

# asi 2018 International Radio & Audio Conference

#asiradio18

## Data driven audio: is radio measurement still fit for purpose?

Wednesday 7<sup>th</sup> November 2018, Athenaeum InterContinental, Athens, Greece

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**The momentum behind 'audio' shows no sign of slowing.** Voice assistants and streaming audio services attract the lion's share of media coverage but, at the heart of the audio 'revolution', radio still accounts for the vast majority of audio consumption and is in prime position to benefit from the opportunities offered by customisation of content and advertising.

This year our audio and video conferences have shared themes, with the emphasis firmly on whether audience measurement remains fit for purpose in the face of changing consumer behaviour and widening definitions of audio and video.

In our first session we look at how radio sits within the current audio landscape: Are audiences fragmenting? How can broadcasters align their broadcast and non-linear audio offerings to best effect? How can their brands maintain relevance and prominence? Is targeted advertising via IP a 'value add' or the long-term future for radio advertising?

We then move on to case studies of measurement in action, showcasing innovative new approaches from South Africa, UAE, Australia, Netherlands and Greece. We look at the role that external data sources can play in building hybrid radio measurement and how modelling can be used to enhance or extend measurement coverage.

Our speakers encompass diary and recall approaches, passive electronic measurement, data modelling and Big Data, so it's appropriate that our final panel of the audio conference focuses on how well we are meeting the new challenge of measuring radio and – potentially – all forms of audio.

### Shared challenges – common solutions?

In this year's joint session, the Radio & Audio and Television & Video Conferences come together to examine the shared challenges faced by measurement and to determine the degree to which the solutions are similar. Youth consumption of both audio and video is put in the spotlight. How alike are the challenges presented to broadcasters by streaming services like Spotify and Netflix? With the BBC launching its CMM electronic cross-media measurement service and the Dutch industry advertising a tender for 'Total Media Audience Measurement' are the walls between video and audio measurement about to come tumbling down?

# The audio landscape

- 09:30 **Chairman's opening remarks**  
Paul Kennedy, Research Director, RAJAR
- 09:35 **Fragmentation of audience by digital home assistants and the impact on the radio industry**  
Denis Florent, CEO, Denis Florent Media Group
- 09:50 **Sounds: the BBC's new online audio offer**  
Alison Winter, Head of Audiences for Radio and Education, BBC
- 10:05 **DAX (Digital Audio Exchange) – accessing the audience for premium audio**  
Oliver Deane, Director of Commercial Digital, Global
- 10:20 **Leveraging the power of audio to develop a strong sonic identity**  
Scott Simonelli, Founder and CEO, Veritonic
- 10:35 **Panel Session**
- 10:50 **Coffee**
- Measurement in action**
- 11:20 **The transformation of audience measurement in South Africa – starting with radio**  
Clare O'Neil, CEO, Broadcast Research Council of South Africa  
Jennie Beck, Chief Client Officer, Kantar Media EMEA
- 11:35 **Innovation radio measurement for the UAE**  
Sarah Messer, Director Media, Arabian Peninsula & Pakistan, Nielsen
- 11:50 **City Mouse – Country Mouse: bringing the Big Smoke to the Bush**  
Ian Garland, Managing Director, Milton Data
- 12:05 **Radio post-analysis in the frame**  
Valeria Tsamis, Managing Director, Focus Bari  
Josephine Bucknull, Partner, Bucknull & Masson International
- 12:20 **Panel Session**
- 12:35 **Lunch**

## Is audio measurement 'fit for purpose'?

### 13:45 Chairman's opening remarks

Kristian Tolonen, Head of Audience Research, NRK

### 13:50 Making optimal use of external data sources and audio panels

Liesbeth Nekkers, Head of Media Measurement, GfK

### 14:05 Preparing for Hybrid RAM: the best of both worlds

Morten Boyer, Managing Director (Australia and New Zealand), GfK  
Julie Warner, Marketing Director, Commercial Radio Australia

### 14:20 How the young are transforming the audio landscape

Tor Eide, Media Analyst, NRK

### 14:35 Panel Session

### 14:50 The audio measurement challenge

Panel discussion moderated by Kristian Tolonen, with:  
Oliver Deane, Director of Commercial Digital, Global  
Prince Debrah, International Product Lead, Nielsen  
Benjamin Masse, Managing Director, Market Development and Strategy, Triton Digital

### 15:10 Coffee

## Joint Session for Radio & Audio and Television & Video

### Shared challenges – common solutions?

- 15:40 **Chairman's opening remarks**  
Kristian Tolonen, Head of Audience Research, NRK
- 15:45 **Audio and video streaming – shared challenges?**  
Zach Fuller, Analyst, MIDiA Research
- 16:00 **The kids are alright! The ABCs of XYZ - audio and video through the ages**  
Ricardo Gomez-Insausti, Vice-President Research, Numeris
- 16:15 **Convenience and relationships: the drivers of youth media consumption**  
Peter Niegel, Audience Researcher, Danish Broadcasting Corporation
- 16:30 **CMM (cross-media measurement) – first fruits of single-source audience measurement for the BBC**  
Jeroen Verspeek, Head of Audience Measurement, BBC  
Jim Ford, Global Commercial Director – MediaCell, Ipsos
- 16:45 **Panel Session**
- 17:10 **2018 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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17:15 **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 on the Acropolis Terrace on the 6<sup>th</sup> floor of the Athenaeum InterContinental Hotel.

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

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