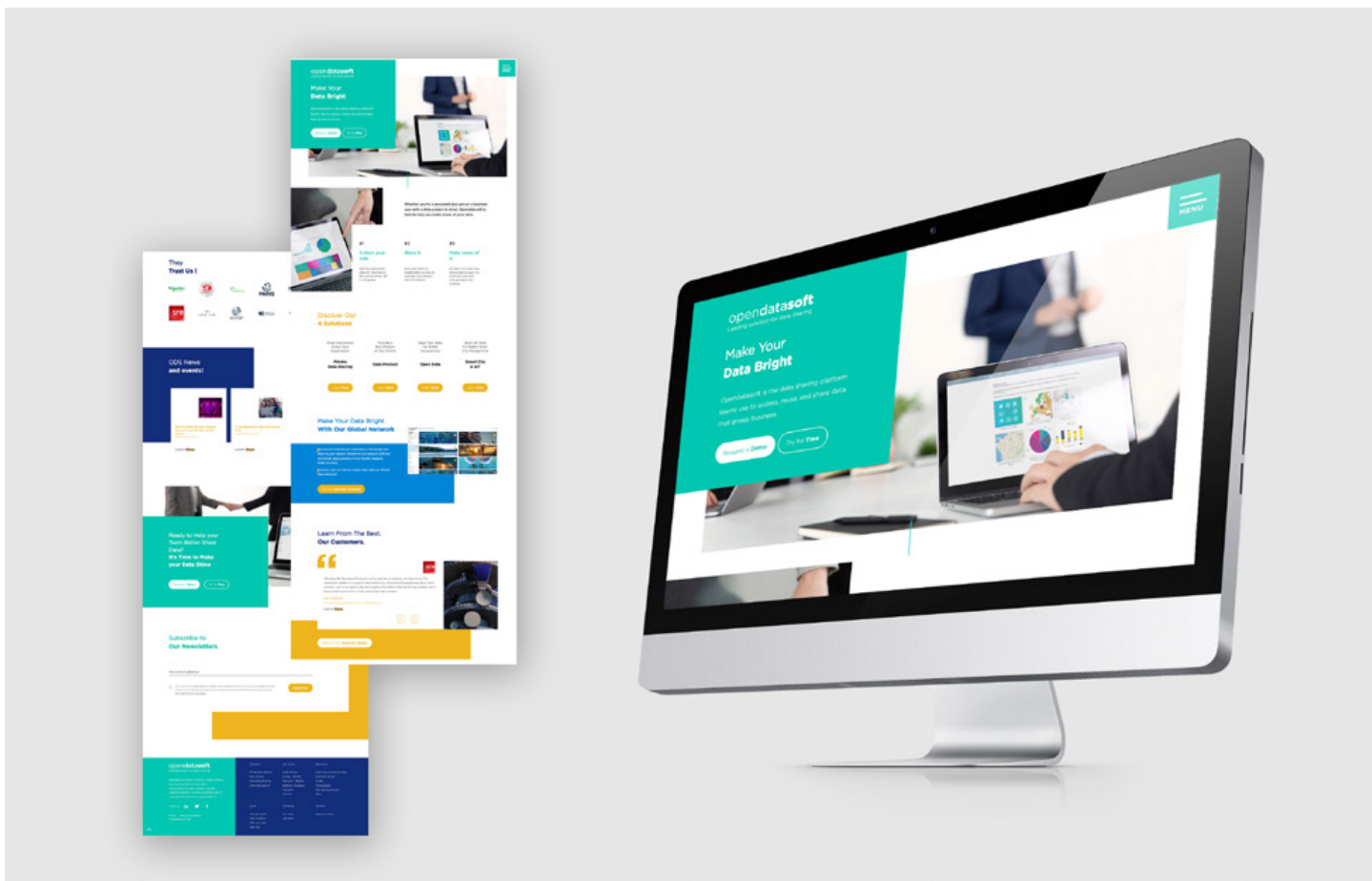


CORPORATE REBRANDING

Giving Opendatasoft a brand new look





INSCRIVEZ VOUS À NOTRE
WEBINAR

**VALORISATION DES DONNÉES
AGRICOLES GRÂCE À L'OPEN DATA**

MERCREDI 17 MARS 2021 - 10H00 CET

ods userclub
Nantes

9 avril 2020 - 12h00 à 17h00
Label Escale, 57 rue Maréchal Joffre

opendatasoft **DATA on BOARD 2019**

**THE PRESENT AND FUTURE OF OPEN DATA: LESSONS
LEARNED FROM CITIES AND GOVERNMENTS AROUND THE WORLD**

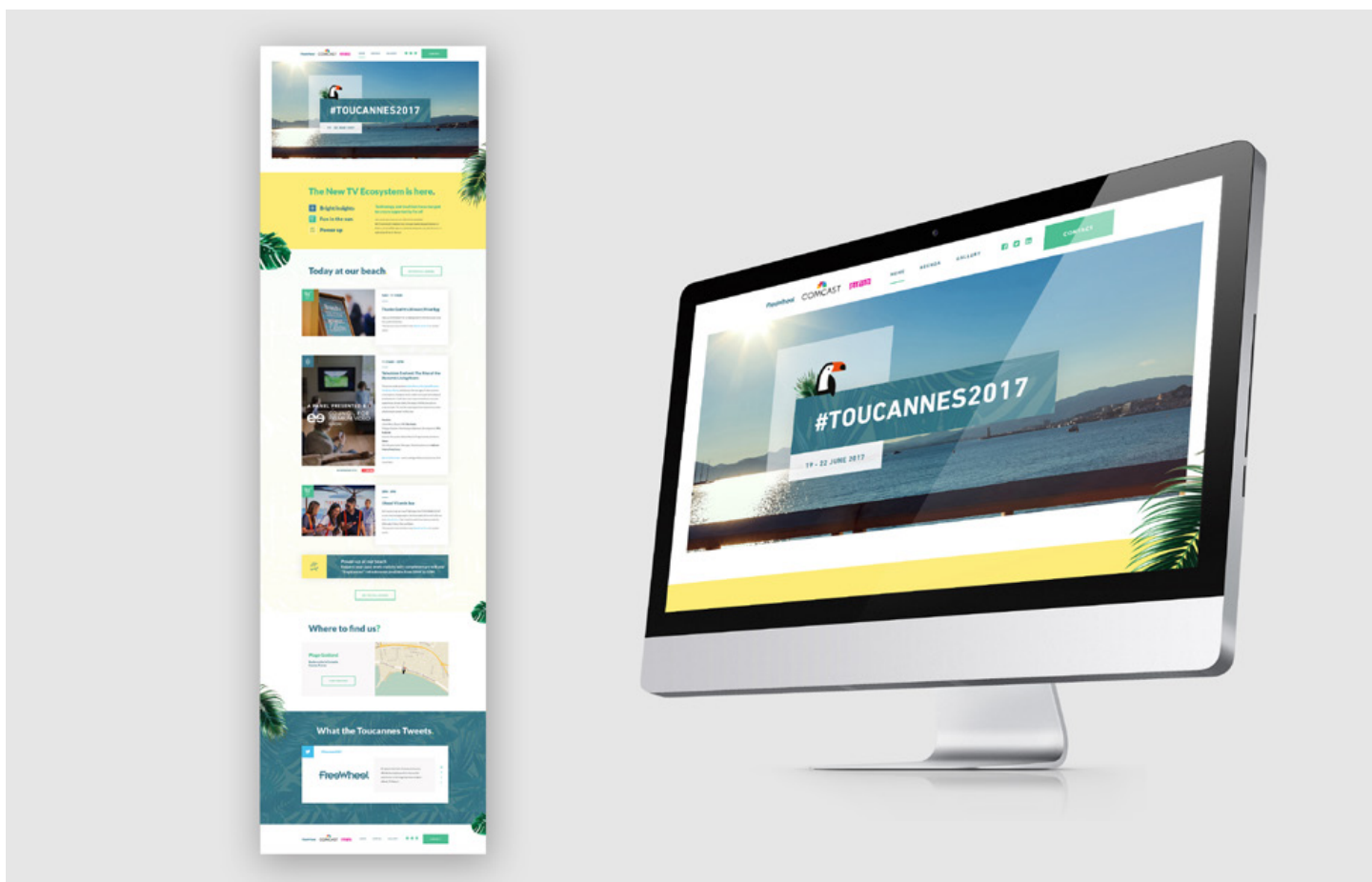
YANN MARESCHAL Innovation Project Manager Bordeaux Métropole	STEVE SCOTT Solution Architecture Manager Leicester City Council	MARIA SÖDERLIND Project Manager City of Umeå	ALEJANDRA MARYSÉ GONZÁLEZ GARCÍA Subdirector of Participative Innovation Mexico City

