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Lindsey Evans, Gai Le Roi, Liana Dubois, and Paul MacGregor among Next of the Best judges

MW by Mediaweek
Posted on 8 March 2024



Mediaweek has recruited some of the industry's most influential leaders to judge the 2024 Next of the Best Awards.

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Mediaweek has recruited some of the industry's most influential leaders to judge the 2024 Next of the Best Awards.

The cross-industry panel includes: **Venessa Hunt**, director of commercial strategy and growth at ARN; **Ryan Menzes**, CEO at GroupM Nexus; **Samantha Cooke**, head of product marketing Samsung Ads; **Gay Le Roi**, CEO IAB; **Paul MacGregor**, director of strategy & marketing at Val Morgan; **Liana Dubois**, CMO at Nine; **Darren Woolley**, CEO of Trinity P3; **Sam Buchanan**, CEO at IMAA; **Lindsey Evans**, Partner at Special; **Rochelle Burbury**, Principal at Third Avenue; **Renee Sycamore**, executive general manager NewsAmp, News Corp; **James Young**, regional director ANZ Pubmatic; and **David Mott**, CEO & MD at ITV Studios Australia.

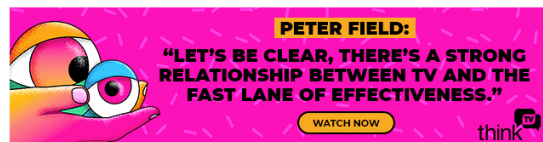
More judges will be announced next week.



The awards celebrate the current and future leaders based on the impact and contribution they are currently making to their company, sector or the wider industry.

This year's awards have removed the age-based criteria and will now recognise individuals across the industry who demonstrate influence and leadership skills in driving the industry forward – whether through innovative thinking, new approaches to content, driving culture, pushing boundaries or providing inspiration to others.

The awards categories span all areas of the media, advertising and marketing industry, including ad tech, audio, creative agency, data & research, marketing, media agency, new business, sales, social media, TV, PR and publishing.



There are also awards recognising the individuals driving culture within organisations, in addition to the change-makers and overall leadership award.

The **Mediaweek Next of the Best entry portal** will close on 1 April.

The awards will be presented at a ceremony on 13 June 2024 at the Ivy Ballroom.

Click [here](#) for more information.

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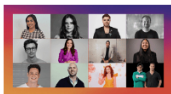


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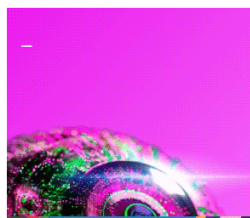
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LISTNR unveils AdTech Hub, adtech suite for agencies and brands

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Seb Rennie: "It is a game-changer for the audio industry, business owners, marketers and media agencies."

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LISTNR has launched an advertising technology suite of innovations and services called LISTNR's **AdTech Hub**.

The AdTech Hub will offer commercial opportunities in digital audio for agencies and brands. The new suite leverages LISTNR's owned and operated model with its known user base of 1.8 million-plus **listeners**.

LISTNR's AdTech Hub's 'big three bets' include increased personalisation and targeting, extensive dynamic creative optimisation, and an Australian-based CDP and first-party data clean room solutions and services.

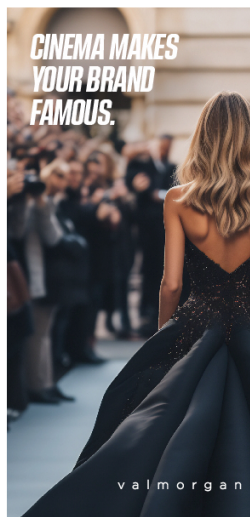
SCA's chief commercial officer, **Seb Rennie**, said: "LISTNR's new and advanced AdTech Hub brings together the massive reach and audience of digital audio across LISTNR's owned and partner brands, without geographic boundaries. LISTNR's AdTech Hub will enable the measurement of every campaign's ROI across an unrivalled audio ecosystem.

"This will ensure our advertiser's budgets go further, and engage more people, more effectively. It is a game-changer for the audio industry, business owners, marketers and media agencies."

Executive head of LISTNR commercial, **Oily Newton**, added: "When it comes to advertising to digital audiences in 2024, times have never been more challenging for brands. As the industry adapts to the discontinuation of third-party cookies, advertisers must explore alternative privacy-preserving data solutions to anticipate the evolving digital landscape.

"LISTNR's new app, along with its new AdTech Hub and advanced technology capabilities and services, will offer a frictionless universe of advertising options that deliver ROI for brands and add value for advertisers and listeners."

Hatched head of digital, data, and tech, **Denise McCormack**, said: "At Hatched we understand that the ability to safely and effectively apply our clients' data via clean room solutions will be pivotal to campaign successes in 2024 and beyond.



"We're excited by LISTNR's AdTech Hub, as its perfectly aligned to our business strategy and our addressable product, HatchedID. We can't wait to work alongside them to advance the Australian digital audio industry."

The announcement of AdTech Hub comes as SCA responded to the takeover proposal from ARN and Anchorage Capital this week.

The message from the board is that the offer is not enough and it wants a revised proposal.

In a release to the ASX, the board responded to the complicated plan to acquire all the SCA radio and TV assets and break them up into three, or possibly more, separate businesses.

See also: Triple M takeover: SCA finally says 'no' to ARN/Anchorage and open to revised proposal

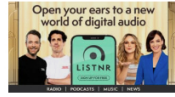
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By **Tess Connerly**

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