








# 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	
EARLY MORNING SESSION sponsored by 	The UK in 1964 v the UK today	UKOM
	Keeping people dry for 60 years	JCDecaux
	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’Neil (Havas) Euan MacKay (Route Research) Neil Mortenson (ITV) Konrad Collao (Craft) Chair: Debbie Bray (MRG Committee)	MRG
Coffee		
LATE MORNING SESSION sponsored by 	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
	“Streaming forward” – the amplified role of video on youth culture	Netflix
	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		
EARLY AFTERNOON SESSION sponsored by  Brought to you by     	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 AFTERNOON SESSION sponsored by 	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	Close	

## Thank You To Our Sponsors

