

Three Wishes with... Deirdre McGlashan

DEIRDRE MCGLASHAN, CHIEF DIGITAL OFFICER, MEDIACOM 09 JAN 2019

What's your wish for media in 2019? In this interview, Deidre McGlashan, MediaCom's Chief Digital Officer, shares her thoughts with CMO Today

CMO Today: What's your wish for media in 2019?

Deirdre McGlashan: That we start to move away from planning around channels to planning around mediums.

An 80-year-old watching long-form video content on a big screen in a living room is probably watching something being broadcast; we would consider that TV. A 20-year old will probably be watching long-form content slung on to that large screen by an app or YouTube. But the experience is the same regardless what its channel or origination is.

CMO: What's your wish for technology and platforms next year?

DM: I do wish that we as an industry stop with the acronyms, use common language and de-myth a lot of things. I don't think anybody does it maliciously: I think we are all so deep in our own specialities that shortcut is just language for us and sometimes we have to remember that in order to speak to a larger audience, we have to de-myth and we have to de-acronym.

CMO: Do you have a personal goal you'd like to achieve in 2019?

DM: I love learning. Every year I always set a goal to learn something new in the new year or pick up a new hobby. I know that I'm going to see our LATAM (Latin America) team toward the end of Q1. So my one wish is that I can really pick up some Spanish in Q1 before I go to make the experience better for them—and for me!

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