NOVEMBER 5, 2019 - PARIS - STATION F




EVENT BRANDING




Taking FreeWheel to the Cannes Lions in 2017





FreeWheel COMCAST STARS



WE HAVE PLENTY PLANNED FOR #TOUCANNES2017

 BRIGHT INSIGHTS
  FUN IN THE SUN
  POWER UP

FreeWheel COMCAST STARS

BRIDGING THE GAP BETWEEN PREMIUM VIDEO & PROGRAMMATIC DEMAND


MONDAY 19 - PLAGE GOÉLAND, CANNES

MODERATED BY: **HERVÉ BRUNET**
 General Manager, Markets
 FreeWheel

FEATURING: **LAUREN NEMETH** Chief Revenue Officer, Turn
CHRISTOPHER BELL Group Product Manager, Inventory, Adobe Advertising Cloud
TIM SIMS VP, Inventory Partnerships, The Trade Desk

#TOUCANNES2017

FreeWheel COMCAST STARS




TELEVISION EVOLVED: THE RISE OF THE DYNAMIC LIVING ROOM

THURSDAY 22 - PLAGE GOÉLAND, CANNES

JUSTIN PEARSE
 MD, The Drum Works
 IS JOINED BY:

JAMIE WEST
 Deputy MD, Sky Media
PHILIPPE BOSCHER
 Marketing and Business Development, TF1 Publicité
HOSSEIN HOUSSAINI
 Global Head of Programmatic Solutions, Havas
ELISE DUPATY
 Senior Manager, Marketing Services, Halfords Media (PokerStars)

