

asi 2016 International Radio & Audio Conference

Millennials and the Future Shape of Audio

Wednesday 2nd November 2016, Hilton Budapest, Budapest, Hungary

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On the face of it, audio remains in rude health, an attractive proposition for listeners and advertisers alike. However, the long-term future of radio and other forms of audio is very much in the hands of millennials, that key group born between about 1980 and 2000. Their radio listening levels are declining. To a certain extent this is being offset by the continued loyalty of older groups. So the key question has to be: will millennials become increasingly dependent on radio as they get older or will they take their current profile of audio consumption with them into later life? Will they differentiate between radio and other forms of audio in the way past generations have done?

Either way, it is clear that radio is now very much part of a wider thriving audio landscape and is increasingly as much a digital medium as the new streaming and on demand services. So, what is the optimum approach to measuring radio and audio across digital platforms and in this wider context? This year, a number of presentations will look at audio in this broader playing field, with implications not just for the listener but also the trading of audio itself.

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

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The Audio Landscape

09.00 Chairman's opening remarks

Kristian Tolonen, Head of Audience Research, NRK

09.05 56 days to FM shut-down

Tor Eide, Media Researcher, NRK

How the most advanced radio market in the world is changing and how we are measuring it.

09.20 Who listens to digital audio in Australia?

Joan Warner, CEO, Commercial Radio Australia

09.35 Hear today. Gone tomorrow?

Alison Winter, Head of Audiences, Radio and Music, BBC

Charles Lawrie, Research Manager, RAJAR

Where there appears to be a decline in radio's audience, what is replacing those radio hours and where are lapsed listeners spending their time?

09.50 The new audio: reaching the Spotify audience listener in the moments that matter most

Kerli Nurmoja, Senior Manager, Global Thought Leadership, Spotify

10.05 Panel Session

10.25 Coffee

Millennials and audio

10.55 Radio's relevance to younger adults

Toby Syfret, Senior Analyst, Enders Analysis

11.10 Keeping radio special for the young

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

11.25 Millennial listening patterns more varied than you think

Lisa Eaton, Senior Vice-President, Member Engagement, Numeris

11.40 Podcasting: the next ten years

Tom Webster, Vice-President, Edison Research

The tracking of the development of podcasting over the last decade now offers insights into the challenges and opportunities ahead.

11.55 Panel Session

12.15 Lunch

The Audio Measurement Challenge

13.30 Chairman's opening remarks

Paul Kennedy, Research Director, RAJAR

13.35 Totally online? Learnings from testing online diaries for radio currency in Finland

Lena Sandell, Managing Director, Finnpanel

13.50 Last-minute programme change due to illness:

Cancelled: Establishing a new audio currency – web measurement of IP audio

Christiane Korch, Senior Manager, Media Micro Census GmbH

MediaCell for Radio

Tim Farmer, CEO, Ipsos MediaCell

RAM 2.0

Giorgio Licastro, Global Head of Product Radio, GfK

14.20 Moneyball for radio: focusing on driving revenue

Jay Guyther, Media Measurement Research Consultant

How analytics can help attract new listeners and get existing listeners to listen more.

Cancelled due to illness: DAX – bringing the strengths of audio and digital together

Oliver Deane, Commercial Digital Director, Global Radio

14.35 Panel Session

14.55 Coffee

Joint Session for Radio & Audio and Television & Video

15.25 Chairman's opening remarks

Paul Kennedy, Research Director, RAJAR

Our joint session brings radio and television delegates together to look at a series of innovative efforts being made to measure both the combined and unique strengths of the two media.

15.30 Integrated solutions for cross-media measurement

Jeroen Verspeek, Head of Audience Measurement, BBC
Jim Ford, Global Commercial Director MediaCell, Ipsos

15.45 The Euro 2016 study: cross-media measurement is not just a question of technology

Arnaud Annebicque, Development Director, Europe and Africa, Médiamétrie
Olivier Daufresne, International Project Director, CESP

16.00 Millennials: the Life Stages report

Glenn Enoch, Senior Vice-President, Audience Insights, Nielsen

How does millennials' technology ownership differ from older adults and how are they changing media consumption?

16.15 Digital on the rise – YouTube in cross-media perspective

Josef Fišer, Marketing Director and Analyst, adMeter, Median

16.30 KEYNOTE: Definitions, metrics and new horizons – key questions in an evolving audience measurement reality

Roberto Suárez Candel, Head of the Media Intelligence Service, EBU

16.50 Panel Session

17.15 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 in the Corvina Room.

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