

asi 2023 International Radio & Audio Conference

#asinice23

The sound of success

Wednesday 8th November 2023

Hyatt Regency Nice Palais de la Méditerranée, Nice, France

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What drives the enduring strength of audio and its measurement? In Nice this year we'll have three primary areas of focus:

We'll be widening your understanding of how radio and audio are being consumed and how linear and on-demand best complement each other. What are the listener need-states that audio is able to respond to and how do these vary by demographic, by time of day and by country? What does the audio landscape look like in markets that have fully transitioned to a digital ecosystem? How is the relationship between audio and travel changing post-pandemic, particularly in-car, as vehicle operating systems become media and advertising real estate.

A number of markets now have a range of ongoing 'ingredients' that fit into their measurement systems, but thus far no two markets are following exactly the same recipe for combining metered measurement, diaries, day-after recall and census streaming data. How can passive and recall data best be integrated? What takes priority? How transparent are the algorithms used to do this? Will online diaries inevitably be phased out? We'll be trying to understand the optimum way forward not just for data collection and blending, but also the metrics that are best suited to make the most of these new systems. Is it time to move beyond traditional radio concepts like quarter hour and reach to metrics like CPMs?

Meanwhile, podcasting and non-linear audio continue to grow, and so does our understanding of how both content and advertising work best in an on-demand context. We'll be looking at the benefits of podcasts in reaching parts of the population that linear cannot and how listeners navigate an ocean of podcast content. How is podcasting data being activated for media sales? Which data sources offer the best strategies for effective measurement and what does the future have in store?

Joint Session with TV & Video

In our joint session we will be debating issues of common interest to all those involved in and using video and audio measurement.

Sustainability is a major priority for the media industry. The carbon footprint of different media channels is coming under scrutiny and with it the consideration of sustainability metrics that could feed into media planning decisions. Most directly for our community, how sustainable are the different forms of media measurement? Is data in the cloud more environmentally friendly than metered panels, or does big data require energy-hungry big server farms?

Artificial Intelligence is dominating the wider public debate with the advent of generative AI, but forms of AI and machine learning have been in use in measurement for a while now. What does the media industry make of AI, whether for content production, ad planning and serving or research design and administration?

As the WFA cross-media initiative progresses at a global level, many local developments are underway, some growing organically out of the JIC structure. However, increasingly currencies are not 'staying in their lane' but widening to measure other forms of media. We'll be showcasing some significant developments in cross-platform and cross-media measurement and asking how sustainable single-media currencies will be in the future.

Please note: this agenda may be subject to change.

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Wednesday morning

09:30 Chair's opening remarks
Paul Kennedy, Technical Advisor, RAJAR

Audio insights

09:40 The sound of resilience: five years of DAB and sounds in Norway
Kristian Tolonen, Research Director, NRK

09:50 Radioplayer France: not only a radio app, but a question of sovereignty for French broadcasters
Régis Verbiguié, Managing Director, Radioplayer France

10:00 Navigating the need-states of Generation Audio
Mark Barber, Planning Director, Radiocentre

10:10 Panel session

Recipes for success in currency audio measurement

10:30 GfK Radio 360: life after launch
Deb Hishon, Media Measurement Director, GfK ANZ

10:40 Introduction of the NMO audio currency: a bold leap or a necessary well-managed innovation?
Patricia Sonius, Director of Research, NMO Nationaal Media Onderzoek
Irena Petric, Service Line Lead Audience Measurement, Ipsos

10:50 Coffee

11:20 A new total radio and audio measurement in France
Cécile Bertrand, Research Director Audio, Médiamétrie

11:30 The road to RAJAR's hybrid concept
Charles Lawrie, Research Operations Director, RAJAR

11:40 CATI-Day Dreams: radio renaissance with 7-day and multi-week R&F schedules
Gary Whitaker, CEO, BRC (Broadcast Research Council of South Africa)
Ian Garland, Managing Director, Milton Data

11:50 Panel Session

12:20 Lunch

Wednesday afternoon

Podcasting in context

- 13:30 What does it take to launch a successful podcast?
Matt Deegan, Director, Podcast Discovery
- 13:40 Podcasts: beneficial for democracy and profitability
Dennis Christensen, Head of Analysis, Danske Medier
- 13:50 Speech Therapy: how Talk Radio and Podcasts can work together
Alison Winter, Portfolio Head of Audiences for Radio and Music, BBC
Emma Theedom, Portfolio Head of Audiences for News, Sport, Nations & Regions, BBC
- 14:00 Podcast listeners: the people behind the devices
Paul Eldon, Senior Product Manager, Triton Digital
- 14:10 Unified measurement for digital audio campaigns
Sue Cullingham, Director – Head of Audio, Adwanted UK
Chontal Angus, Head of Audiotrack and Audiolab, Adwanted UK
- 14: 20 Panel session
- 14:40 Coffee

Wednesday afternoon Joint Session

15:10 Chair's opening remarks
Denise Turner, Chief Executive, Route Research

How sustainable is the business of measurement?

15:20 Towards sustainable audience measurement
Estelle Duval-Barreau, Chief Strategy Officer, Médiamétrie

15:30 Artificial Intelligence: assessing the impact on the media industry
Lee Risk, Research Director, Vice-President Media Measurement Commercial, GfK

15: 40 Panel session

Moving beyond the measurement of silos

16:00 Breaking up the silos: the AGF X-Reach Project
Kerstin Niederauer-Kopf, Managing Director, AGF Videoforschung

16:10 Integrating BVOD into an online currency
Heather White, Director, Digital Measurement, Ipsos Australia

16: 20 The ultimate balancing act: working towards cross-media measurement while maintaining stability for the TV market
Patricia Sonius, Director of Research, NMO Nationaal Media Onderzoek
Liesbeth Nekkers, Head of Client Service, Kantar Media NL

16:30 Right place, right time
Pat Pellegrini, President and CEO, Vividata

16: 40 Panel session

17:10 The 2023 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.

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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 in the Azur Room, directly opposite the conference room.