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

13.00  
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 nmc 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

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:

Joan FitzGerald comScore
Dominique Vancraeynest GfK
Jim Ford IpsosMediaCT
Keld Nielsen Kantar Media Aud.
Julien Rosanvallon Mediametrie
Jorge Papanicolaou 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 Finspanel
Kristian Tolonen NRK
Johan Smit PMA
Paul Kennedy RAJAR
Bas de Vos SKO

18.00 Close of conference

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