

IAA TALKS: 2025

UNITED KINGDOM

A VIEW ON THE YEAR AHEAD

Foreword:

IAA TALKS: 2025 brought together some of the brightest minds in media, economics, and global affairs to discuss what's shaping the industry and the world at large.

With interactivity at its heart, the session encouraged debate, discussion and the exchange of ideas, revealing that 2025 is set to be a year defined by innovation, regulation, and trust.



We heard from leading experts on the state of technology, media, culture, and politics — shedding light on the forces set to disrupt and define the year ahead. As we step into a new era of uncertainty and rapid change, from AI's evolving role to the shifting global economy, it's more important than ever to stay informed and agile. IAA UK remains committed to fostering thought-provoking dialogue and ensuring our industry is prepared for what's next.

Kirsty Giordani
Executive Director, IAA UK



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Economist

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Patrick Foulis
Foreign Editor

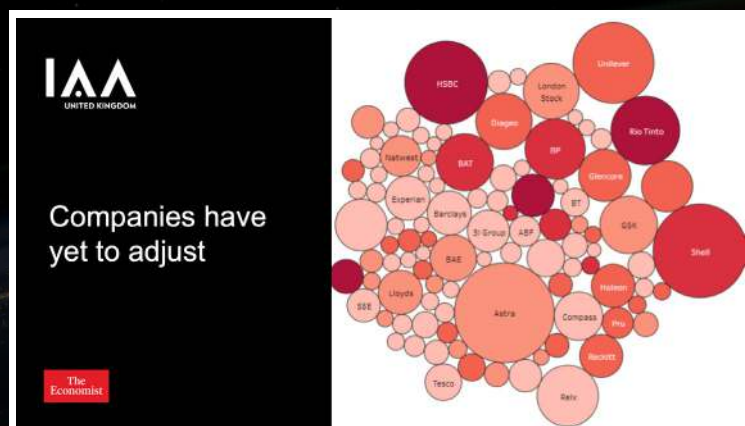
The AI boom – AI could improve GDP by 1-10%, but high costs and low revenue likely be a reality check.

Economic nationalism – Tariffs, tech controls, and shifting trade routes are reshaping globalisation.

Government bloat – Rising public spending will spark a backlash against inefficiency and regulatory red tape.

China's slump - Economic stagnation and political control are hindering China's recovery and global stability.

Companies have yet to adjust – Major businesses are unprepared for new tariff-driven pricing and production disruptions.



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“Trump’s getting talked about more than any other national leader and we all agree that the response to him this time is very different than in 2016. Back then it was shock and anger; people thought it would be temporary and could be resisted with usual measures. This time, he’s much better prepared.”

Anne McElvoy

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Anne McElvoy Executive Editor POLITICO

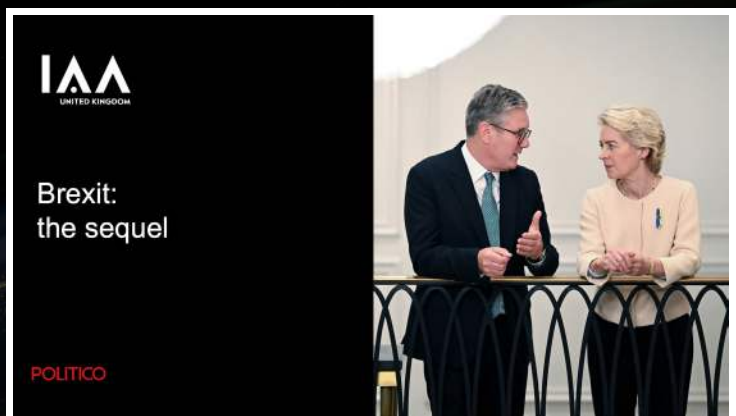
> **It’s a Trumpian World – we’re all living in it** – Trump’s policies and unpredictability continue to disrupt economies and international relations.

> **Brexit: the sequel** – The UK seeks renewed ties with Europe while balancing U.S. pressures and Brexit progress.

> **Pause the war: but no peace** – The Ukraine conflict remains unresolved as financial support dwindles and geopolitical tensions keep everyone guessing.

> **The art of the deal** – The lack of political alliances between the Conservatives and Nigel Farage could reshape the party’s future.

> **Growing pains** – Labour struggles with balancing growth policies and immediate voter expectations.



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“I predict there will be a quiet robotic revolution happening this year, in everyday spaces, led by robots that will transform public spaces and redefine daily routines.”

Oliver Smith

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Oliver Smith
News Editor
FORTUNE



The decline of social media – Fragmented attention is leading to more private, focussed interactions over broad social feed scrolling.



A quiet robotic revolution – Robots are entering everyday spaces, reshaping industries from cleaning to logistics.



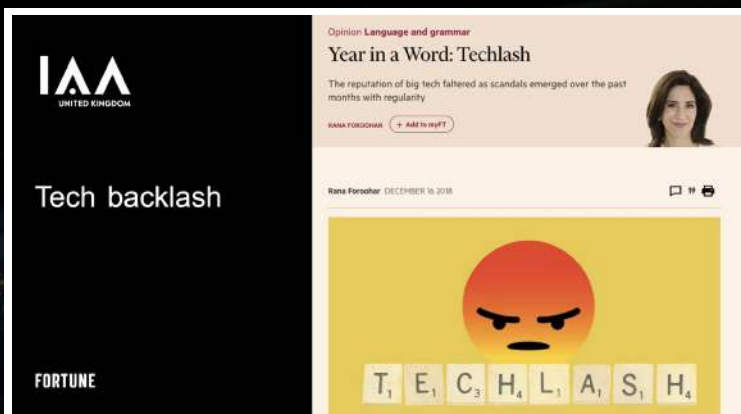
Tech backlash – Privacy concerns and AI disruptions are fuelling public distrust and regulatory crackdowns.



