



MEDIA RESEARCH GROUP

THE YEAR AHEAD

MAY 2022

2022/23 Overview

- Intro : Transparency , running of MRG (member organisation)
- Lots of events and activities planned for the year
- Open to suggestion – what can we do for you?
- All info to be made available on website

Membership

346 active members



Broadcast / Owners - 112

Research Agency - 121

Media Agency - 58

JIC - 16

Trade Body - 8

Bureau - 5

Other - 26+

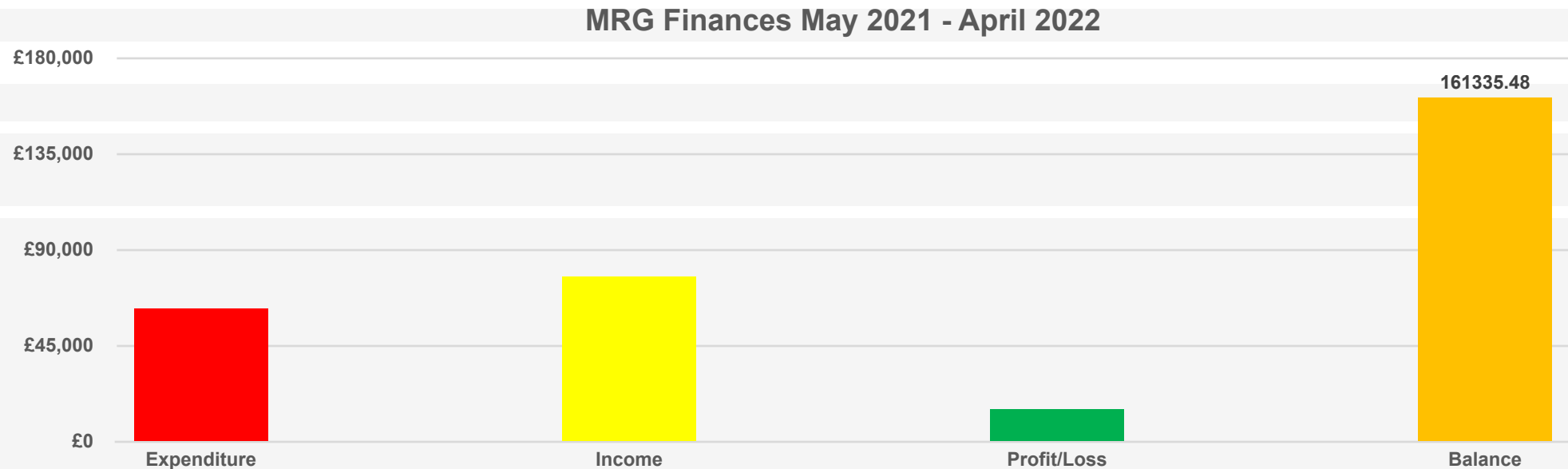
Membership

Plans for the year ahead

- Need to continue to promote and grow the membership base.
- On-going responsibilities include:
 - Monthly reminder email to all lapsed members
 - Highlight the benefits of membership
 - Training
 - Social events
 - Education
 - Conferences
 - Evening meetings
 - Promoting the MRG to those not aware
 - Prioritise membership queries



