

# Deirdre McGlashan on "The digitally distracted consumer" at DMEXCO

OPINION

BY DEIRDRE MCGLASHAN 23 SEP 2015 1 min read

## MediaCom Chief Digital Officer Deirdre McGlashan discusses global digital media trends at DMEXCO 2015

Consumer multitasking has become the norm. Across western Europe and around the world, media fragmentation is rampant, and the challenges and complexities facing media buyers and sellers have never been greater. At this year's DMEXCO 2015 in Cologne, eMarketer chairman Geoff Ramsey and MediaCom's Chief Digital Officer Deirdre McGlashan discussed these global digital media trends and showed how to catch the attention of the digitally distracted consumer. They go through the important numbers, dissect overlapping media trends, reveal surprising opportunities, and provide a clear road map of where the media — earned, owned, and paid — are heading.

## OPINION