



PODCAST: What's changed in the agency world?

OPINION

NICK LAWSON, CEO EMEA AND GLOBAL CLIENT PRACTICE 08 AUG 2019

Mediacom's Nick Lawson on what defines a media agency in 2019, what's changed, and what's coming next...

In this podcast, Nick Lawson, MediaCom's CEO EMEA and Global Client Practice, speaks to Kantar about the changing world of the media agency, how the industry has evolved, why clients look to media agencies for growth solutions, and what the future might look like.

Will technology replace people or just boring tasks? What skills do agencies need? What role can media agencies play? And why has Nick stayed at the same company for 28 years? Listen below to find out...

This podcast was first published by Kantar [here](#).

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