



THE FUTURE OF MEDIA

THINK GLOBAL. ACT LOCAL.

Speaker: Katerina Mitchell (Communications Director)

MEDIA'S FUTURE UNFOLDS

- **Extreme Attention Fragmentation**
- **Algorithm-led information flow**
- **Content overload and fatigue**
- **Local relevance drowned by global volume**
- **AI is reshaping the media experience**

GLOBAL PLATFORM DOMINANCE

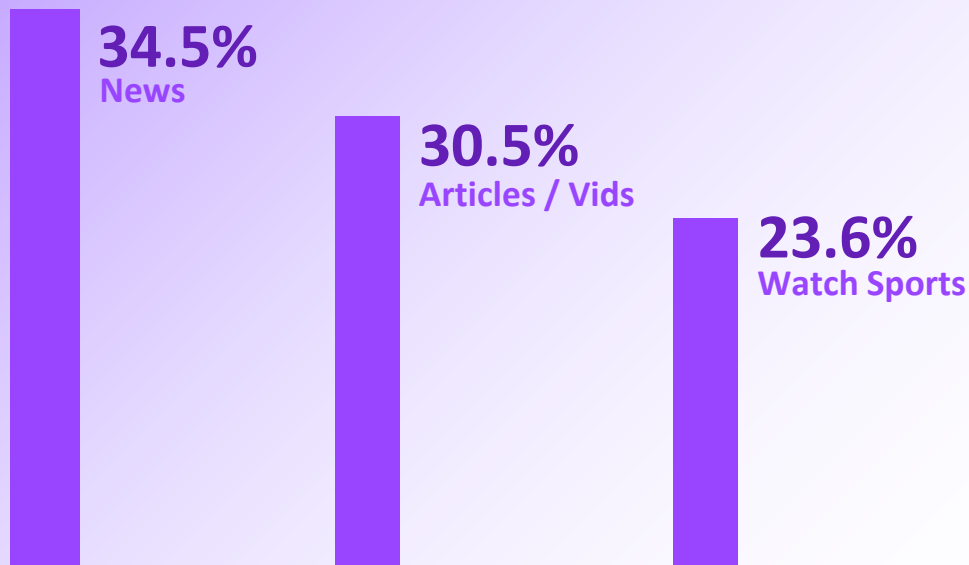


6.3 hrs
daily online

34.5%
on social media

GLOBAL PLATFORM DOMINANCE

REASON FOR USING SOCIAL MEDIA





GLOBAL PLATFORM DOMINANCE



70%
world's
digital ad spend
goes to global giants

NEW MEDIA MODELS EMERGING

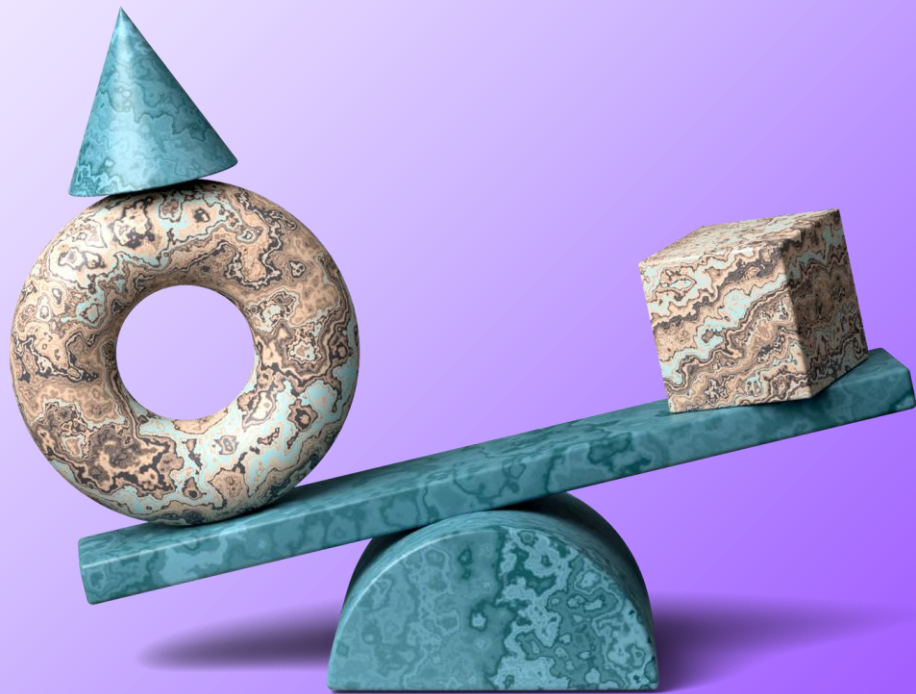
COLLABORATIVE MEDIA ECOSYSTEMS



g r : v : t :