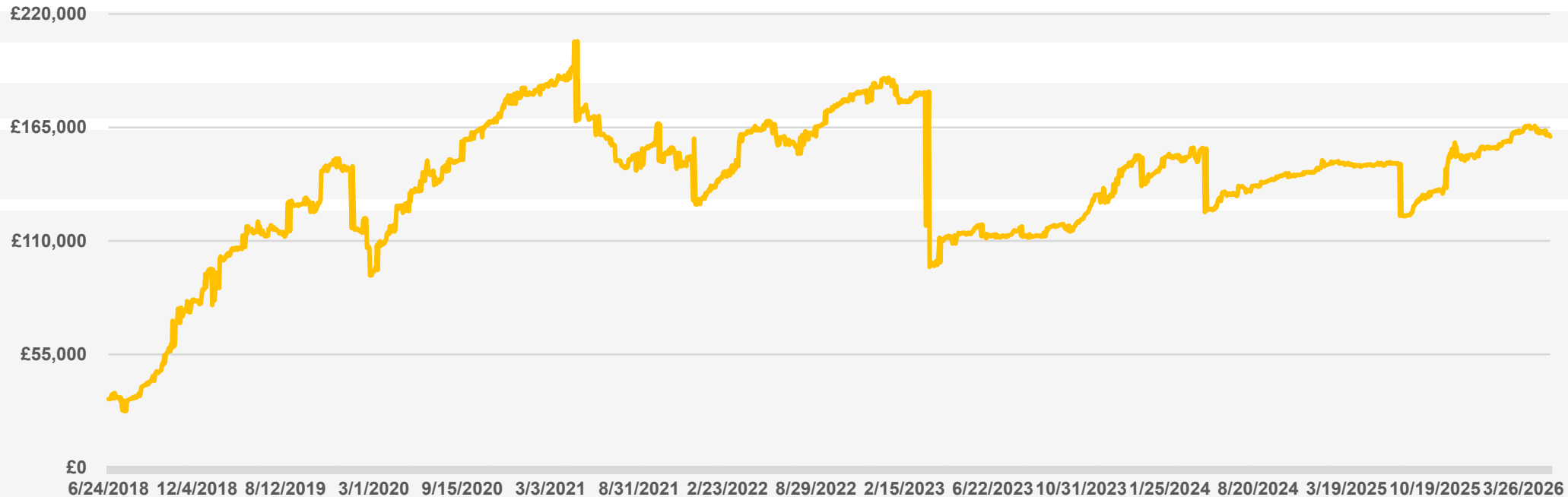
Finance



- Top-line finances are actually positive for the year, even though we had the 'residential' conference (unusual)
- Driven by successful Tools of the Trade course & reduced outgoings from evening meetings moving virtual

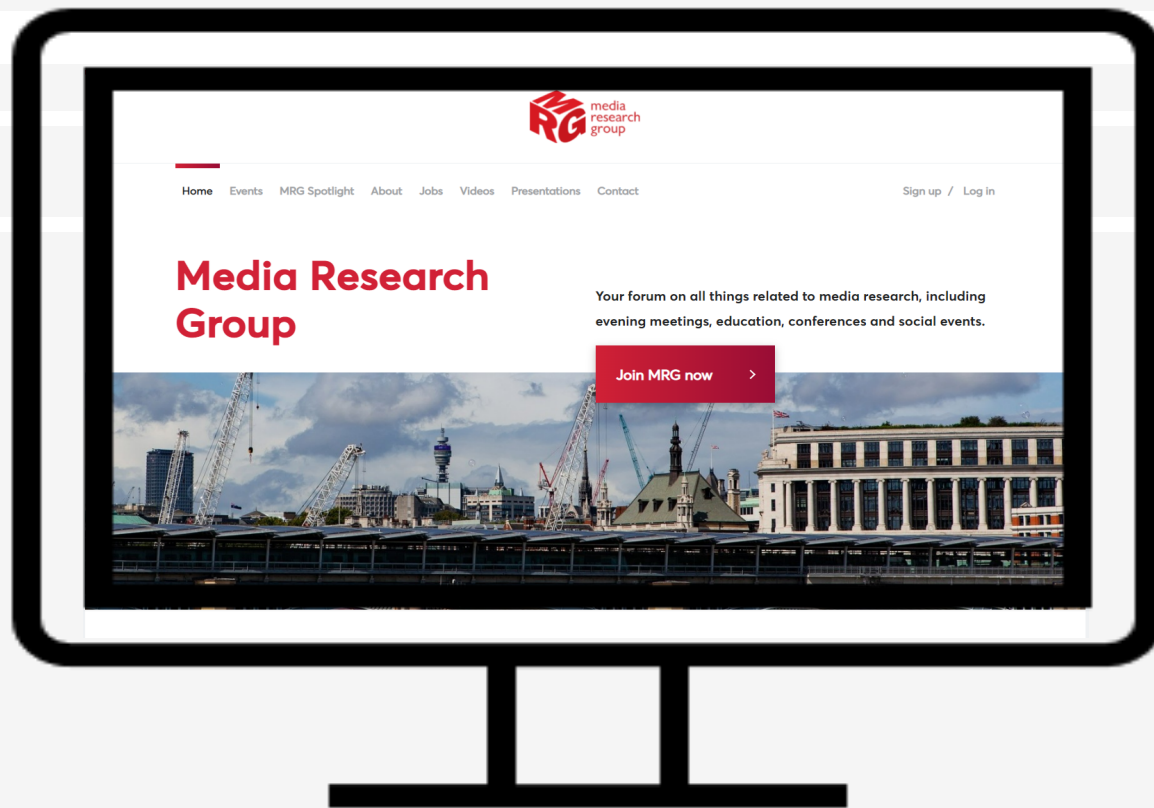
Finance

MRG Finances: 2014 - 2022



- Overall very healthy state of finances.
- Need to remember that international conference liability is usually around £300k (more than our balance)
- Need a successful London conference this year.

Website



- Ensuring the website runs and operates smoothly.
- Fixing bugs such as the group booking button.
- Continuing to publish engaging and relevant content which aligns with our other comms e.g., latest job roles and events.

Possible new developments

- Exploring the possibility of having a direct debit option.

Education

KANTAR

pamc
Audience Measurement for Publishers

abc

 **Starcom**

N
newsworks

GfK

 **RADIOCENTRE**

UKOM

telmar

JICREG

Posterscope

JIC WEBS

 **BARB**
BROADCASTERS' AUDIENCE RESEARCH BOARD

 **RSMB**

 **route**
outdoor media analytics

This year the Tools of the Trade course will be delivered in October/November live with a networking event being held on the last evening.

The program is currently being reviewed to ensure high relevance for agencies and media owners. Our great speakers, experts in their field, will cover all aspects of media research techniques and media formats.

rajar
Audio measurement

thinkbox

OMD

iab.

