

THE 2014 EUROPEAN RADIO SYMPOSIUM

UNDERSTANDING RADIO: THE WIDER CONTEXT

5th November, Madrid, #asiradio14

With digital delivery responsible for an ever greater proportion of radio listening, radio potentially faces a wider competitive set, both from the expansion of audio streaming services and from radio via devices (smartphones, tablets) delivering a wider range of content. How does radio fit into people's daily repertoire and how do people juggle the myriad of digital platforms that provide the wider context for radio?

Of particular interest is the listening behaviour of the younger audience and how that differs from their parents. How can broadcasters and advertisers develop a better understanding of the behaviours and need-states associated with the various connected devices being used? What sets radio apart from other 'audio' services?

In response to many delegates who have indicated their interest in looking at measurement issues and opportunities common to both broadcast media, the Radio Symposium continues into a joint session with Television after the afternoon coffee break – see right.

- 09.00** Chairman's opening remarks:
Roger Gane
Research Consultant
OMG!
- 09.05** One day in the life of radio:
the Harkive Project
Craig Hamilton
Founder
Harkive
- 09.25** Getting under the skin of teenage
listening and social media habits
Peter Niegel
Qualitative Audience Researcher
DR
- 09.45** Share of Fear – engaging with
the 15-24 demographic
John Carroll
Senior Director
IpsosMediaCT
- 10.05** The future is digital – How will it
change listeners' habits?
Isabelle Waser
Market Researcher
SRF
- 10.25** Coffee
- 11.05** Bed-to-bed: Tuning into your
digital audience across the day
Alison Winter
Head of Audiences, Radio
BBC Marketing and Audiences
- 11.25** Audio Now: How expanding
audio consumption and different
services play complementary
roles for advertisers
Mark Barber
Planning Director
RAB
- 11.45** Panel Session
- 12.05** Lunch

- 13.30** Chairman's opening remarks:
Kristian Tolonen
Research Director
NRK
- 13.40** Single-source radio
measurement using Admeter
Tomáš Hovorka
Technical Director
Median
- 14.00** ma IP Radio: A new standard of
web radio measurement in
Germany
Christiane Korch
Head Radio, TV and Outdoor
mmc GmbH
Henriette Hoffmann
Radio Researcher
RMS GmbH & Co. KG
- 14.20** Innovation in audio
measurement
Jennifer Huston
Senior VP, Product Leadership
Nielsen

14.40 Panel Session

15.00 Coffee

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.

JOINT SESSION RADIO & TELEVISION

5th November, Madrid

This year, in response to many who have indicated their interest in elements of the Television conference programmes of past years, today will close with a session looking at issues common to both broadcast media.

Whilst both Radio and Television have many issues in common, the solutions for each comprise a varied set of options.

THE TOOLS OF THE TRADE: APPROACHES TO MEASURING RADIO AND TV

- 15.30** Setting the scene
Richard Marks
Research Director
asi
- 15.40** What really matters? – a panel of
measurement companies outline
and discuss their approaches,
chaired by **Torin Douglas**:

What are their approaches to
measuring Radio and TV? What
is the main focus of their develop-
ment plans in relation to Radio?
And in relation to TV measure-
ment technology?

Joan FitzGerald *comScore*
Dominique Vancraeynest *GfK*
Jim Ford *IpsosMediaCT*
Keld Nielsen *Kantar Media Aud.*
Julien Rosanvallón *Mediametrie*
Jorge Papanicolau *Nielsen*
- 17.10** What really matters? – a panel of
clients outline their responses,
highlight some priorities and
some frustrations, chaired by
Torin Douglas:

Justin Sampson *BARB*
Lena Sandell *Finnpanel*
Kristian Tolonen *NRK*
Johan Smit *PMA*
Paul Kennedy *RAJAR*
Bas de Vos *SKO*

18.00 Close of conference

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Drinks Reception sponsored by:

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