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

Wednesday 7th 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

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 6th floor of the Athenaeum InterContinental Hotel.

Please note: this agenda may be subject to change.

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