**Media Matters**

*Without media, an idea is just an abstract thing with no audience. It’s the engine of the industry - and one that is changing rapidly. We want to catch up with leading media planners to find out a bit about how the field has changed and their take on some of the current hot-button topics.*

*Please share your headshot and any relevant files/links.*

What was it about the world of advertising media that pulled you in? What did you do before you got into media?

Over the course of your career, what have been the most significant changes you’ve seen in the media side of the industry?

What was your first job in the media industry and give us a taste of the path that your career has been on?

In more recent years, which projects or clients have proven to be the most stimulating and satisfying to work on and why?

In media, an understanding of human behaviour is so important - what are some of the most interesting changes you’re seeing in terms of how we behave with and interact with media?

Brand safety is more important than ever and consumers and campaign groups are increasingly holding brands to account for the media they choose to spend on - what are your thoughts on this phenomenon and how are you and your teams navigating it?

What do you think are the most pertinent debates happening in the media field right now?

Decoupling, recoupling, creative agencies trying to build media functions, media agencies creating content studios… what’s your take on the relationship between creative and media and where do you think it’s going?

The wider industry has become really obsessed with artificial intelligence, but media has been using variations of AI and algorithmic automation for some time - what’s your take on the longer term influence of AI on media? Are there any aspects of media planning that you think AI could still have a big impact on?

More attention is being paid to the environmental impact of various media types, particularly in digital - where do you think the industry is in terms of tracking that impact and minimising it?

As an industry, we’re obsessed with the new - and for good reason, it’s often where the money lies! But are there any more traditional forms of media that you think we’re sleeping on a bit or that you think still make a big impact when it comes to connecting with consumers?

Who are your media heroes and why? ANd what sort of media do you enjoy?