



NAVIGATION

MRG CONFERENCE UTRECHT 2025

Thank you to our sponsors -



Wednesday	
Lunch served at the Crowne Plaza from Midday	
2pm - A welcome from the MRG Chairs	
Keynote speaker	TBC
A welcome from our sponsors	UKOM
Ofcom	A Journey Through Time & (the Media) Space: 20 years of adults' media lives
BBC Studios Netherlands and Kantar Media	As Global Tides Shift, Local Currents Lead: piloting a British Boat in Dutch Waters
Barb	From concentration to fragmentation. Measuring viewers in a complex world
Global Media and Entertainment	Charting New Territory: Navigating Digital Occasions through Audio and Gaming
Hotel check-in	
PAMCo	Measurement of Published Media – staying relevant in an ever changing environment
Disney	Generation Stream: Global (the UK data)
Trajectory & Mail Metro Media	Time
BBC	An audience-led understanding of the visualisation of audio
Savanta and Samsung Electronics UK	Navigating the complexities of ‘pride’ in tech
Cocktails - 6pm-7pm	
Sponsorship still available! ;)	

Thursday	
Keynote speaker	Nicole Greenfield Smith, The Confidence Craft
A welcome from our sponsors	Savanta
National Research Group	Growing Pains: the changing face of childhood
the7stars	Pester Power - a new era
Craft and Channel 4	Gen Z: Trends, Truth & Trust
Wavemaker - a WPP Media Brand	Navigating early adulthood
A welcome from our sponsors:	TGI
Space Doctors, part of Human8	Cultural Mindsets: navigating audiences beyond traditional segmentation
Origin Media Measurement	Origin Media Measurement is officially here – the big reveal!
OMD	Charting a new course forrResearch: How AI-powered personas unlock instant insight
Panel: Navigation through Innovation - making AI work for us	Panellists - Max Minckler, Google; Jason Brownlee, Colourtext; others TBC
A welcome from our sponsors:	Dynata
On Device and Talon	Navigating a ahared vision for smarter OOH measurement
ITV and Lumen	How ITV BE Studio gives brands a creative boost
DVJ Insights	Navigating creativity: how AI is unlocking the DNA of effective advertising
BrandMetrics	Learning from the past. Navigating the future.
RSMB	Turning measurement data into a predictive buying signal.
A welcome from our sponsors:	Fusing the Future
Panel: Navigation through Collaboration - 2 + 2 = 5	TRP Research
BBC Worldservice and Tapestry	Finding A Better World: The influence & impact of the BBC
PHD UK	Is optimism dead?
the good side and Movember	Beyond the headlines: young men, the Manosphere and mental health
MTM and BBC	The BBC & TikTok – behind the filter
Cocktails - 6pm-7pm	
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Friday	
Keynote speaker	Charlie Martin, Jollity Coaching
Differentology and Bloomberg Media	Think Big. Tread Light.
Sky	Project Norman: Building an SME Effectiveness Databank at Sky Media
JICMAIL	Mail – the GOAT at navigation: BT/EE and JICMAIL geo-test Mail's Super Touchpoints strengths
PPA Magnetic & Ipsos iris	Craving Conversion: from content to cart
Kantar Insights and Tik Tok	Shop the scroll: with TikTok & L'Oréal inspiration
JCDecaux	Out-of-Home, Out of Mind: "Are there hidden bias in survey samples for urban Media Measurement?"
Azerion, Mindshare & Differentology	‘Media Mindsets’, Identifying and Empowering Meaningful Connections
BVA BDRC	Milestones: How delayed milestones and unmet expectations are shaping the mindset of a generation and is even impacting the way media is consumed
TRP	Navigating content choices in a VOD world
Route	Charting a new Route
Thinkbox and Tapestry	The Longevity of AV Advertising
Rajar	Audio Time 2 - navigating a decade of audio
Snap and Ipsos	Taking Women in Sport to the Next Level: navigating the new era of fan and brand Engagement
IPA	Tis the Season to be Anxious
Closing remarks from the MRG Chairs	
Afternoon at leisure	

**Utrecht - make sure you’re there on
19th – 21st November 2025**