 COUNCIL FOR PREMIUM VIDEO EUROPE in partnership with  THE DRUM

#TOUCANNES2017





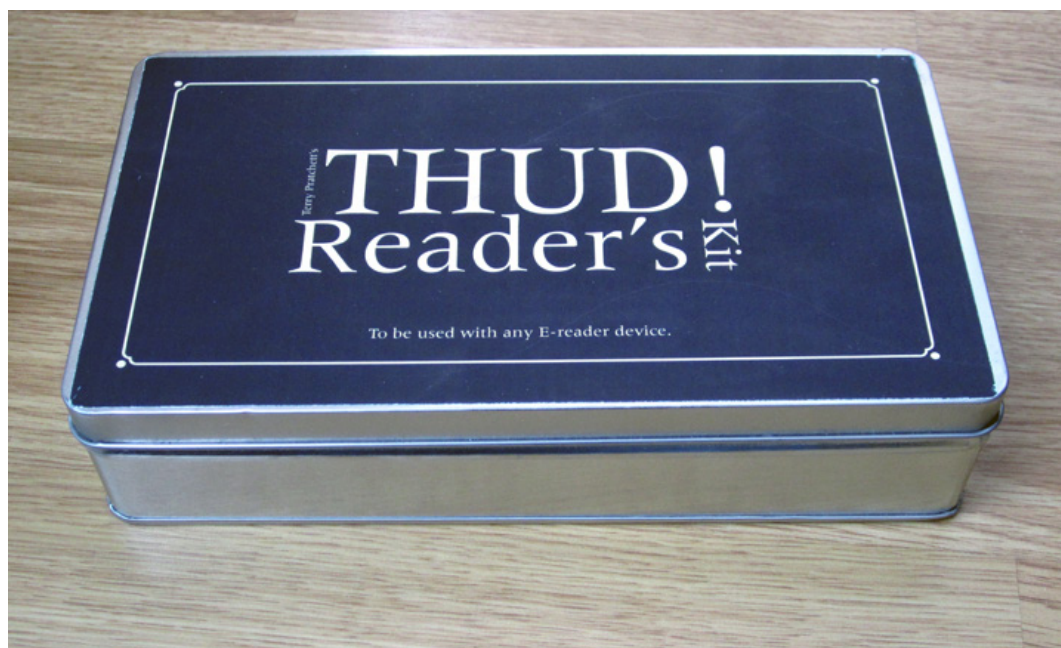




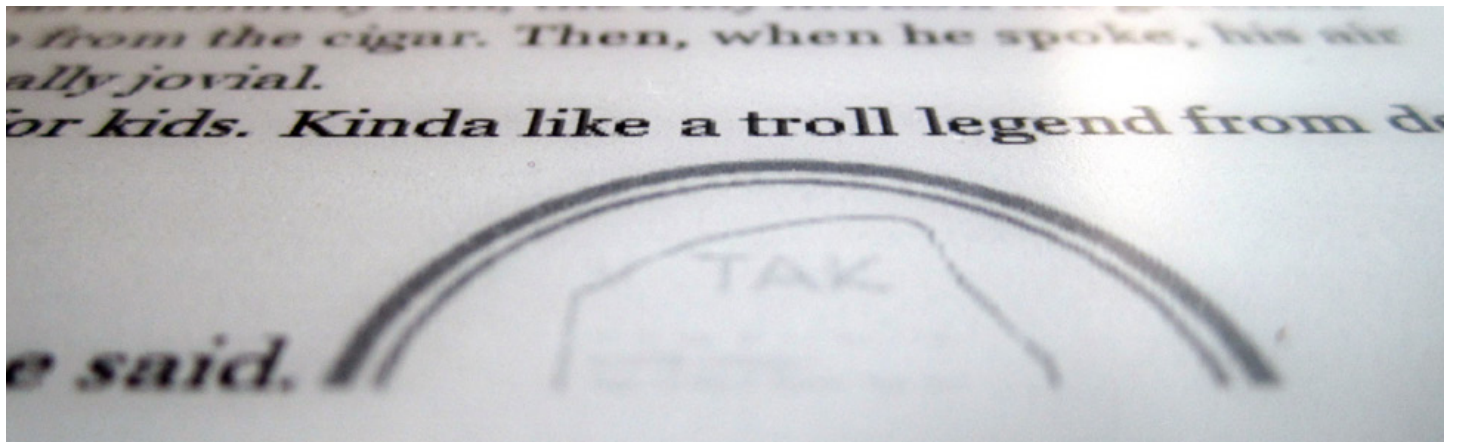


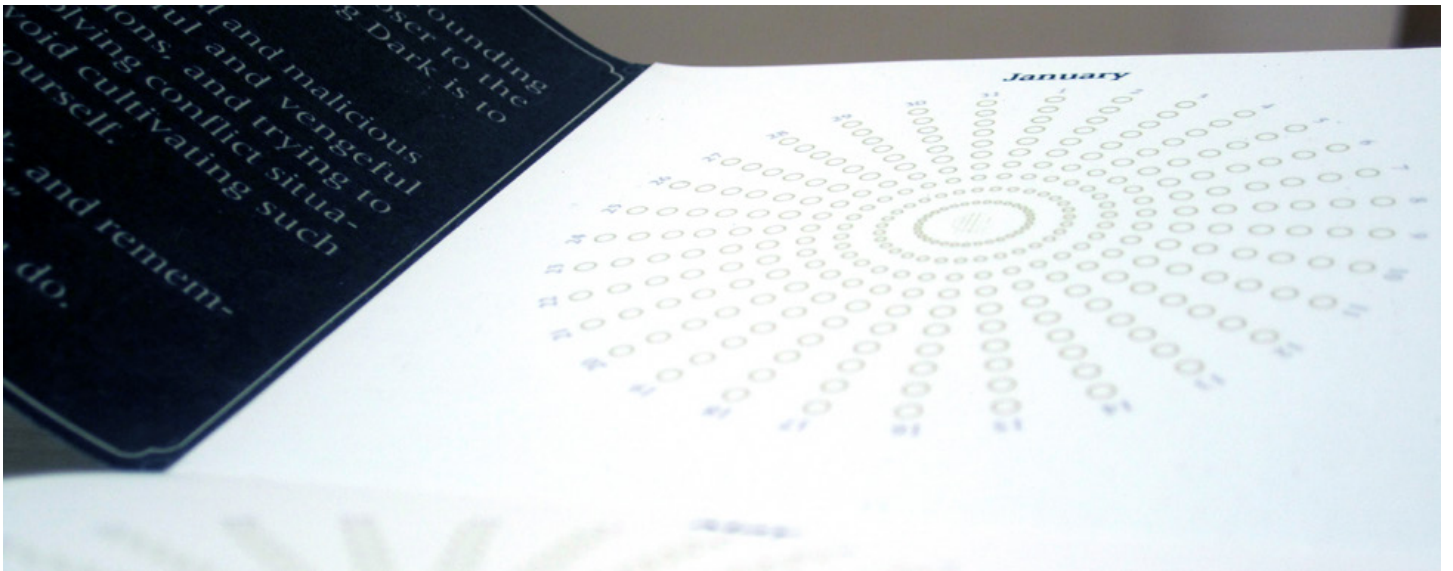
E-READING TO THE FULL

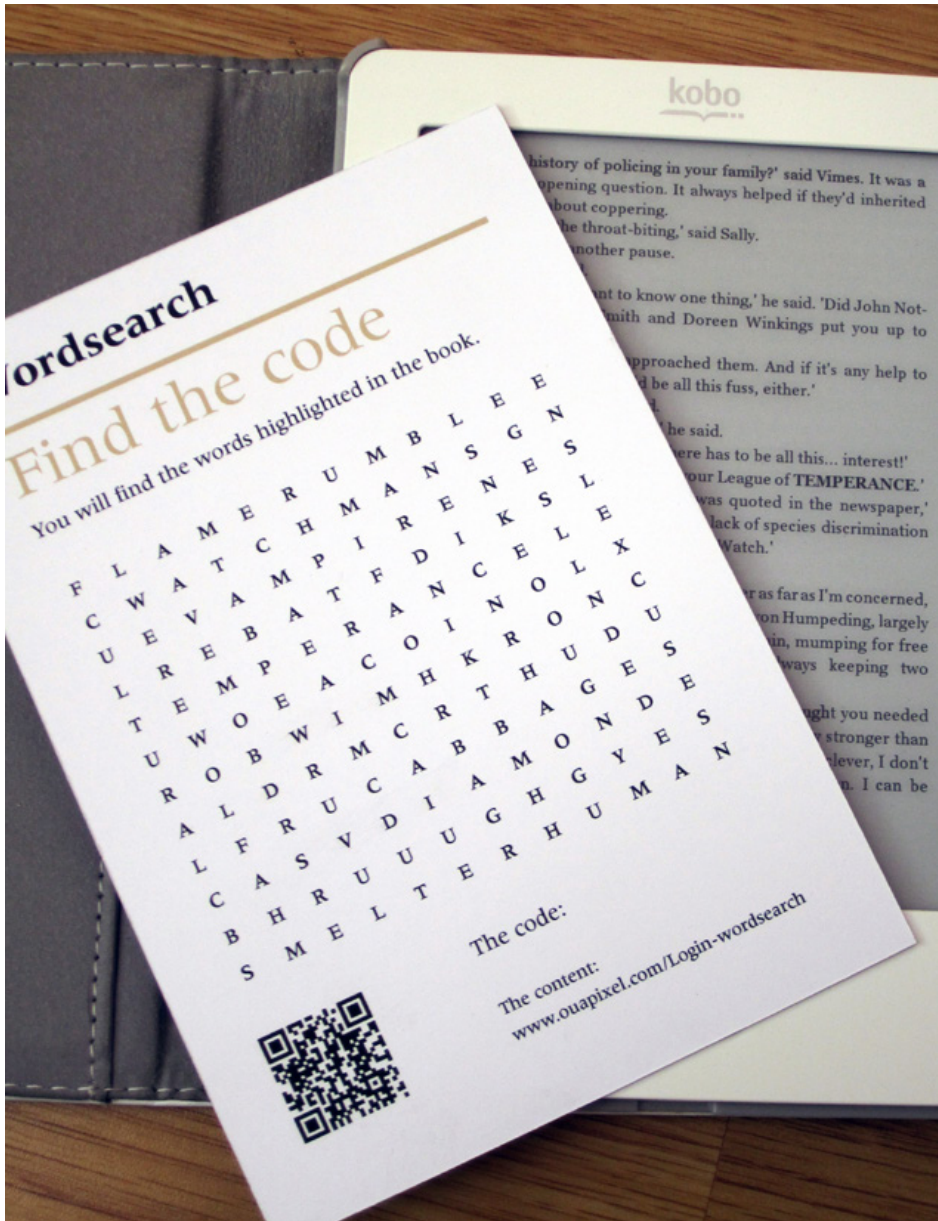
Creating a hybrid reading experience













- SNAPSHOT OF THE QUARTER -

43% OF Q1 REVENUE GENERATED THROUGH DEAL ID.

MULTISCREEN DEMAND IS GROWING.

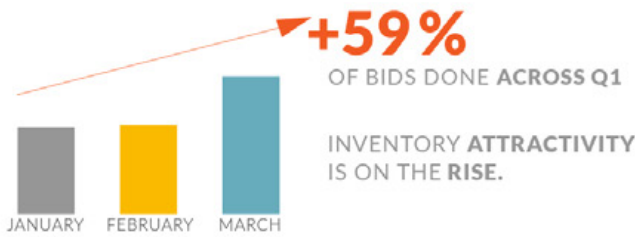


SET TOP BOX - CONNECTED TV



MOBILE

BETWEEN Q4 2015 & Q1 2016, DEMAND SIGNIFICANTLY INCREASED FOR VIDEO INVENTORY DELIVERED ON SET TOP BOX / CONNECTED TV AND ON MOBILE.



- THE DEVIL IS IN THE DETAIL -

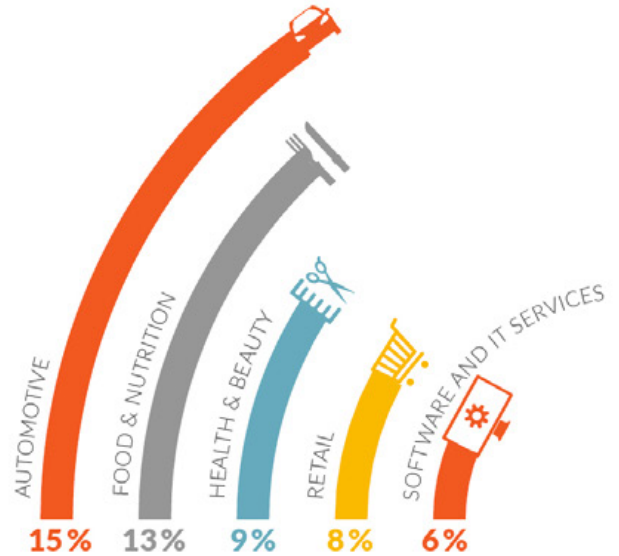
AVERAGE eCPM / COUNTRY



EACH QUARTER, WE WILL FOCUS ON DIFFERENT ECPMS OF THE WORLD.