IPA

phd

Awards

- No awards in 2022... but they'll be returning in 2023 at the international conference & gala dinner
- Plenty of time to start thinking about all the great, award-worthy work you've been doing (and plenty of opportunities for sponsorship!) so watch this space
- We'll also be naming an award in remembrance of James Smythe - more details to follow next year.



Commercial

Thank you to all who contributed to our MRG social & professional events over the last couple of years - we couldn't have done it without our wonderful sponsors!

- We're finalising the details of upcoming events - all of which will have opportunities for commercial partnerships
- We have a range of affordable options to suit any budget - from prize draws, cocktail hours, and sessions at our blockbuster London conference this year!
- Please get in touch with Jemma to discuss opportunities - jemma@tapestryresearch.com



Comms/Jobs Page

- Over 20 posts advertised in the last 12 months
- Lots of activity on jobs page – get in touch to advertise (£350 per listing)
- Social comms continue on Twitter and LinkedIn
- Consider new channels? (Instagram?)

Conference

- **Edinburgh Conference**
- A very welcome opportunity to catch up with each face-to-face
- Very positive feedback
- Thank you all for your support – particularly our sponsors

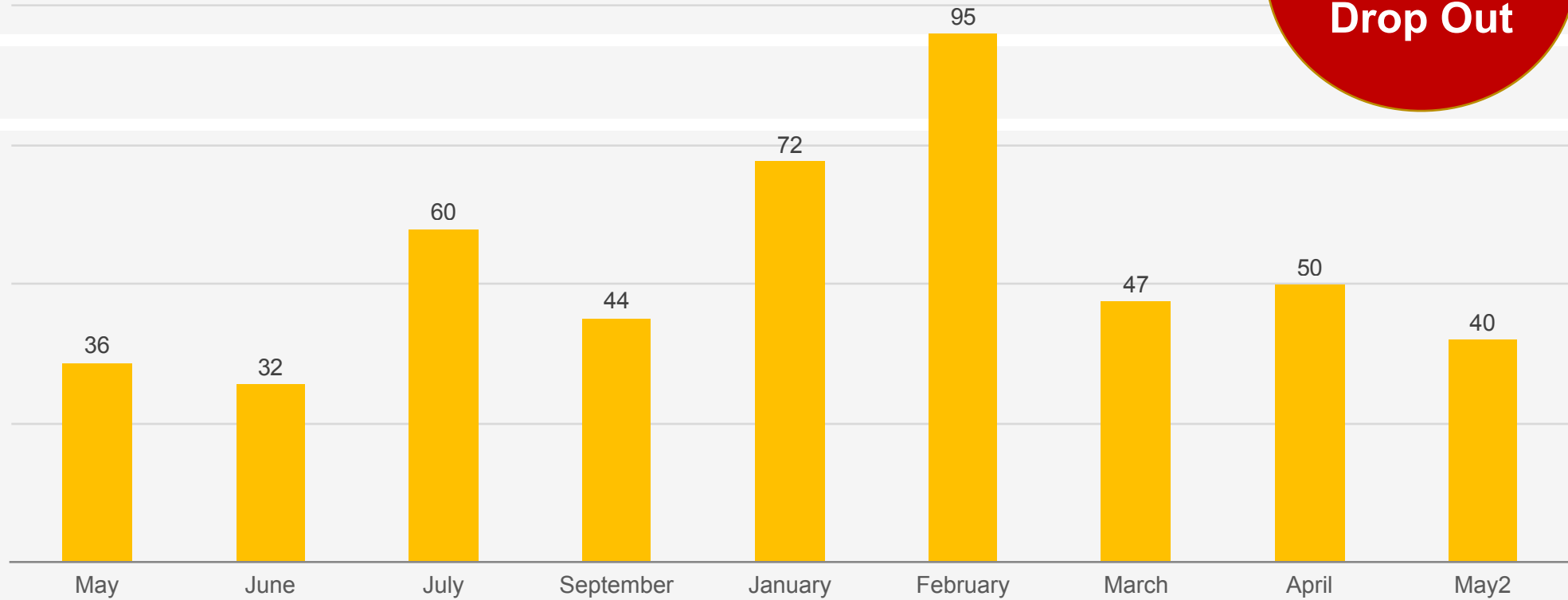
- **London 2022**
- Watch this space
- **Potential dates 1st and 7th December**
- Call for papers in June with a July submission
- Sponsors welcome!

- **Overseas 2023**
- Will definitely be ‘over-the-seas’ this time! 😊
- Announcement at the London Conference

Evening Meetings

Evening Meeting Attendees

**45%
Average
Drop Out**



Social

- Summer party
- Quiz (autumn)
- Cinema night, if we can get a tie-up with a friendly media owner...
- Christmas Party to be announced, post London conference, so will be somewhere central
- Others

Evening Meetings – 2022 and Beyond

- 46 Signed up this evening
- Majority Research Agencies
- Consider Virtual?
- Day of the week? Time of Day
- How to (re)engage Media Owners and Media Agencies
- Location?



Summer party!

- Wednesday 6th July
- The Big Chill in Kings Cross
- Food and drink included with ticket
- Limited capacity

