



MRG Conference London

19th November 2026

Conference Programme

Registration starts at 08.30 am | Conference Starts at 09.00am

Following session sponsored by UKOM

'Reel People: Understanding cinema audiences'	Cinema First / DCM / Pearl & Dean / Differentology	Sharon Reid, Dan Barnes, Michael Tull & Anna Cremin
Trailblazers - 25 Years of TV	BBC Studios / Craft	Laurie Kearns, Konrad Collao
Goals Not Needs – The truth behind how people make decisions about what to listen to	Bauer Media	Dr Ayesha Taylor-Camara, Erica Kawamoto
Trust Me, I'm a Publisher: The Behavioural Evidence Behind Publisher-Led Creator Content	Mail Metro / Element Human	Florence Bynorth, Dr Hamish McPharlin
Panel : Room 101	Chaired by Reece Carpenter, Disney	Laura Rowe ,OMD, Max Minckler, Google, Euan McKay, Route, Jason Brownlee, Colortext, Emma Pipe, News UK

Coffee Break

Following session sponsored by TGI

Scrolling Stopped - Understanding What the U16 Social Media Ban Really Means	Magenta	Dr Jo Meredith
The Boarding Pass to Attention	JC Decaux, Tobii	Nick Drewe, Joff O'Connor
The New Playbook for Thought Leadership	Bloomberg	Phil Robinson
The Rift: The Divide Between young people and the future	Starling Strategy, Tapestry	Speakers TBC
Twenty Years, 33 Million Timeslots, One Diary	IPA	Graeme Griffiths

Lunch

Following session sponsored by TRP

Panel: The Meaning of 'Live'	Keynote: TBC Chaired by Nick Fisher, Hook Research	Arun Chotta, ITV, Grace Jasper, BBC, Doug Whelpdale, Barb
The State of AI in advertising: charting the shift from automation to autonomy	IAB, MTM	Si Hunt, Caroline Wren
How Young People Think About Trust in an AI World	BBC, Ipsos	Renuka Gupta and Tim Bond
The Upper Third: Challenging Assumptions and Reframing Age in Media	Narrative, Red C Research	Kate Gartland, Stella Hill
Cultural Advantage	Thinkbox, Everyday People	Anthony Jones, Andrew Tenzer
No Laughing Matter: Decoding the New Language of Humour	National Research Group	Holly Hewlett, Fergus Navaratnam-Blair
Why Stories Travel	Amazon Prime, Piloty	TBC, Chris Rabey

Coffee Break

Common Ground: A brand guide to communities and fandoms	WPP Media	Rachel Mulcahy
Re-Energising Media in the Mid-Funnel	Tik Tok , Ipsos	Sarah van den Eertwegh Marc Richter
Beyond the Channel: uncovering the true value of total video ecosystems	Channel 4, Fifty5Blue	Henry Vernon, James Burke
Emotion Congruence: Proving the Power of Matching Advertising to the Mood of the Moment	Sky Media	Leo Malagoni
Chasing what's next: The truth about anticipation in an immediacy-driven world	PHD	Louise Twycross Lewis, Sophia Field

Conferences Closes

Drinks Reception Sponsored by Dynata

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