

Content, data and technology: Which matters more

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Content, data, technology. Which has the biggest effect on achieving advertising greatness?

<https://youtu.be/e181lgXFDqA>

This is the question three media mavericks tackled at this year's **Advertising Week Europe**.

James Morris, Global Head of MediaCom Beyond Advertising, Casper Schlickum, co-founder and CEO of Xaxis and Jay Stevens General Manager, International at the Rubicon Project each defended their corner in a fun a feisty shoot-out.

The session was moderated by Nigel Clarkson, MD and commercial director at Yahoo!.

Here's what they had to say.

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