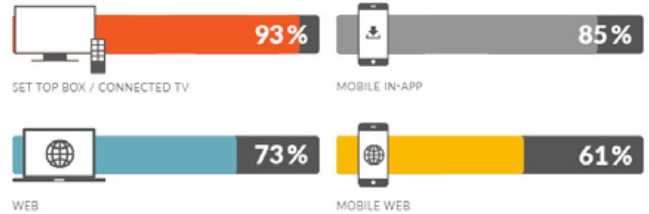
TOP 5 ADVERTISER VERTICALS



- CATCH THE VIEWERS IF YOU CAN -

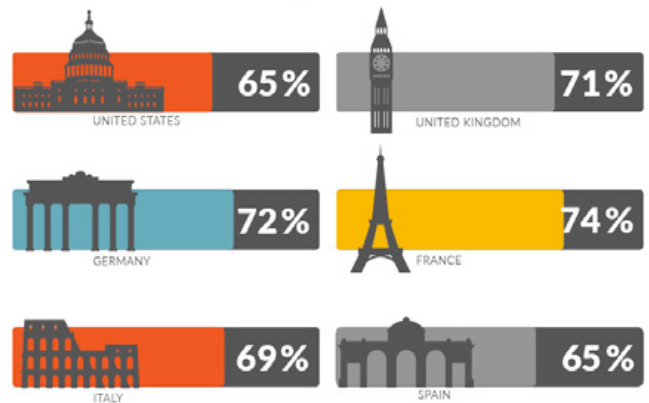
% OF VIDEO ADS SEEN IN FULL (VTR 100)

PER SCREEN ACROSS ALL PRIVATE EXCHANGES



PER COUNTRY

ACROSS ALL PRIVATE EXCHANGES, IRRESPECTIVE OF SCREEN AND FORMAT



THIS IS ANONYMIZED DATA COLLECTED ACROSS THE 150+ PRIVATE EXCHANGES RUNNING ON THE LATEST VERSION OF STICKYADS TV'S SELL-SIDE VIDEO SOFTWARE.

opendatasoft

SHARING TO BE PART OF THE COMMUNITY



IN JANUARY 2021
4.66 BN
PEOPLE AROUND THE WORLD
USE THE INTERNET

Among them, there is a huge community of data producers and sharers spread across the globe. Join us on this journey to create and nurture the open data community.

ODS DATA NETWORK

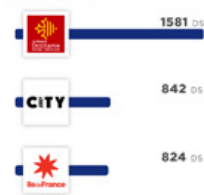
22 587
OPEN
DATASETS

THE DATASET ORIGINS

8 LANGUAGES



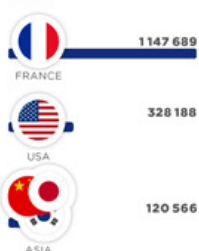
THE MOST PROLIFIC PRODUCERS



THE SHARED DATA

159 MM
**DOWNLOADS &
API CALLS IN 2021**

THE MOST API CALLS IN 2021



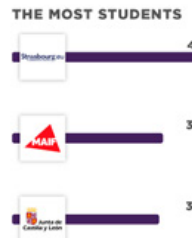
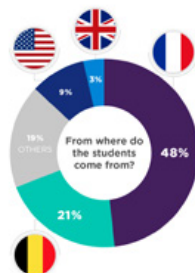
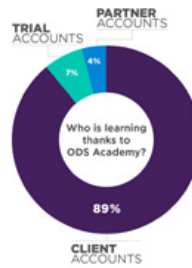
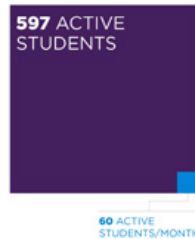
THE MOST DOWNLOADED IN 2021



89 API CALLS
ON AVG/USER

ODS ACADEMY

THE STUDENTS



THE CONTENT

IN THE LIBRARY



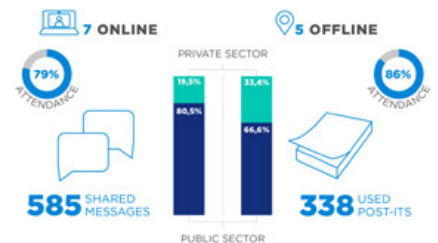
THE MOST FOLLOWED COURSES



185 PROJECTS SHARED
BY CLIENTS

ODS USER CLUBS

12 USER CLUBS
SINCE THEIR LAUNCH IN 2019



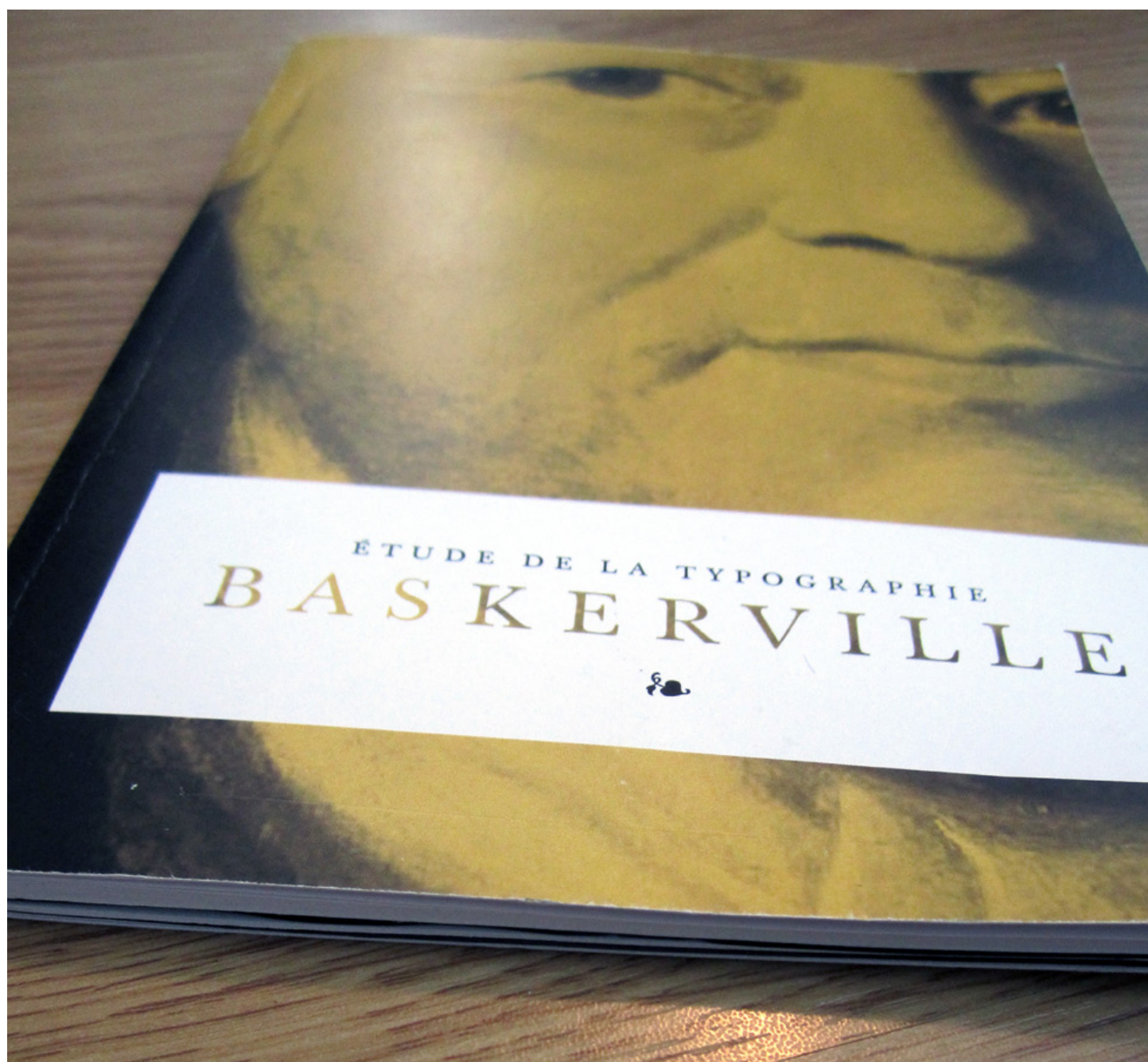
JOIN AN EVERGROWING COMMUNITY
FOR MORE INFO: WWW.OPENDATASOFT.COM

SOURCES
Worldwide digital population as of January 2021, publié par Joseph Johnson, 7 avril 2021, bit.ly/35o5M6P
Opendatasoft Data Network, Opendatasoft Academy and Opendatasoft User Club

