

# asi 2017 International Radio & Audio Conference

#asiradio17

## The Sound of the Crowd

Wednesday 8<sup>th</sup> 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.

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17:30 **Close of day**

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

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