

MEDIA COM'S MediaCom's five most-read FIVE MOST-READ articles of 2019 ARTICLES

INSIGHT

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We believe reflecting on the past is the best way to prepare for the future.

In this feature, we pull together our five most-read articles of 2019 and bring back some of the authors to see what, if anything, has changed!

Debunking the tech tax and other programmatic myths (January 2019)

“The proportion of programmatic advertising investment that doesn’t reach publishers is hugely overestimated” said MediaCom’s Oliver Gertz, Managing Director, Interaction EMEA, who called for an honest recalculation in January 2019. We asked Oliver how much has changed since then:

“More and more advertisers have stopped complaining about the opaque industry and instead have sat down with their agencies, their tech partners and publishers to understand the value those partners create and the cost they add. New industry standards like ads.txt and the release of sellers.json has also added additional transparency.”

Sporting glory: Five trends for 2019 (January 2019)

Next on our list is our Worldwide VP of Sport and Entertainment, Misha Sher's article where he outlined his predictions for sporting trends of the year. So, what does Misha think of his own precognition?

“I believe what I predicted 12 months ago didn't just materialise, but the trends have accelerated as we kick off a new decade. This is especially true of the growth around gaming and [women's sport](#); and sustainability has emerged as one of the most important topics in the industry.”

Why brands keep getting voice wrong (February 2019)

“It's time to stop thinking about how to 'do' voice and start understanding how – or even, if – consumers want to interact with your brand (and purchase your products) in this space” remarked Liam Brennan, Global Director of Innovation, on how brands were failing voice. Reflecting almost a year later, Liam says:

“Among clients I work with, a more structured conversation around voice took place using pointers from this article. Some are still exploring the space, and others avoiding after initial, unguided, interest. But with device sales doubling in 2019, there is an increasing opportunity in “voice” for brands.

It was also great to see one of the best examples of “voice” coming from MediaCom, and partners Code. [Mica's Moon School](#) used the personal, interactive and 'lean back' nature of voice – it's well worth a listen!”

Media Planning has moved beyond Byron, Binet and bytes (October 2019)

“As we move forward in time, the craft of media planning will become even more critical as a driver of growth,” stated Steve Gladdis, MediaCom’s EMEA CSO, back in October and believes those lessons will carry on into 2020.

2019 Predictions: What will change the media industry?

One of our most-read articles was our 2019 predictions. Our forecasts ranged into the probable and the possible, from the Chinese media revolution to the further importance of e-commerce in shopping behaviour. So, were we right?

[Click here](#) to now see what we predict in 2020.

Thank you to all our contributors and readers for your support in 2019. In 2020 we will be bringing you more opinion, new insights and fresh perspectives to provide inspiration throughout the year!

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