Big Tech on trial – Increased legal battles will force companies to navigate stricter regulations and fines.



AI-generated journalism – Automated reporting is rising, leaving human journalists working harder than ever before to stand out.



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“What’s happening with AI search is that the open web is closing up further. It’s no longer about reading different articles and making up your own mind — now you’re just going to get fed the answer by the leading AI.”

Katie Razzall

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Katie Razzall Culture and Media Editor



AI-generated content – AI’s impact on media is growing, but concerns around misinformation and bias raise ethical questions.

The rise and rise of YouTube – Longer content, increasingly innovative creators and the evolution of streaming solidify YouTube’s role in media.

The battle over prominence: Big Tech or regulators? – Governments are challenging algorithm control and enforcing new policies to raise media accountability.

The challenges facing TV News – Traditional TV news programming struggles as consumers trust independent yet potentially misleading reporters.

The continued growth in podcasting – Video integration and high-production shows are redefining podcasts as instrumental channels, evidenced by Trump on Joe Rogan.

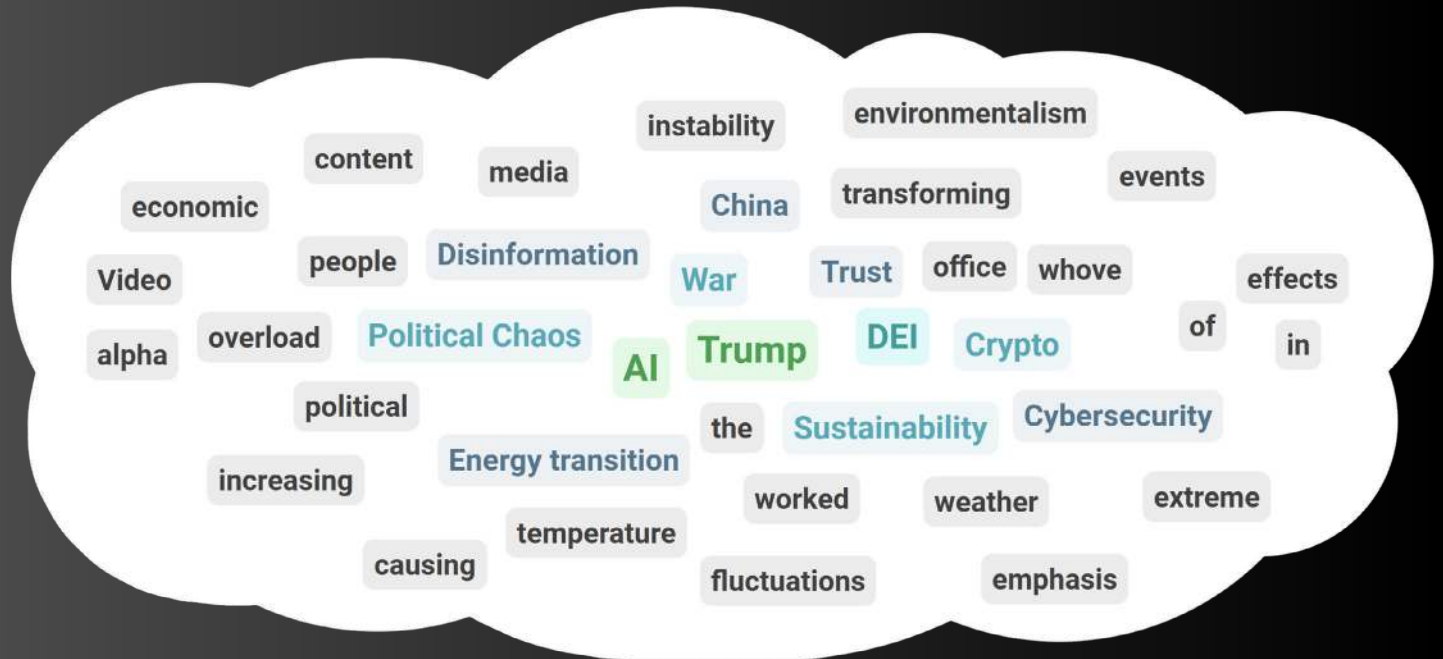


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THE EXPERT VIEW ON THE YEAR AHEAD

Finally, we asked the room what they thought the dominant themes of 2025 will be:



S **ummary:** As the landscape of media, technology and global affairs transforms, 2025 promises both unique challenges and enormous opportunities.

AI, geopolitics, media consumption, and Big Tech regulation will dominate the agenda, and as always, agility remains key for companies navigating this shift.

The IAA remains committed to fostering discussions on these critical issues — stay tuned for future events as we chart this evolving space together.



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A special thank you to Will Nicholson and Laura Morris, leaders of the IAA Thought Leadership Committee for their work in bringing us IAA TALKS: 2025



Will Nicholson

Founding Partner, The Vision Network,
Co-Chair, Thought Leadership Committee



Laura Morris

Partnership Director, BBC Studios
Co - Chair, Thought Leadership Committee



What We Do at IAA UK

- > **For People.** We help people find joy and purpose in their work.
- > **For Brands.** We support companies as they build their brand, helping to tell their stories to the industry
- > **For The Industry.** We bring the industry together to discuss, drive change and celebrate



Fran Cowan

Head of Ads Marketing, EMEA at Netflix
President IAA UK



Fredrik Borestrom

Director, International Agency Development EMEA & LATAM at LinkedIn
Chairman IAA UK



Thanks to GingerMay, the award-winning global agency for integrated B2B tech communications.



To find out how to join the IAA UK community, contact [Sophie Lintott](#), VP, Memberships

