

asi 2024 International Radio & Audio Conference

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Mapping the audio landscape

Wednesday 6th November 2024
Hilton Molino Stucky Hotel, Venice, Italy

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With linear radio continuing to have the dominant share of audio advertising, we'll be showcasing new studies that demonstrate the effectiveness of radio as a medium.

As podcasts continue to grow in importance, what insights do we have on their place in the audio ecosystem? Can we crack podcast measurement that measures people not downloads?

Meanwhile, as the radio industry moves towards hybrid systems that blend recall, passive and census streaming data, what is the optimum design and how are markets reacting to new forms of data that are becoming available?

Are the current radio trading systems and metrics here to stay or is a change in approach needed?

Joint Session – Radio & Audio and Television & Video

Our main focus will be issues and challenges of common interest to audio and video.

Are we agreed on what it is we're trying to measure – what do we mean by 'impressions', impact(s), attention and outcomes? How are these to be determined and who will set the standards, particularly when it comes to cross-media measurement? How can we arrive at a consensus amongst national organisations charged with overseeing their respective markets? What impact will imminent regulation have?

Meanwhile, the industry is exploring the implications of Artificial Intelligence, sustainability and the talent profile required going forward. What opportunities are there for media currencies to break out of their silos and collaborate on key common issues and technical tools?

Please note: this agenda may be subject to change.

Wednesday morning – Radio & Audio Session 1

- 09:30 **Chair's opening remarks**
Paul Kennedy, Consultant and former Research Director of RAJAR
- 09:35 **Radio – the Performance Multiplier**
Donna Burns, Head of Insight, Radiocentre
- 09:45 **Irish ad effectiveness measure – CampaignFX**
Jason Brownlee, Founder Director, Colourtext
- 10:00 **Measuring cross-media ad effectiveness**
Dirk Soetens, Market Intelligence Manager, VAR
- 10:10 **Radioplayer's Data Platform and Insights Dashboard**
Eugenio La Teana, Head of Data, AI and Innovation Strategy, Radioplayer
- 10:20 **Levelling the playing field – geo-targeting for radio**
Jay Guyther, Media Measurement Consultant
- 10:30 **Panel session**
- 10:50 **Coffee**
- 11:20 **Towards a new generation measurement in France**
Cécile Bertrand, Research Director Audio, Médiamétrie
Arnaud Annebicque, International Business Development Director, Médiamétrie
- 11:30 **Introducing PPM wearables as currency in Norway**
Thomas Midthun, Cluster Team Leader Nordics & KSA – Audience Measurement
Client Service and Delivery, Nielsen
- 11:40 **Watermarking alongside audio-matching to enhance audio currency**
Yvette van den Berg, Research Manager Audio, NMO
Jerome Schalkwijk, Global Head of Cross-Media Technology, Ipsos
- 11:50 **Unlocking the potential of the audio ecosystem: audience measurement and effectiveness working together**
Jo Dick, Chief Commercial Officer, Commercial Radio Australia
Deb Hishon, Media Measurement Director, GfK ANZ
- 12:00 **Is the hybrid journey worth taking?**
Josef Fišer, Business and Marketing Director, MEDIAN
Petr Uchytíl, Head of Product and Marketing, Media Marketing Services
- 12:10 **Panel session**
- 12:30 **Lunch**

Wednesday afternoon – Radio & Audio Session 2

13:30 Podcasting reaches adulthood: what's next?

James Cridland, Editor, Podnews

13:45 Decoding programmatic audio: targeting, measurement and monetization

Rockie Thomas, Chief Revenue Officer, Soundstack

13:55 Expanding podcast measurement beyond public rankers

Daryl Battaglia, Chief Revenue Officer, Triton

14:05 Podcast measurement and the flaw of averages

John Carroll, Director of Research and Audiences, RAJAR

14: 15 Panel session

14:35 The 2024 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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14:40 Coffee

Wednesday afternoon – Joint Session

15:10 Chair's opening remarks

Katherine Page, Katherine Page Media Research Consultancy

15:15 XMedia KPIs and their impact

Alexandra Simpelaere, Product Manager, Cross Media and Platform Measurement, Médiamétrie

Julien Rosanvallon, Executive Vice President, Médiamétrie

15:25 Data accuracy in cross-media: gold, or fool's gold?

John Downs, Audit and Quality Control, Pure X Media

15:35 When I pitch, it's AI....

Ian Garland, Managing Director, Milton Data

15:45 Gorillas in view!

Valérie Morrison, Managing Director, CESP

15: 55 Panel session

16:15 Media measurement and international standards

Stuart Wilkinson, Senior Business Development Director, Kantar Media

16: 25 Two industry perspectives on international standards

Currency: Yannick Carriou, President & CEO, Médiamétrie

Public broadcaster: Nick North, Director of Audiences, BBC

16: 40 Panel session: The global industry response

Moderated by Yannick Carriou, President & CEO, Médiamétrie

17:30 Close of day followed by:

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 is kindly sponsored by [Ipsos](#) and will be held in the Ballroom Foyer, directly outside the conference room.