

# 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 - bringing the strength of audio and digital together**  
Oliver Deane, Commercial Digital Director, Global Radio
- 10:15 **Measuring and monetising streaming audio**  
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, Radio and Music, 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 Canada and Finland**  
Ricardo Gomez-Insausti, VP Research & Respondent Contact Centres, Numeris  
Lena Brun, Managing Director, Finnpanel
- 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 Study: 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  
with Brian Jacobs, Founder and CEO, BJ&A
- 17:25 **Tony Twyman Award**  
This annual award of 1000 euros is presented to the conference paper that makes the best contribution to a greater understanding of Radio and its 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.

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