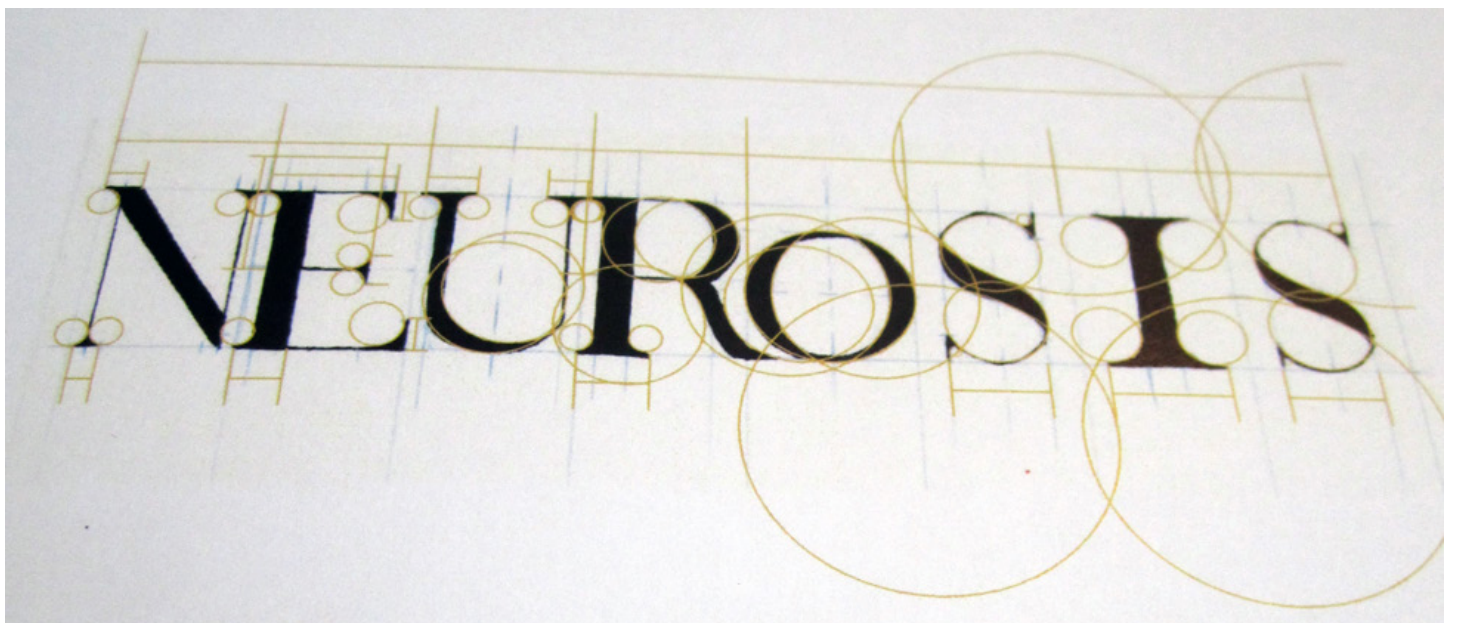
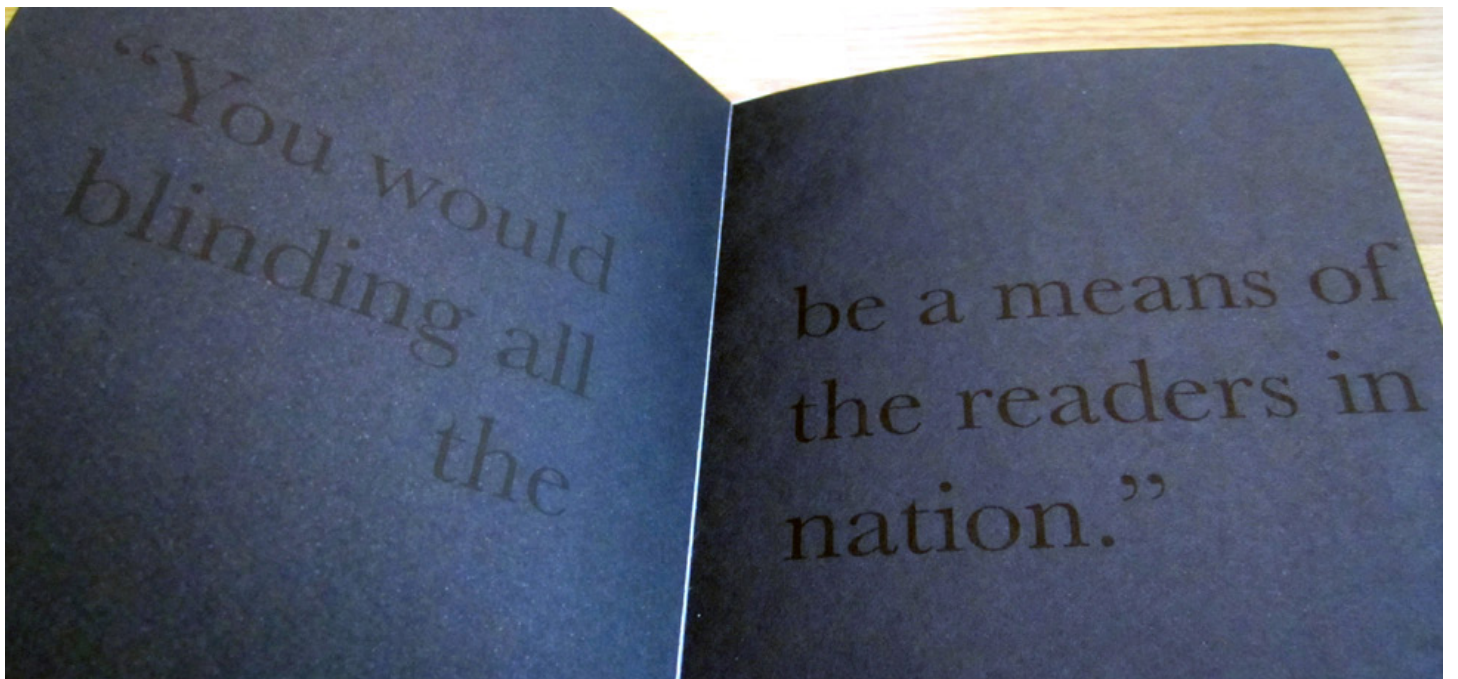
[@opendatasoft](https://twitter.com/opendatasoft) [opendatasoft.com](https://www.opendatasoft.com) [opendatasoft](https://www.opendatasoft.com) **Make your data bright**

BOOK DESIGN

Designing content around the Baskerville font; and a sketchbook.







