

Dialog Television Hosts 'An Exclusive Evening' to Explore the Future of Media in Sri Lanka



L-R: Isuri Alahakoon, Manager – Corporate and Sustainability Communications, Dialog Axiata; Sabry Haniz, Vice President and Director, MullenLowe Sri Lanka; Lalith Sumanasiri, MD, Ogilvy Digital, Ogilvy Media, and Geometry Global; Lakindu Herath, Associate Director – Strategy and Integrated Media Planning at Wavemaker; and Kavi Rajapaksha, Chief Marketing Officer, Sunshine Consumer Lanka.

An exclusive evening hosted by Dialog Television brought together media and marketing leaders to explore the future of media, featuring a notable panel discussion titled "The Future of Media in Sri Lanka." Moderated by Isuri Alahakoon, Manager of Corporate and Sustainability Communications at Dialog Axiata, the panel featured some of the industry's most respected voices: Sabry Haniz, Vice President and Director, MullenLowe Sri Lanka; Lalith Sumanasiri, MD, Ogilvy Digital, Ogilvy Media, and Geometry Global; Kavi Rajapaksha, CMO, Sunshine Consumer Lanka; and Lakindu Herath, Associate Director of Strategy and Integrated Media

Planning at Wavemaker.

The conversation addressed key themes such as television's relevance in a fragmented media landscape, the importance of integrated media planning, engaging content, and advanced human-centered audience.

Sabry Haniz opened the discussion by challenging the idea that television is losing relevance. He argued, "Television is evolving and remains a powerful force for connection, especially in places like Sri Lanka. Its future lies in digital collaboration, local storytelling, and diverse voices. Ultimately, the future of TV will be defined by the stories that resonate."

Brands need to rethink their planning strategies for a multi-screen world. As audiences navigate television, mobile, and other platforms, maintaining consistent messaging becomes crucial yet complex. Integrated Media Planning (IMP) is vital for achieving unified messaging, especially in hybrid markets like Sri Lanka.

"In today's horizontally expanding and fragmented media landscape, Integrated Media Planning is no longer an option but a necessity," Lakindu Herath explained. "Like an orchestra, where each instrument plays a beautiful tune individually but creates a powerful symphony when coordinated, IMP strategically orchestrates media investments across diverse touchpoints to maximize reach and ensure every rupee delivers optimal impact across the complex consumer journey."

From strategy to content, the discussion naturally turned to the substance of the media itself. In a world of limitless choice, the quality and relevance of content remains the cornerstone of consumer engagement. As Kavi Rajapaksha said, "The future is all about experience, and the quality of brand content is the most crucial ingredient in a successful marketing strategy. While we cannot predict the future of TV or any other platform, one truth remains: people will always seek great, engaging, relevant content, regardless of the platform."

Panelists highlighted the importance of going beyond demographics in audience targeting. Lalith Sumanasiri said, "In today's fragmented media world, effective targeting involves understanding people, not just platforms.

By focusing on mindsets and viewing TV as a strategic anchor, we can create experiences that resonate across multiple screens throughout the consumer journey."

