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.

The conference will 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.