

NO PRESSURE NO DIAMONDS

MRG CONFERENCE LONDON 2024

27 November 2024

9am start A welcome from the Chairs

Keynote speaker Jenny Bullis, UK&I CEO for Media, Dentsu

The UK in 1964 v the UK today UKOM

Keeping people dry for 60 years JCDecaux

EARLY
MORNING
SESSION
sponsored by

Dazzled by diamonds – were we ever making sense of the commercial media landscape? IPA

“Paying the price” PHD & Reach



Panel: Looking towards the future.

The media landscape in 10 years' time.

Panellists: Ruth O'Neill (Havas Media Network), Euan MacKay (Route Research), Neil Mortenson (ITV), Konrad Collao (Craft), MRG

Chair: Debbie Bray (MRG Committee)

Coffee

LATE
MORNING
SESSION
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Digital detox through paperbacks: insights into the power of reading and young adults' escape from screen time Harper Collins & Savanta

Exploring high media literacy among children and adults Magenta

News matters: capturing the real news content consumption of 15–29-year-olds Newsworks & Colourtext

Millennial nation Trajectory Partnership

A vote of confidence: audience insight during the general election BBC

Lunch: *Strat7 sponsors of lunch*

EARLY
AFTERNOON
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Why we watch 2.0 Google

Why audio is your secret weapon in the era of distraction Global & Tapestry Research

Moodstates and the age of Adsorption Sky Media

The farce of class x the real Britain series OMD UK

Is socio-economic grade getting in the way of good decisions? Why brands might be missing a trick... the7stars & Kantar Media

Coffee sponsored by Tapestry Research

LATE
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KANTAR MEDIA

The power of words the7stars & Differentology

Maximising cultural power with cinema DCM & everyday people

Predicting successful TV shows more accurately Channel 4 & Trinity McQueen

The pressure of emerging tech: crystallising an AI game plan BBC & Ipsos

The brand who stole Christmas LADbible

5pm Join us after the conference for networking drinks, *thanks to our sponsors Dynata*

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