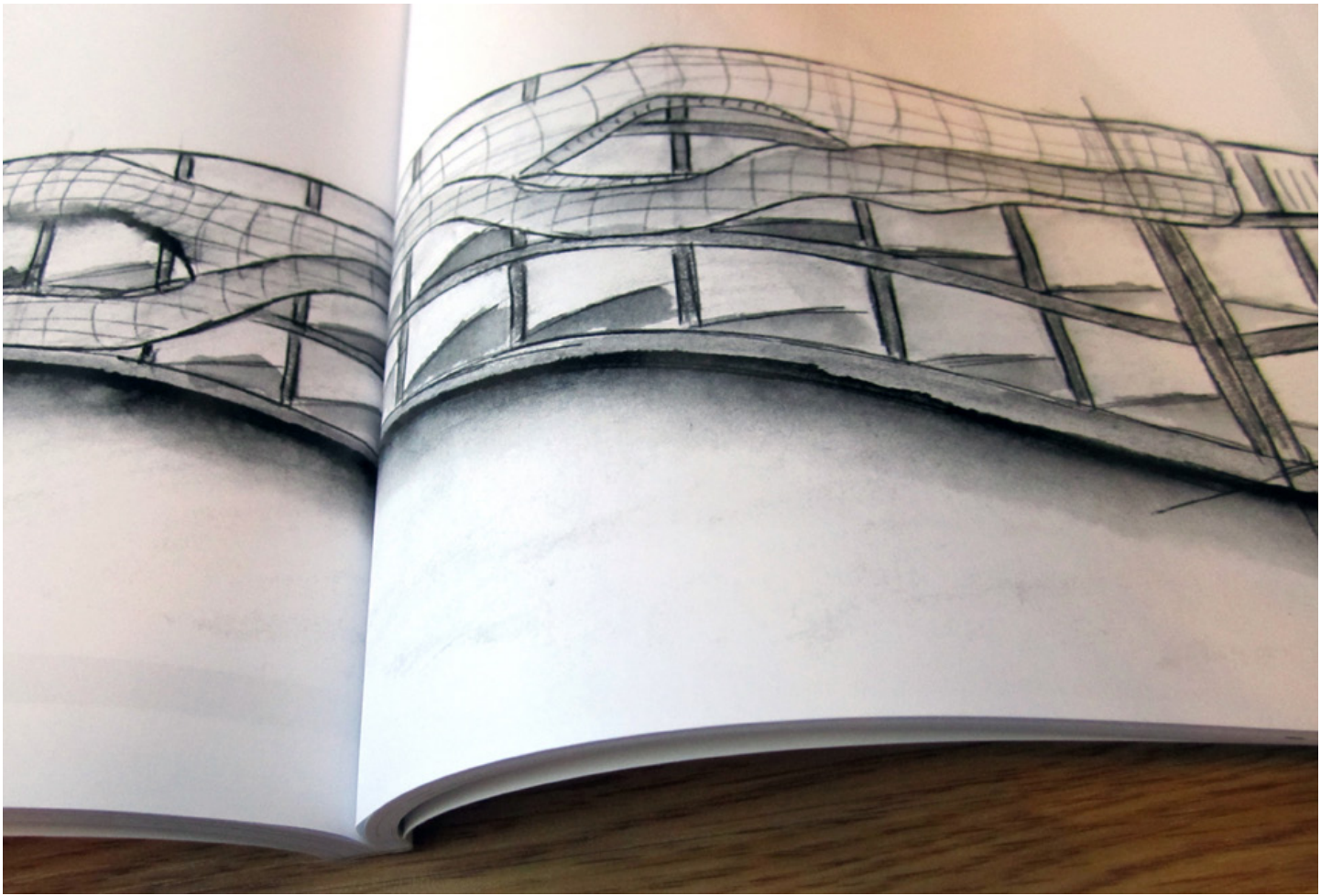
HANDIWORK:

noun

. Something that one has made
or done.

JENNIFER LARRAN

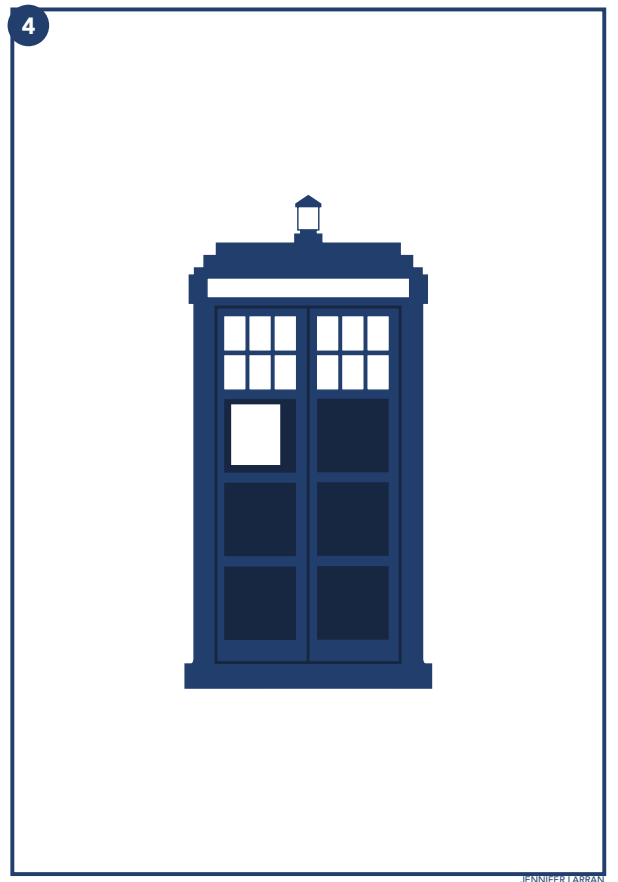
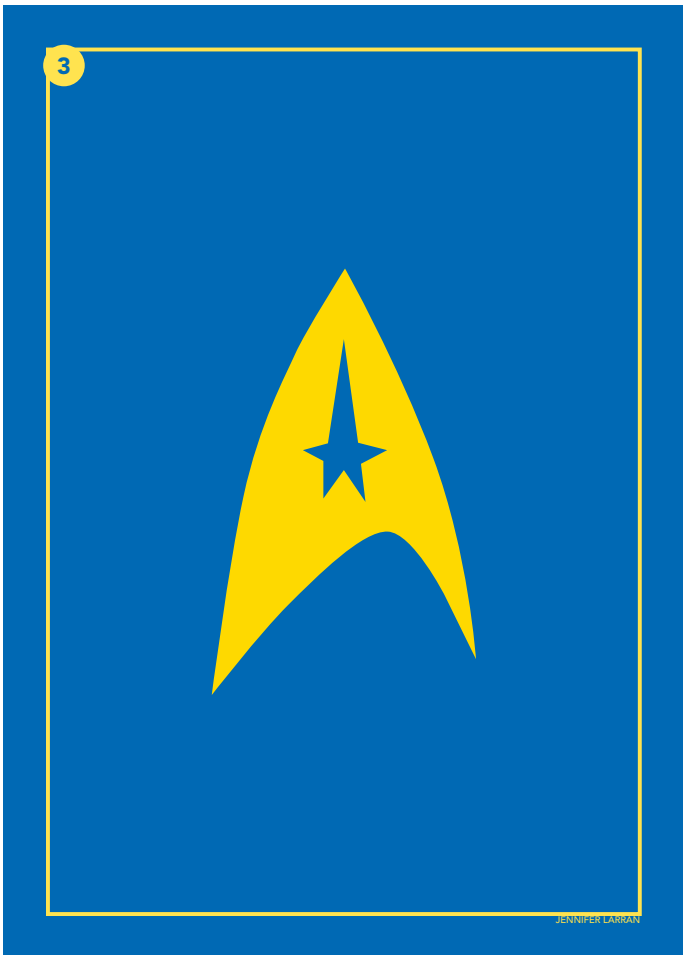
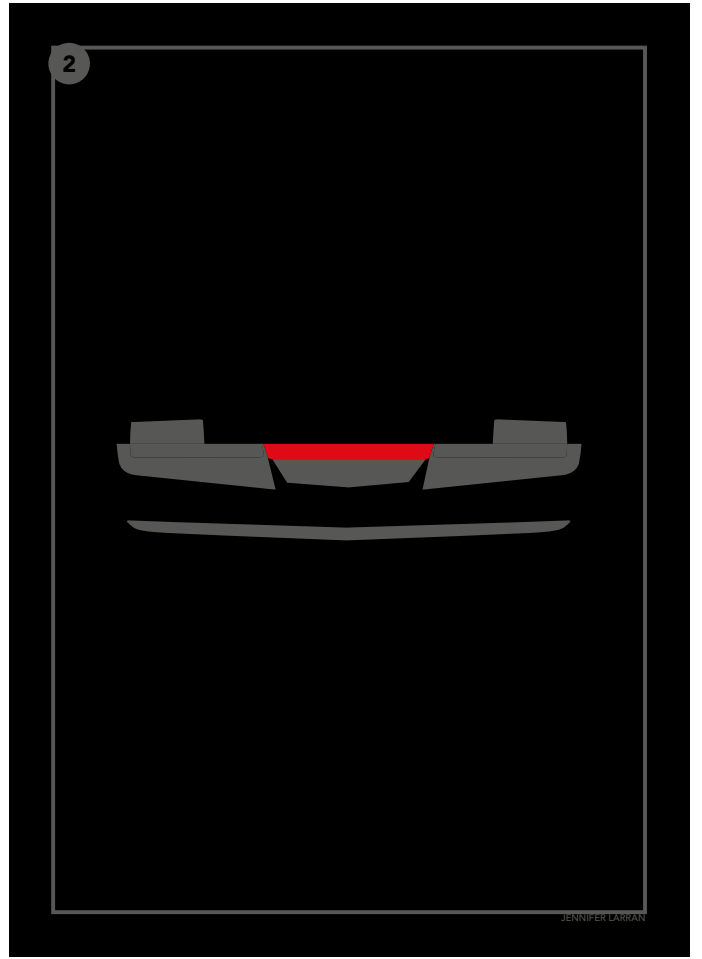
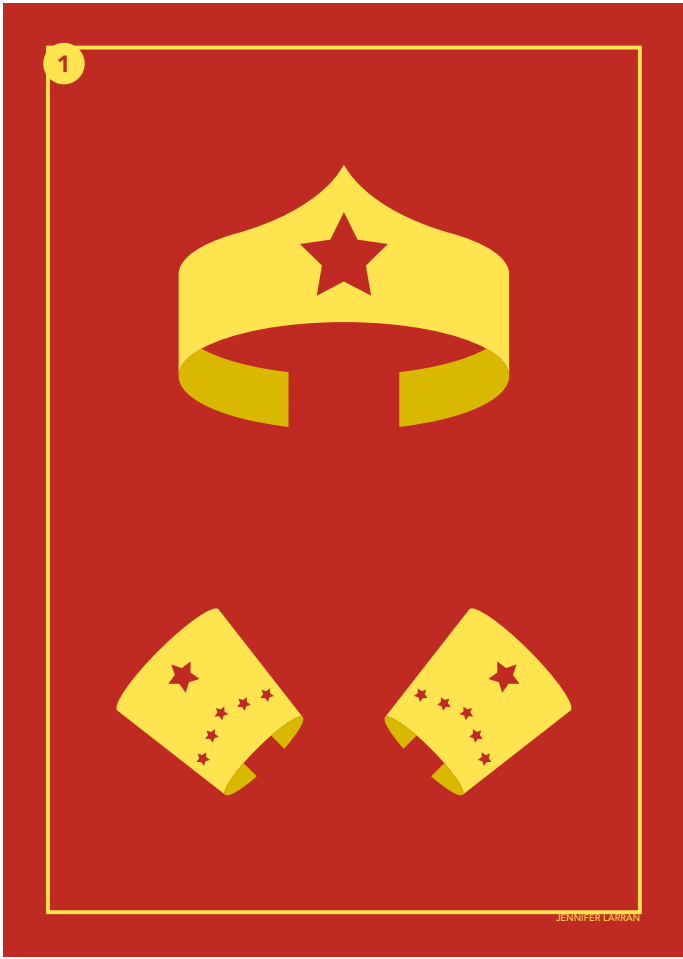




