



MediaCom wins PlayStation account in South East Asia

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Agency extends partnership which already includes the United States and EMEA

MediaCom has won the PlayStation media account for South East Asia following a competitive pitch. Effective immediately, the appointment covers media planning and buying across all channels.

This win extends MediaCom's relationship with PlayStation having worked with them since 2016 in both the US and across EMEA.

Mark Heap, CEO of MediaCom APAC, said of the appointment: "We are delighted to extend our relationship with such a prestigious and ambitious client. We obviously know them well, having worked with them for three and a half years, so we can't wait to help

PlayStation achieve its growth ambitions in such a vibrant and engaged region.”