

**MEDIACOM**

EVENTS

# The MediaCom Edinburgh presents 'The Future of AV' future of

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NICOLA CLARK - MARKETING CO-ORDINATOR 11 SEP 2019

We're in a platinum age of TV content but the fragmentation of how, where and when we watch is making it harder for advertisers to find the right route. Join us as we discuss the issues surrounding the future of AV at our next MediaCom Engage event in Edinburgh

The event will take place on Thursday 26th September in Symposium Hall, Surgeon's Quarter, Edinburgh.

So if you want to find out what the future holds according to the likes of Sky, YouTube, Thinkbox and Canvas8 then [click here](#) to reserve your space.

Registration will open at 9.00am sharp for a 9.30am start and we expect the event to finish at around 1.00pm after a Q&A session hosted by Maud Cant, MediaCom Edinburgh's Head of AV.

This is a free event but tickets are limited so be sure to sign up for this entertaining and enlightening morning ASAP to avoid disappointment!

Speakers will include:

### **Sam Olive – Thinkbox**

Sam has worked in the industry for 18 years with a specific focus on TV for the last 12. After working agency-side (including a stint at Mediacom London) and for a media consultancy Ebiquity Sam joined Thinkbox in 2016 as Planning Controller where he helps spread the word of the power of TV to the industry.

### **Rufina Lawani – Sky**

Following a brief stint in a marketing role, Rufina started her 15-year media career in 2004 at ITV in Manchester. Despite her initial horror at the amount of fuss involved in booking a centre break spot in Coronation Street, she has stayed in TV ever since, swapping ITV for Sky Media after a year before heading south to work in London at Digital Media Sales. She returned to Manchester and to Sky Media in 2011 and now looks after all major media agency business outside of London, with the focus on both addressable and linear platforms.

### **Lucy Bristowe – Sky**

Lucy has worked in Television Research and audience measurement for 20 years and joined the business as a Sky graduate. She then worked at Channel 4 before returning to Sky where she has worked for the past 13 years. Her team support Sky Media, the advertising sales arm of Sky. She is responsible for innovation in measurement and

effectiveness studies for brands that use Sky. The team have developed best in class brand measurement tools and capabilities for Sky AdSmart and for VOD. Lucy is a BARB and TAM Ireland Board member.

### Tom Sherwood – Google/YouTube

Tom has spent the last 3 years at Google where he works as the UK Product Lead for TV and Broadcast; spending his days thinking about the future of the TV and Video industry. Prior to joining Google, Tom spent the best part of a decade at PHD working in TV teams where he learnt the difference between a PIB and a JIC.

### Megan Carnegie – Canvas8

Megan Carnegie is the Library Editor at Canvas8, where she edits in-depth reports on culture, society, and human behaviour for a broad range of clients — including major news networks, charities, and Silicon Valley's biggest technology companies. She works with a team of in-house and freelance writers to deliver well-informed, on-the-ground perspectives on what's impacting people and the world around them. Prior to Canvas8, she was a freelance journalist and editor for TimeOut London, TimeOut Paris, Courier magazine, and The Guardian. She has a degree in English Literature and French and an MA in magazine journalism.

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