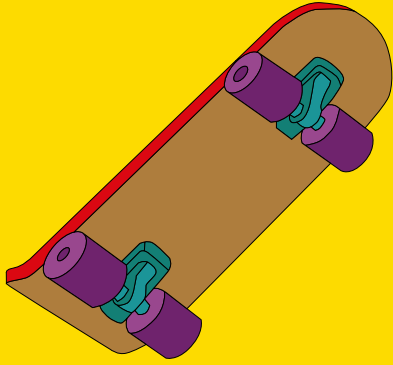
GUESS THE SERIES

A series of posters designed as a guessing game for a FreeWheel client summit in Cologne, Germany.



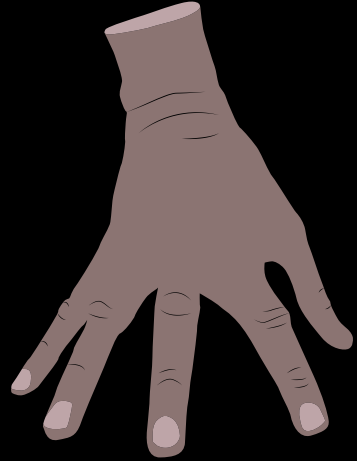


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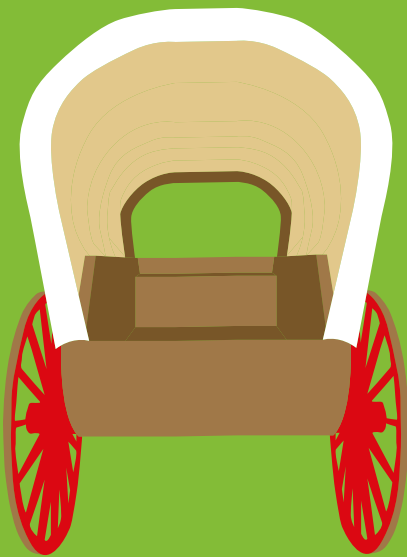
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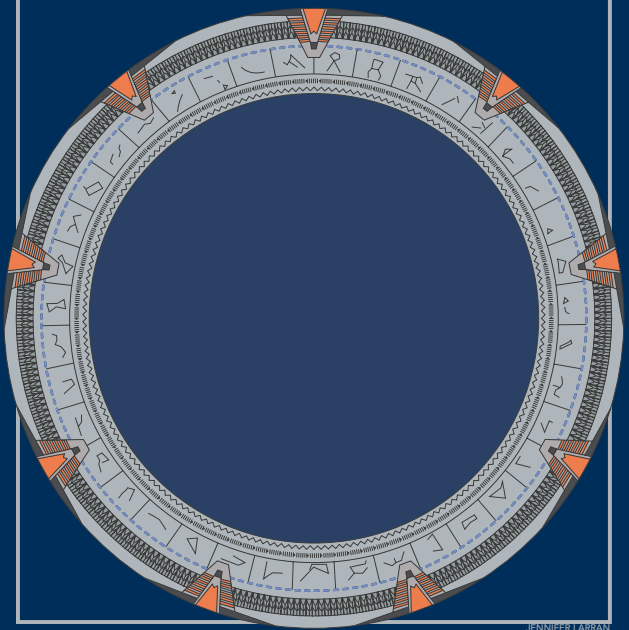
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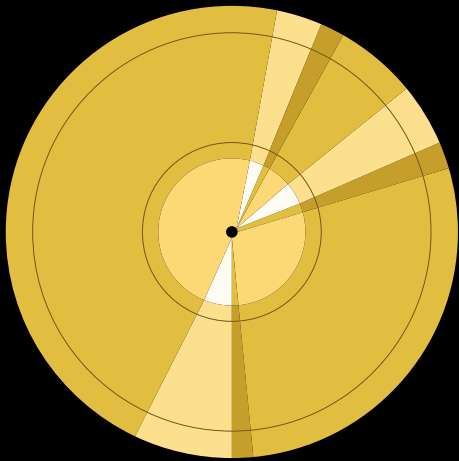
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JENNIFER LARRAN

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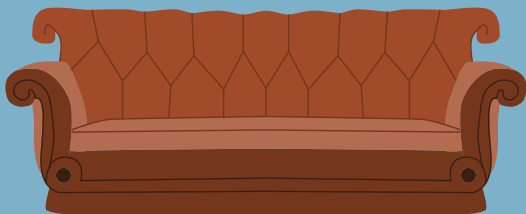
JENNIFER LARRAN

