The Sound of the Crowd

Wednesday 8th November 2017
Hyatt Regency Nice Palais de la Méditerranée, Nice, France

Please note: this agenda may be subject to change.

The audio landscape

09:30  Chairman's opening remarks
       Kristian Tolonen, Head of Audience Research, NRK

09:35  Radio and audio - international trends
       James Cridland, Radio Futurologist

09:55  DAX – enabling advertisers to use and measure audio in new ways
       Oliver Deane, Commercial Digital Director, Global

10:15  Measuring and monetising streaming audio: insights from the $2bn industry in the US
       John Rosso, President of Market Development, Triton Digital

10:30  Upload Radio - build your own radio show audience
       Matt Deegan, Creative Director, Folder Media

10:45  Panel Session

11:00  Coffee

11:30  Getting vocal - the impact of voice activated devices
       Mark Barber, Planning Director, Radiocentre
       Michael Hill, Founder and Managing Director, Radioplayer

11:50  How can non-linear activity support linear radio?
       Alison Winter, Head of Audiences for Radio and Education, BBC

12:05  JAMJAR - radio and music from the perspective of 9-14 year olds
       Charles Lawrie, Research Manager, RAJAR

12:20  Panel Session

12:40  Lunch
The audio measurement challenge

13:50 Chairman's opening remarks
Paul Kennedy, Research Director, RAJAR

13:55 Full (S)TEAM ahead - the new tender in Norway
Tor Eide, Media Researcher, NRK
Bjarte Øgrey, Marketing and Research Director, Bauer Media Norway

14:10 Keep the panel rollin': the new Swiss eRAM service
Tanja Hackenbruch, CEO, Mediapulse
Bettina Hoffmann, Audience Measurement Manager, GfK

14:25 Measurement innovation: fine tuning UAE radio measurement to listen to a unique population
Sarah Messer, Director - Media (Middle East, North Africa and Pakistan), Nielsen

14:50 Searching for the optimal radio diary concept - experiences from Finland and Canada
Lena Brun, Managing Director, Finnpanel
Ricardo Gomez-Insausti, VP Research & Respondent Contact Centres, Numeris

15:05 Panel Session

15:20 Coffee

Joint Session for Radio & Audio and Television & Video

15:50 Chairman's opening remarks
Paul Kennedy, Research Director, RAJAR

15:55 DIMENSION: communication planning in a disrupted world
Andy Brown, Chairman and CEO, Kantar Media

16:10 Advertisers, media agencies and digital - how are they doing? – panel discussion
Bob Hoffman, the Ad Contrarian
David Wheldon, President of the World Federation of Advertisers and CMO of RBS
Andy Brown, Chairman and CEO, Kantar Media
moderated by Brian Jacobs, Founder and CEO, BJ&A

17:25 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.

Sponsored by RSMB

17:30 Close of day

asi Network Social

Delegates and speakers are invited to join us for a drinks reception immediately following the close of the day.

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