TIPPING POINT OF LOCAL MARKETS



LOCAL MEDIA

ROOTED IN TRUST POWERED BY INSIGHT

- Knowledge of audience behavior and culture
- Content authenticity
- Contextual relevance to audience
- Trust-based relationships with readers / viewers



REDEFINING THE EXPERIENCE

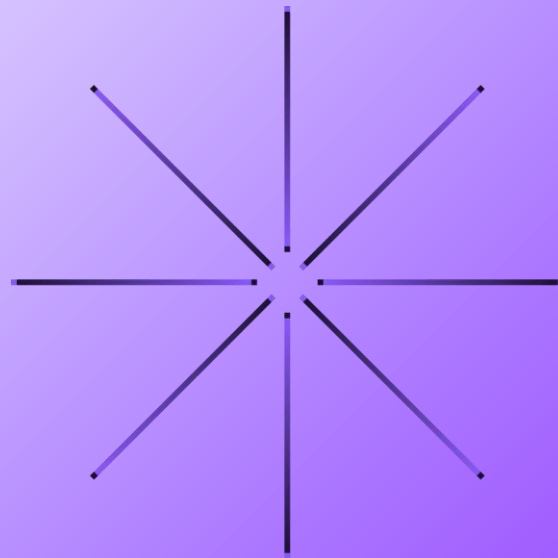
RECLAIMING VALUE



WHY WE ADVOCATE THIS?

Rooted deeply in the local market

- ↗ since **1997**
- ↗ **500+** Local GR Media
- ↗ **250+** Agencies & Brands



Offering future-proof solutions

A MODEL FOR **g**LOCAL SYNERGY

Effective in Greece since 2018



- **50+** premium Content Providers
- **420+** trusted Local Publishers
- **700+** fresh video moments/daily

A LIVING NETWORK OF VALUE

glomex 

- **Content creators reach more audiences**
- **Publishers access quality video at scale**
- **Tech-driven & Insight-powered environment**
- **Shared infrastructure, shared growth**

THE EXPERIENCE PEOPLE COME BACK FOR

glomex 



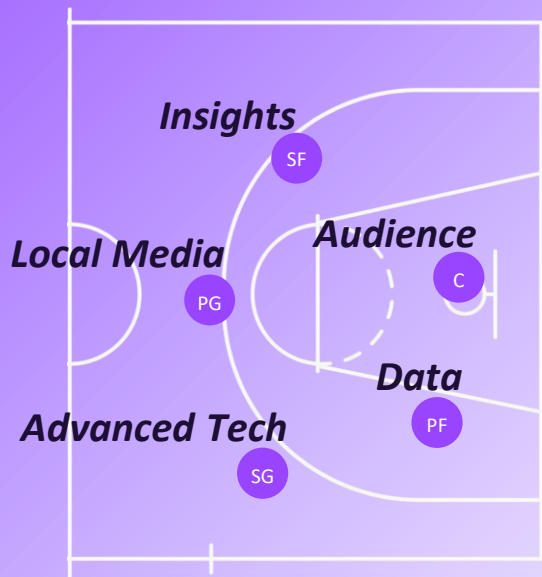
A NEW VIDEO AD OFFERING

BUILT FOR MODERN BRANDS

- **Reach at Scale**
- **Brand-Safe, Trusted Environments**
- **Local Relevance & Cultural fit**
- **Intelligent Targeting**
- **Measurable Performance**

ROSTER

TEAM CYPRUS



CYPRUS MEDIA ECOSYSTEM

**WE'VE GOT THE COURT,
THE PLAN,
AND THE TEAM.**

LET'S PLAY



THANK YOU!

