

asi 2015 European Radio Conference

Living in Radio's Future – are we there yet?

Wednesday 4th November 2015, Hilton Molino Stucky Hotel, Venice

Sponsored by



Despite the media obsession with streaming services and music industry royalty wars, radio continues to quietly prosper, both as a complement to online activity and as an increasingly digital medium in its own right. The first country to set a date for analogue switch off has now bravely stepped forward.

Our sessions encompass an overview of the current and future state of the technology developed to access radio and of the technology used to measure the audiences to – and effectiveness of – the audio medium. We get insights into the rise of audio on demand and debate whether the primacy of live radio may be device-dependent. We also hear how advertisers can leverage the emotional power of music.

Meanwhile it's been quite quiet on the portable meter front in the last few years. So has the electronic measurement future of radio been delayed, postponed or cancelled? Or does the future now lie in online diaries or SDK's for gathering streaming data?

09.00 Chairman's opening remarks

Kristian Tolonen, Research Director, NRK

09.05 Radio across the world

James Cridland, Radio Futurologist

Radio is popular and innovative all over the world. This paper will highlight some of the most impressive recent developments and outline the challenges and opportunities they represent.

09.25 The digitization of radio in Norway: not the scenic route, but the pragmatic one

Tor Eide, Media Researcher, NRK

Norway will be the first country in the world that closes down the FM distribution of radio, and goes fully digital with DAB+ in 2017. How are the radio companies using the new opportunities? What's in it for the listeners and how has the radio market evolved? And how is electronic portable personal measurement paramount to understanding and evolving digital radio in Norway?

09.45 Strike a chord: how music communicates for brands

Mark Barber MBE, Planning Director, Radiocentre

A major study of Radio ads has determined the effects of music on attentiveness and memory. Looking at various musical styles and genres, the study shows how they relate to rational and emotional brand associations allowing advertisers and agencies to use music more strategically.

10.05 Coffee

10.30 Understanding and unlocking the potential of audio on-demand

Peter Niegel Audience Researcher, MBA Strategic Communication, DR – Danish Broadcasting Corporation

Alison Winter, Head of Audiences Radio & Music / Acting Head of Audiences Digital, BBC

With on-demand becoming part of the official measurement survey in Denmark, DR conducted a study into its usage, whilst the BBC has been undertaking new research into the increasing popularity of podcasts.

10.55 Unleashing online diaries for radio in Canada

Ricardo Gomez-Insausti, VP Research & Respondent Contact Centres, Numeris

After the deployment of PPM electronic measurement in Canada's top five radio markets, Numeris resumed the development of an online diary for the remaining markets. Test results indicate that the proportional representation of adults 18-44 tends to increase with the online option.

11.15 Are mobile diaries used differently to PC diaries?

Nicole Engels Director, NLO

Camiel Camps, Research Manager Radio, GfK

In August, the mobile diary was introduced to Dutch Radio Audience Measurement. Besides paper and PC/laptop, respondents are also able to fill in their listening behaviour on a smartphone or tablet. There has been a lot of testing before the introduction of the mobile diary and this paper shares the results.

11.35 Panel Session

12.00 Lunch

The Future of Electronic Radio Measurement

13.10 Chairman's opening remarks

Paul Kennedy, Research Director, RAJAR

Where does the future of radio measurement lie? What opportunities lie in portable metering, online diaries, census streaming data or combinations of these? We hear from representatives of four agencies that operate portable meters about their development plans and discuss the likely future 'toolkit' for radio measurement....

13.15 Giorgio Licastro, Head of Product, Radio, GfK

13.30 Jim Ford, Global Commercial Director, MediaCell, Ipsos

13.45 Arnaud Annebicque, Regional Business Director, Médiamétrie

14.00 Jeff Wender, Senior Vice President, Digital, The Nielsen Company

14.15 Voltair – PPM enhanced encoding?

Jim MacLeod, Numeris

14.25 Panel Session

14.50 Coffee

Joint Session for Radio & Television

15.20 Chairman's opening remarks

Richard Marks, Research Director, **asi**

Our joint session brings television and radio delegates together to look at a series of innovative efforts being made to measure both the combined and unique strengths of the two media. Meanwhile, as this is **asi**'s 25th year, we celebrate the community we've built together with a look at what past events may tell us about the future. To end the day we're delighted to welcome media crystal ball gazer Professor Jeffrey Cole to give our 25th anniversary address.

15.25 Cross-media research in US plots Radio Lift off!

Joan FitzGerald, Senior VP Television and Cross-Media Service, comScore, Inc.

Cross-media research often explores the incremental audience lift from digital media when combined with TV. But there's another compelling story: the incremental lift from Radio.

15.45 Understanding multi-platform media audiences – how the BBC is meeting the challenge

Sue Gray, Head of TV Audiences, BBC

The BBC is the only UK media owner that needs to measure and report two legacy platforms alongside online. A sequence of pilots is aiming to harness the combined strengths of passive digital measurement and survey research and is seeking to find if it is possible to get the best of both worlds.

16.05 The AdMeter cross media measurement system

Pavel Charamza, Research Director, Median

Combining outputs from mobiles, tablets, PCs, notebooks – using all technologies panel members use – the paper will explore how adMeter contributes to optimal campaign planning drawing on real data usage.

16.20 Using audio matching for contextual media surveys

Omri Halevi, CEO and co-Founder, Mobile Research Lab

Jacob Wieland, Senior Audience Researcher and Innovation Lead, DR – Danish Broadcasting Corporation

How can contextual surveys go beyond claimed media use and ask questions about certain types of pattern of media usage?

16.40 25 years of knowledge exchange at asi

Leendert van Meerem, Founder, LVMR

What have we learned? What is our future? Is the Radio Meter dead or alive? Is TAM as out of date as the words television and ratings?

17.00 KEYNOTE: Broadcast media at the tipping point – again

Jeffrey Cole, Research Professor and Director, The Center for the Digital Future

17.30 Panel Session

18.00 Celebrating 25 years of asi conferences

Delegates and speakers are invited to join us for a drinks reception to celebrate 25 years of asi conferences.

Kindly sponsored by The Nielsen logo features the word "nielsen" in a lowercase, sans-serif font. The "ni" is in blue, and the "elsen" is in grey. Below the letters "i", "e", "l", "s", "e", and "n" are seven small grey dots, each centered under its respective letter.

www.asiconferences.com #asiradio15