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NEWS

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MediaCom and Thinkbox
& thinkbox
Televisionaries event

televisionarie

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08 DEC 2020

Last week we teamed up with Thinkbox to bring our clients an exclusive Televisionaries event.

Featuring a panel Q+A with our very own *Managing Director* Satin Reid, we were joined by Matt Salmon, *Interim Director of Sales* at Channel 4; Kate Waters, *Director of Client Strategy and Planning* at ITV and John Litster, *Managing Director* at Sky Media for a candid and thought-provoking discussion on the future of TV.

Our audience had the chance to hear about TV's newest opportunities and innovations, how viewing has been impacted by Covid and how consumers have responded and how this might change/continue.

To find out more about the content we covered, you can watch the session back via the

video below!

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