



MEDIACOM

NEWS

How Hispanic Speaking Audiences are Helping Reshape Media Companies Plans

THOUGHT LEADERSHIP

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Sasha Savic, CEO, MediaCom US & NBCUniversal's Laura Molen, President – Advertising Sales & Partnerships discussed the New Majority Ready™ (NMR) in the C Space Studio during CES 2020.

The New Majority Ready™ coalition helps brands get ready to engage with the New Majority in America, starting with an understanding of where they are today via a maturity framework

[Watch the full video here.](#)

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