

THE 2013 EUROPEAN RADIO SYMPOSIUM

MEASURING TO MONETISE

6th November, Venice, #asiradio13

Not very long ago people listened to radio on radio sets. Today, the use of traditional radio receivers is in decline as radio's symbiotic nature has made it possible to listen on PCs, phones, tablets and TVs; however, this proliferation of non-primary purpose devices means that radio is constantly in competition with other media and applications – not just TV and video clips, but all kinds of audio services, some radio, some not radio, and some that are somewhere in between. The conference will hear from original research taking a snapshot of what we listen to, who we listen with and what we do while we're listening against a backdrop of how, where and when we listen, to provide an insight into how radio survives in a landscape where competition for attention and time has never been more fierce.

In many markets there has been concern at the dropping off of certain audiences – especially younger audiences. Last year, conference received just such an account from Canada. Many have attributed this perhaps to on-demand listening and, for the first time, this theory has been put to the test in Denmark.

Meanwhile in the UK the largest ever study into radio's ROI has been conducted drawing on data from more than 500 campaigns. This study quantifies the extent to which advertisers are losing revenue by under-investing in the medium.

Radio is undergoing significant change around the world. There are many new types of content available (e.g., digital stations, apps), new ways of delivering content (e.g., DAB+, streaming), and listeners now also have multiple device options for accessing their content (e.g., smartphones, tablets). The way we measure the radio industry must keep up with all of this activity: audience measurement cannot afford to stand still. The conference will look at significant developments in meeting these challenges in Australia, the Netherlands, Italy and France.

From the Czech Republic, we shall hear an account of the testing for the first time of a new technological development – measurement with audiomatching via smartphones. Results from field tests will be shared, together with comparisons with standard TV and radio ratings.

- 09.30** Chairman's opening remarks:
Roger Gane
Research Consultant
OMG!
- 09.40** The future of radio monetisable and measurable
James Cridland
Radio Futurologist
- 10.10** The Internet Radio Marketplace: who listens, where they listen and why you should care
Jesse Wolfersberger
Director, Consumer Insights
GroupM Next
- 10.30** Collaborate to compete
Michael Hill
Managing Director
Radioplayer
- 10.50** Panel Session
- 11.10** Coffee
- 11.30** 'On demand' - radio's future?
Dennis Christensen
Deputy Director Audience Research
DR Audience Research
- 11.50** Audiences benefit from good social media activity
Alison Winter
Head of Audiences, Radio
BBC Marketing and Audiences
- 12.10** Radio: The ROI Multiplier radio ads can help advertisers reclaim 'missing millions'
Mark Barber
Planning Director
RAB
- 12.30** Discovering the hidden 'value added' of your ratings
Carsten Worsoe
Creator
RadioAnalyzer ApS
- 12.45** Panel Session
- 13.10** Lunch
- 14.10** Radio in context
Paul Kennedy
Research Director
&
Charles Lawrie
Research Services Manager
RAJAR
- 14.30** Future proofing audience measurement
Lisa Walsh
Head of Audiences & Marketing
Australian Broadcasting Corp.
Morten Boyer
General Manager
GfK Media
- 14.50** Hybrid model radio: Mediawatch meets Radiolog
Nicole Engels
Director
NLO (Dutch Radio JIC)
&
Camiel Camps
Research Manager, Radio
GfK Intomart
- 15.10** Panel Session
- 15.30** Coffee
- 15.50** Audience measurement by audiomatching on smartphones
Tomáš Hovorka
Technical Director
Median
- 16.10** Ipsos MediaCell Radiometrics: rafting the future
Nora Schmitz
Group Director
Ipsos MediaCT Italy
- 16.30** Rate on air – the electronic meter evolves
Arnaud Annebicque
Project Director
Mediametrie
- 16.50** Panel Session
- 17.10** Close of conference

We'll be posting conference and industry news and items that will be of interest on www.asi.eu.com and on Twitter @asi_radiotv. You will also be able to raise issues and discuss developments with members of the **European Radio and TV Group** on LinkedIn.