

# asi 2019 International Radio & Audio Conference

#asiradio19

## Audio data for the 2020s

Wednesday 6<sup>th</sup> November 2019, InterContinental Prague, Prague, Czech Republic

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The radio industry is about to enter a new decade in a far healthier state than most would have predicted at its start – including many in the industry itself. This year's event will be posing questions as to what the audio and radio landscape will look like in the 2020s, where radio will fit within that landscape and what audio and radio measurement techniques will best serve the future development of the industry.

**Podcasting** is a hot topic and we will have a full session on podcasting as it relates to research and measurement, including pioneering approaches to electronic measurement of actual podcast listening. Talking of electronic measurement, is the **portable meter** undergoing something of a renaissance? After a few quiet years as a topic at **asi**, portable meters will be back centre stage as we hear about new services in the Nordics and results from testing in Switzerland and Australia.

Meanwhile, with PPM established in the US for over a decade now, what impact has there been on the radio industry there? We will also have a group of papers looking at how **young audiences** use audio and the challenges that presents for radio. Radio advertising remains remarkably robust and we'll be evaluating strong evidence confirming the effectiveness of radio as a vehicle for targeting listeners at the optimum times of the day or week, maximizing **ROI** as a result.

### Joint Session for Radio & TV: **Cross-media measurement – real momentum or just a mirage?**

If the cross-platform wars are largely being won, is **cross-media measurement** the next logical step? Is the TMAM initiative in the Netherlands, which brings the JICs together, the shape of things to come or a brave experiment? The advertisers are maintaining their pressure for cross-media measurement but three key questions ensue: how can it be achieved, what metric can cover audio, video and text without commoditizing them and 'dumbing down' media planning and, above all, who pays for it?

*Please note: this agenda may be subject to change.*

## Wednesday morning

09:00 Chairman's opening remarks  
Paul Kennedy, Research Director, RAJAR

### SESSION 1 The audio landscape

09:05 Radio and podcast trends across the world – same, but different?  
James Cridland, Radio Futurologist

09:25 Youth & Music: usage, curation and discovery  
Rasmus Kidde, Audience Researcher, Danish Broadcasting Corporation

09:40 Talking about iGeneration  
Charles Lawrie, Research Surveys Manager, RAJAR  
Reshma Harjani, Research Director, Ipsos

09:55 Taking account of headphone listening in Sweden  
Josephine Bucknull, Partner, Bucknull & Masson Int'l Media Marketing & Research  
Jakob Bjur, Research Director (Media), Kantar  
Peter Larsson, Head of Media and Audience Research, Swedish Radio

10:10 Panel session

10:30 Coffee

### SESSION 2 Portable and passive measurement: a new era?

11:00 Ten years of audio measurement in the USA – lessons learnt  
Bill Rose, Senior Vice-President Product Leadership, Nielsen

11:15 The smartphone vs. the dedicated meter as electronic measurement device  
Tanja Hackenbruch, CEO, Mediapulse  
Rolf Müller, Global Director Business Development Media Measurement, GfK

11:30 Introducing the new measurement system in Norway – the solution adopted, the outcomes and the market reaction  
Bjarte Øgrey, Marketing and Research Director, Bauer Media Norway

11:50 Using data science to deliver consistent currency data with a hybrid measurement system – the CRA Super Pilot  
Joan Warner, CEO, Commercial Radio Australia  
Deb Hishon, Media Measurement Director, Australia and New Zealand, GfK

12:00 Panel Session

12:20 Lunch

## Wednesday afternoon

13:30 Chairman's opening remarks

Kristian Tolonen, Head of Audience Research, NRK

### SESSION 3 Linear and non-linear audio: touched by the hand of pod

13:35 The Infinite Dial around the world

Nino Japaridze, Vice-President, Edison Research

13:50 How targeting the right people at the right times drives ROI

Mark Barber, Planning Director, Radiocentre UK

14:05 A year of offering live and on-demand audio content – what has it told us?

Alison Winter, Head of Audiences for Radio & Education, BBC

14:20 A marketplace solution for measuring podcasting in Australia

Joan Warner, CEO, Commercial Radio Australia

John Rosso, President, Market Development, Triton Digital

14:35 Beyond downloads: RAD's development in podcasting

Stacey Goers, Senior Product Manager, Podcasts, NPR (National Public Radio)

14:50 Panel session

15:10 Coffee

## Wednesday afternoon Joint Session: Cross-media measurement – real momentum or just a mirage?

- 15:40 **Chairman's opening remarks**  
Kristian Tolonen, Head of Audience Research, NRK
- 15:45 **Towards standard metrics for digital video and TV campaign performances**  
Valérie Morrison, Managing Director, CESP  
Julien Rosanvallon, Senior Vice-President – Television & Online, Médiamétrie
- 16:00 **The media world of progressive consumers – what can we learn about their patterns of adoption and direction of travel?**  
Jeroen Verspeek, Head of Audience Measurement, BBC  
Paul Eldon, Global Deployment Director, Audience Measurement, Ipsos
- 16:15 **Fitting square pegs in square holes – the importance of like-for-like methodologies in cross-media measurement**  
Elissa Lee, Director, Advanced Measurement, Google/YouTube
- 16:30 **The world according to the Dutch**  
Johan Smit, Director, PMA
- 16:45 **Introducing GAMMA**  
Brad Bedford, Global Managing Director, GAMMA
- 16: 50 **Panel session: breaking down the measurement barriers**
- 17:25 **The 2019 Tony Twyman Award for Radio & Audio**  
This annual award of 1000 euros is presented to the conference paper that makes the best contribution to a greater understanding of radio and audio audiences.

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17:30 **Close of day**

**asi** Network Social

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Delegates and speakers are invited to join us for a drinks reception immediately following the close of the day. The reception will be held in the Primátor Restaurant on the ground floor of the InterContinental Prague Hotel.

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