



2025 International Radio & Audio Conference

Audio measurement in 2030

Wednesday 5th November 2025

Radisson Blu Scandinavia Hotel, Copenhagen, Denmark

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With services like Spotify now over a decade old, how does radio fit within the wider audio landscape? What does the new normal look like?

Much of that 'new normal' is leveraging census data to measure and monetise, turning streams and downloads into actual audiences. What are the strengths and challenges of working with census audio data? Is there potentially a revolution in how radio is evaluated and sold?

But audio doesn't live alone – are we unlocking the medium's full potential in cross-media campaigns? As platforms and media continue to collide, should audio measurement remain ring-fenced from wider measurement initiatives?

Joint Session – Radio & Audio and Television & Video

Our joint session focusses on issues of common interest to the media and measurement community.

Media convergence is nothing new, but growing cost pressures are bringing in a new era for the way audience measurement is delivered and how the data collected is used and managed responsibly. We'll be highlighting the latest innovations in cross-industry co-operation and the re-evaluation of data stewardship that underpins them. When it comes to measurement, does AI represent beauty or beast?

We'll be unpacking the implications of the European Media Freedom Act and reviewing the progress of the Audience Measurement Coalition in securing the future of measurement. The debate provoked by our two recent podcast panels on Measurement in 2030 will conclude with the final panel examining the future role of industry currencies discussed live on stage in Copenhagen.

This agenda may be subject to change.

Wednesday morning: Challenges and Opportunities, Session 1

09:30 Chair's opening remarks

Paul Kennedy, Consultant & RAJAR Technical Advisor

09:35 Why isn't radio dead (yet)?

Jason Brownlee, Founder Director, Colourtext

09:45 NMO roadmap to total audio

Irena Petric, Audience Measurement Lead, Ipsos

Patricia Sonius, Research Director, NMO Nationaal Media Onderzoek

09:55 A new proxy for presence for passive radio measurement

Jerome Schalkwijk, Global COO – Audience Measurement, Ipsos

Marija Ruščić, MediaCell Data Science Lead, Ipsos

10:05 Radio Ready: securing radio's future in the connected car

Tobias Nielsen, SVP Digital, Bauer Media Audio

Tomas Granryd, Head of Digital Partnerships, Sveriges Radio (and EBU)

10:15 Panel session

10:35 Coffee break

11:05 Is census data a dream, a necessity or a headache for radio measurement?

Cécile Bertrand, Audio Director, Médiamétrie

11:15 Radio streaming measurement: the new currency

Miguel Ángel Fontán, Director General, AIMC

Julián Sánchez, Consultant Manager, ODEC

11:25 Revolutionizing AudioID advertising: GfK Radio360 and the hybrid measurement advantage

Deb Hishon, Media Measurement Director ANZ, GfK

11:35 Audio hybrid measurement: the future of Canadian audio metrics

Derrick Gray, Chief Research & Operations Officer, Numeris

Louis-Philippe Sutton, President, StatsRadio

11:45 Radio measurement goes 'hybrid'

Tanja Hackenbruch, CEO, Mediapulse AG

11:55 Panel session

12:25 Lunch

Wednesday afternoon: Challenges and Opportunities, Session 2

13:25 Navigating 10 years of evolving audio

Charles Lawrie, Research Operations Director, RAJAR
Filippo Oriani, Account Director, Ipsos

13:35 Beyond the download: who's really listening?

Alison Winter, Head of Audiences, Radio & Education, BBC

13:45 People-powered audio: measurement in the Nordics

Hanne Teigum, Global Research Director, Kantar Media

13:55 High-gain audio: using multi-platform audio to amplify overall media campaign ROI

Donna Burns, Head of Insight, Radiocentre

14:05 Panel session

14:25 The 2025 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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14:30 Welcome to Denmark Coffee break

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Wednesday afternoon – Joint Session

- 15:00 **Welcome and Chair's opening remarks**
Katherine Page, Katherine Page Media Research Consultancy
- 15:10 **The next generation of measurement is here**
Julien Rosanvallon, Executive Vice President, Médiamétrie
Mathilde Jehan, Director of Marketing and Development for TV, Médiamétrie
- 15:20 **AI and Audience measurement**
Bas de Vos, Chief Kitsune, Kitsune Audiences & Data Consulting
- 15:30 **Localisation: modelling cross media using Copulas**
Christel Swift, Senior Principal Data Scientist CCOG Data, BBC
- 15:40 **State of play and perspectives of TV-video cross-media measurement**
Valérie Morrisson, Managing Director, CESP
- 15:50 **Questions – speakers take questions from the floor**
- 16:05 **Maximizing JICs' cooperation – bringing CTV audience measurement to the Italian market**
Claudio Meraviglia, Statistics Methods Leader, Nielsen
- 16:15 **CIM ONE, the new fully-integrated research framework of the Belgian JIC**
Koenraad Deridder, General Manager, CIM
Michaël Debels, Research Director, CIM
- 16:25 **Audience Measurement Coalition update – navigating the legal knots**
Marie de Cordier, Director of Government Relations & Public Policy – Europe, Nielsen
Stuart Wilkinson, Managing Director – Business Development, Kantar Media
- 16:35 **What people watch on YouTube**
Justin Sampson, Chief Executive, Barb Audiences
- 16:45 **Questions – speakers take questions from the floor**
- 17:00 **Panel: The Future of Currencies**
Moderated by Katherine Page, Katherine Page Media Research Consultancy
Yannick Carriou, President & CEO, Médiamétrie
Jeff Eales, Director of Systems Strategy, Sky Media
Kerstin Niederauer-Kopf, CEO, AGF
Alicia Olson-Keating, President & CEO, Numeris
Phil Smith, Director General, ISBA
- 17:40 **Close of day and the **asi Network Social Drinks Reception** sponsored by Ipsos**
See over for details:

asi

Network Social

Delegates and speakers at the
2025 International Radio & Audio Conference and the
2025 International Television & Video Conference
are invited to join us for a drinks reception

Wednesday 5th November 2025
5:45pm, Scandinavian Ballroom Foyer

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