

KICKOFF 2024

# FLIGHT MP2024 TO NEW HEIGHTS

FEB 8, 2024



mediaprobe

*Next Gen Media Measurement*

**9:00**

Check-in

**9:30**

Take Off & Welcome

**9:45**

The role of emotions

**10:00**

Our mission & vision

2023 highlights + 2024 business objectives

**11:00**

Coffee Break

**11:30**

2024 Objectives by operational area

**13:00**

Lunch

**14:00**

Key initiatives 2024 & onwards

**14:30**

A collective leap of faith

**16:00**

A revolution in the making ...with NBCU

**16:30**

Closing remarks

**LET'S TAKE A LEAP OF FAITH.**