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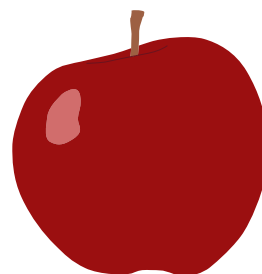
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JENNIFER LARRAN

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JENNIFER LARRAN

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JENNIFER LARRAN

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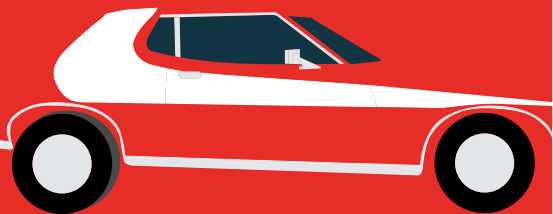
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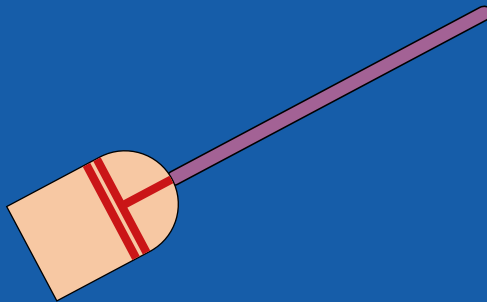
JENNIFER LARRAN

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23:59:59

JENNIFER LARRAN

22



JENNIFER LARRAN

23



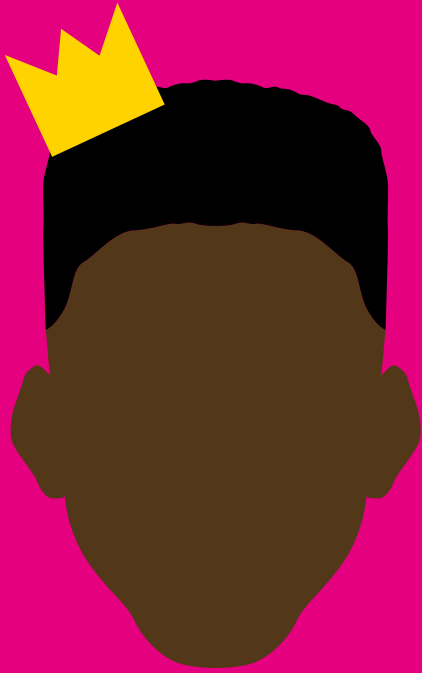
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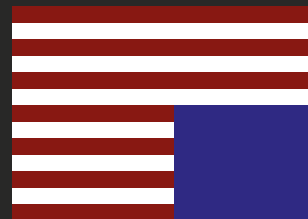
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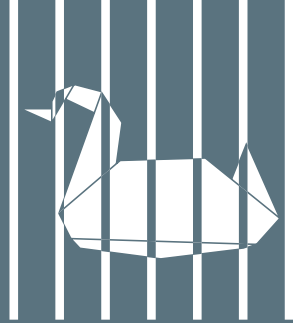
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30



JENNIFER LARRAN

THE SOLUTIONS

- 16 - Desperate Housewives
- 17 - Game of Thrones
- 18 - Sex and the City
- 19 - The X-Files
- 20 - Starz and Hutch
- 21 - 24
- 22 - Bewitched
- 23 - Walker, Texas Ranger
- 24 - Dallas
- 25 - The Fresh Prince of Bel-Air
- 26 - The A-Team
- 27 - ER
- 28 - House of Cards
- 29 - NCIS
- 30 - Prison Break

- 1 - Wonder Woman
- 2 - Knight Rider
- 3 - Star Trek
- 4 - Doctor Who
- 5 - The Simpsons
- 6 - The Addams Family
- 7 - Little House on the Prairie
- 8 - Baywatch
- 9 - The Avengers
- 10 - Breaking Bad
- 11 - Stargate
- 12 - The Walking Dead
- 13 - Empire
- 14 - Mad Men
- 15 - Friends



OPENING

ARCHITECTURES OF HOSPITALITY

CAMILLE DE TOLEDO IN CONVERSATION WITH SÉBASTIEN THIÉRY

Over the course of this enriching conversation between the writer Camille de Toledo, author of *Vies potentielles*,⁴⁷ and Sébastien Thiéry, researcher, author, and founder of *PEROU, Pôle d'Exploration des Ressources Urbaines*, a singular way to think about architecture takes shape, about the city and politics, as well as a certain *savoir-faire* of how to take action – in order to invent “a politics of hospitalities” and “to expand within the territory the scope of that which we could say ‘yes’ to today.”

Camille de Toledo: I would like that we discuss an architecture of hospitality of spaces that welcomes, that embraces what exists, what happens, what years to come into existence. Also, a welcome of the powers to act, of the ability to be of the powers that exist around us in the

present. I also want to hear you discuss this architecture of hospitality, for ultimately any city, with all its architectures, is a form of writing. An invisible writing, all once spontaneous and organized, unconscious and conscious. Hence, it is thus from this place of writing, from the standpoint of a broad interpretation of

writing, that I'm excited to enter into a dialogue with you. I will begin, if you don't mind, this conversation with an anecdote which will, I believe, greatly underscore that which we have to talk about.

⁴⁷ Camille de Toledo, *Vies potentielles*, Seuil, 2010.



Constructing the PEROU Embassy in the shanty town of Rio-Orange. © Chloé Boleat

Back in the nineteen sixties, I was living in Calcutta in India (written as Kolkata for some years now), I used to live on a large avenue called “the Lower Circular Road.” Along the sidewalks, I would walk past makeshift fruits every day. These fruits were made of canvas roofs, a few wooden trestles, and scrap plundered from the city's trash cans... And here was me at that juncture seeing the world in a modern spirit. I felt an outrage of sorts swelling up in me. I started asking myself what is this city

doing; what is the municipality doing for these inhabitants there on the streets, who come mostly from India's very poor states, notably Bihar? Back then, I had this “developer-planner” kind of reaction, this reflex one has that stems from that long tradition of urban planning: how come nobody is taking care of rehousing these families? At that time, the government in Bengal was run by the Communists. My outrage therefore redoubled on account of this failure on the part of institutions

that claimed to be Marxist to come to grips with the matter. After some weeks, I happened to run into a journalist who was working in the neighbourhood. Let him know of my dismay, how can it be, why is there no urban planning in this city, which happened to be run by the Communist Party? Why are these people living there on the streets not taken care of and rehoused? Whereupon, to my utter amazement, this journalist replied that in Calcutta one had to abandon the viewpoint of developer, the modernist, the urban planner. He told me that in this city one had to learn *relinqvish*. Calcutta can only be understood, he told me, by accepting the idea that what appears temporary is actually permanent; that what is there lives and grows like wild weeds, without the possibility of organizing anything. He wrapped up by saying: “That's life, politics can do nothing about it.” In our correspondence, you wrote: “For me, the visible and the invisible, just as the temporary and the permanent, are spurious binaries. Such states can exist in continuity, succeed one another, extend from one to the next, come and go on the path of the same existence. Rather, the question should be what to make present, to what extent and degree can the visible and the invisible underpin each other?”



The PEROU Embassy in the shanty town of Rio-Orange, constructed partly with the architect Julien Buler and the designer Maly Martin © Maly Martin



Figure 13 - TAKING ACTION WITH THE LIVING



You can view and download all the issues from CIFAS' website: cifas.be

2D ANIMATIONS

A project for FreeWheel, as well as exercises during my After Effects certification.



A video presentation of advert integration into websites to help the FreeWheel Sales Team.

Watch it here: bit.ly/3doVmxD



An exercise in reproducing the intro animation to TV channel Arte's Regards show.

Watch it here: bit.ly/319aQwT



An exercise using track matte layers and text.

Watch it here: bit.ly/3rhaOhy



An exercise in double exposure animation.

Watch it here: bit.ly/3D9Fnb3

3D WORK

Projects for my Product Design Bachelor degree, as well as freelance work.

