

# asi 2022 International Radio & Audio Conference

#asiradio22

## Hybrid Audio

Wednesday 2<sup>nd</sup> November 2022

Hyatt Regency Nice Palais de la Méditerranée, Nice, France

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Audio has consolidated its position as a vibrant medium for both listeners and advertisers. The ways in which audio and radio can be consumed (linear, catch up, podcasts) and the local and global platforms on which it is distributed mean that it is very much a hybrid medium. As a result, it's no surprise that hybrid audio measurement is also on the rise, partly due to the attractions of electronic measurement panels and partly due to a need to make measurement more resilient against disruptions like the pandemic. What implications does this have for the structure and reporting of currencies? Is the direction of travel to make electronic data look like diary data or is this an opportunity to adopt new metrics for measuring radio? We'll be looking at how portable measurement technology is evolving as well as sharing techniques for combining recall surveys, electronic panels and audio streaming data.

Meanwhile, as podcasting continues to boom, what steps are being taken to convert streams and downloads into real listening with real people? What role can subscriber log-in data play?

As more and more radio and podcasts adopt video feeds, we will be examining the benefits versus the costs and how we can best measure the wider reach of audio content? Where does this form of 'audio-led' video content sit best in terms of measurement currencies? Are the boundaries between video and audio starting to evaporate?

### Joint Session with TV & Video: **We're back but what have we missed?**

In our joint session we will be debating issues of common interest to all those involved in and using video and audio measurement. How is the media eco-system evolving in terms of the balance between local and global, between linear and non-linear? Are we looking at more and more walled gardens for content and ad distribution? Where does that leave aggregators of audio and video content? Where does that leave

measurement systems attempting to adapt to new technological challenges and the increasing restrictions related to privacy legislation?

Younger audiences are the holy grail for not just media owners and advertisers, but for researchers too. How can we overcome the challenges in recruiting young viewers and listeners to research and ensure they are representative?

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

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## Wednesday morning

09:30 Chair's opening remarks  
Paul Kennedy, Research Director, RAJAR

09:40 Post-pandemic: audio goes viral!  
Denis Florent, CEO, Denis Florent Media Group

10:00 Q&A

### Developments in electronic measurement

10:10 Introducing new wearable technology in radio audience measurement  
Prince Debrah, Global Business Partner, Nielsen  
Kristian Tolonen, Head of Audience Research, NRK

10:20 Measurement on the move: breakthroughs in future-proofing portable metering  
Arnaud Annebicque, Director of MetricLine, Médiamétrie  
Laurence Chausson, International Business Development Director, Kantar

10:30 The sound of silence – estimating radio listening via headphones  
Marcin Bagard, Lead Data Scientist at International R&D, Nielsen

10:40 Panel session

10:55 Coffee

### Blended approaches: combining electronic panels, surveys and big data

11:25 Radio360: from evolution to reality – bringing the vision to life  
Deb Hishon, Media Measurement Director, GfK ANZ

11:40 Launch of automatic measurement for radio in France  
Julien Rosanvallon, Deputy Director General, Médiamétrie

11:55 Combining streaming logs and panel measurement: opportunities and challenges  
Daryl Battaglia, SVP Market Development and Strategy, Triton Digital

12:10 Panel Session

12:30 Lunch

## Wednesday afternoon

### Beyond radio

13:40 Chair's opening remarks

Kristian Tolonen, Head of Audience Research, NRK

13:45 Building podcast audiences internationally

Mike Wood, Audience Development Insights Director, ACAST

13:55 How to break a bad habit (and replace it with a good one)

Alison Winter, Head of Audiences, BBC Radio and Music

14:05 Podcast measurement: what matters and why?

Cathy Heeley, International Media Analytics Lead, Nielsen

14:15 Podcasting with purpose

Dusty Rhodes, Managing Director, DustPod

14: 25 Panel session: Beyond radio

14:45 Coffee

## Wednesday afternoon Joint Session: We're back but what have we missed?

### 15:15 Welcome back!

Mike Sainsbury, Chief Executive, asi  
Richard Marks, Research Director, asi

### 15:25 Chair's opening remarks

Kristian Tolonen, Head of Audience Research, NRK

### 15:30 The rising cost of attention: how escalating supply and demand drivers are disrupting engagement metrics in digital entertainment

Tim Mulligan, EVP and Research Director, MIDiA Research  
*(includes time for questions)*

### 15:45 The European post-pandemic digital landscape

Vit Smékal, Research Director, Comscore Europe  
*(includes time for questions)*

### 16:00 Purpose, impact and value – new horizons for performance measurement

Roberto Suárez Candel, Co-Founder and Managing Director, South180  
*(includes time for questions)*

### 16:15 Lessons from the Ipsos/UKOM coalface: the new old

Ian Dowds, CEO, UK Online Measurement (UKOM)  
David Kapar, Chief Product Owner, Global Audience Measurement, Ipsos  
*(includes time for questions)*

### 16:35 Panel session: Reaching and recruiting young audiences and respondents

Caroline Baxter, Research Operations Director, BARB  
Lena Brun, Managing Director, Finnpanel  
Martin Greenbank, Head of Advertising Research & Development, Channel 4  
Nora Schmitz, Head of Audience Measurement and Media Development, Ipsos

### 17:10 The 2022 Tony Twyman Award for Radio & Audio

This annual award, together with 1000 euros, is presented to the conference paper that makes the best contribution to a greater understanding of Radio & Audio and its audiences.

### 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 in the Azur Room, directly opposite the conference room.