



Registration starts at 8.30 am		
Conference starts at 9am		
Chair's Welcome	Dan Brilot	
Keynote	Jan Gooding in conversation with Louise Twycross-Lewis, PHD	
Session sponsored by UKOM		
Mirror On The Industry	Channel 4 and Tapestry	Katya Des-Etages, Sophia Field and Jemma Ralton
What streams are made of: the rise of BVOD	Thinkbox	Matt Hill and Anthony Jones
Behavioural science meets narrative research: overturning the invisible barriers to TV viewing	UKTV and Irrational Agency	Erin Ranue and Leigh Caldwell
Streams like teen spirit	The7stars	Daniella Mercado
Coffee break sponsored by TRP Research		
Session sponsored by Kantar		
Mirrors & Windows: identity & media choices in Modern Britain	Google and MTM	Sarah Ashley and Caroline Wren
Beyond the Rainbow - An investigation into LGBTQ+ marketing and its future	Wavemaker	Zoe Bowen-Jones and Devon Esper
Understanding the impact of the rising cost of living on online behaviour	Ipsos and Mail Metro Media	Ana Klafke and Sammie Eales
Talent and viewing, how closely are they linked?	TRP Research	Lindsay Carroll and James Aspinall
Panel: the MRG Rising Stars - Dream, Believe, Dare, Do	Chaired by Isabella O'Duffy, Goodstuff	Yas Asare Anderson – Ipsos Mori, Lily Spencer – Tapestry Research, Sam Brodie - Starcom
Lunch		
Embracing our inner Socrates	Insight Agents	Sam Knowles
Connecting with the Crowd	The7stars and Differentology	Michelle Milner and Dan Barnes
“Beyond the Game” Game changers and history makers – learning from the Lionesses	ESPN InsightWorks	Brogane Colclough
Cities Since Covid: Ruin, Return or Rise?	JCDecaux	Jon Harman and George Kelly
How daring can audio become?	Mediatel and Colourtext	Anne Tucker and Jason Brownlee
Coffee break		
Session sponsored by Savanta		
Panel: Are we being effective?	Chaired by Chris Felton, JCDecaux	Denise Turner - Route, Kathryn Saxon - Wavemaker, Sarah Gale - Global, Bobi Carley - ISBA
The 100 Children Report – the mobile ads that children really see	The Advertising Standards Authority and Kantar	Kam Atwal and Trevor Vagg
Demanding Kids: how kids discover and consume content in the video on demand world	Paramount and We Are Family	Joao Paulo Jardim and Maurice Wheeler
Beyond the Hype: Humanity	Havas	Lindsay Risner and Laura Bebbington
Homemade Movie Moments	Sony Pictures Television and Verve	Sarah Halmkin and Ashleigh Waterhouse
Conference closes at 5.30pm		
Cocktails sponsored by Panelbase		