

2018 predictions: The industry view

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What will happen in the ad industry in 2018? In this exclusive video, MediaCom hears from some of the advertising industry's biggest players.

Not sure what to expect from 2018? Watch below to get predictions from industry leaders, including:

- Tamara Ingram, CEO @ JWT
- Ben Phillips, Global Head of Mobile @ MediaCom
- Simon Gosling, Futurist @ Unruly
- John Campbell, SVP, Global Media @ National Geographic
- Brian Cooley, Editor at Large @ CNET

Enjoy these predictions? [Find out what Sir Martin Sorrell thinks will happen in 2018.](#)

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