



2026 International Radio & Audio Conference

Building the next generation of audio currencies

Wednesday 4th November 2026

Hilton Molino Stucky Venice Hotel, Venice, Italy

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Hybrid measurement solutions continue to develop moving from periodic panel/recall surveys toward year-round, minute-by-minute systems that blend survey data with census-level digital log files.

Meanwhile, synthetic and AI-driven data is moving from theory to practice.

As podcasting matures how does it establish agreed standards that allow it to be measured with the rigour radio has had for decades?

Joint Session – Radio & Audio and Television & Video

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

Public Service Broadcasters seemingly have to prove their worth on platforms they don't control and, as measurement systems get more complex and less transparent, independent audit is required to replace blind faith.

The usefulness of AI is playing out simultaneously in a number of ways – at the organisational, audience and methodological level.

This agenda may be subject to change.

Wednesday morning: New systems, new developments

09:00 Welcome and Chair's opening remarks

Paul Kennedy, Consultant & RAJAR Technical Advisor

09:05 The future of audio

Adam Bowie, Audio Strategist, BBC

followed by questions

09:20 Loaves, fishes and talking data in radio audience measurement

Julián Sánchez , Consultant Manager, ODEC

& José Francisco Pellicer, Technical Director, ODEC

09:30 Hybrid radio measurement: from validation to implementation

Derrick Gray, Chief Research & Operations Officer, Numeris

& Olivier Daufresne, Associate Director, CESP

09:40 From no currency to new currency in South Africa

Gary Whitaker, CEO, BRCSA

& Deb Hishon, Media Measurement Director ANZ, NIQ

09:50 From technology to consensus: building the next chapter of audio measurement

Cécile Bertrand, Audio Director, Médiamétrie

10:00 Why has Sweden created a new JIC in 2026?

Paul Eldon, Director of Measurement, Bauer Media Audio

& Magnus Anshelm, CEO, MMS

10:10 Panel session

10:30 Coffee break

11:00 Needle in a haystack – virtual panels

Francesco Citterio, Data Scientist, dataBreeders

11:10 Identifying and overcoming limitations of census data for hybrid radio audience measurement

Michelle Scheuermeier, Research Manager Radio, Mediapulse AG

11:20 RDS - understanding Gen Z audiences in the era of hybrid audio and digital content

Giorgio Licastro, Head of Media Measurement Currencies Italy, NIQ

& Manuela Motta, Head of Research & Insights, RDS

11:30 Why radio still matters in the car

Paul Eldon, Director of Measurement, Bauer Media Audio

11:40 Sound Profits – harnessing Audio's priming effect to amplify results from Search & Social
Donna Burns, Head of Insight, Radiocentre

11:50 Panel session

12:10 Lunch

Wednesday afternoon: Podcasts – the search for standards

13:10 The teenage medium: AMP and the maturation of podcasting
Giles Martin, EVP Strategy & Measurement, Oxford Road

13:20 Podcasts' video moment is still powered by audio
John Carroll, Director of Research and Audiences, RAJAR

13:30 Who's listening? Moving podcast measurement beyond downloads and streams
Jens Grüntjes, Managing Director and Co-Founder, ANKORDATA GmbH & Co. KG

13:40 Brand attribution in BBC podcasts
Grace Jasper, Audiences Research Manager, BBC

13:50 Panel session

14:10 The 2026 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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14:15 Welcome to Venice Coffee break

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Wednesday afternoon: Joint Session

From black boxes to broadcasters: who do we trust now?

14:45 Welcome and Chair's opening remarks
Katherine Page, Katherine Page Media Research Consultancy

14:50 The challenge to Public Service Broadcasting
Claire Enders CBE, Founder & CEO, Enders Analysis
followed by questions

15:10 Bridging the gap: AGCOM Resolution 87/26/CONS
Giacomo Lasorella, President, AGCOM
followed by questions

15:30 Black boxes, big money and blind trust:
why media measurement needs independent audit
Valérie Morrisson, Managing Director, CESP
& Ross Wightman, Commercial Director, RSMB

15:40 Measuring the value of off-platform audiences
Christel Swift, Senior Principal Data Scientist CCOG Data, BBC

15:50 Questions to speakers

Leading through the AI transition

16:05 Synthetic audiences, human panels and AI
Ben Warner, Co-Founder, Electric Twin

16:15 **2026 New Perspectives Award** – winning paper
AI – just another tech leap? Delivering for audiences where internal conflict reigns
Magdalena Paczocha, Research Manager, Audience Measurement, Ipsos

The New Perspectives Award is sponsored by: 

16:25 How people adapt when AI changes the rules
James Holden, Director, Holden Thinking

16:40 From Tokyo to the marketplace: rethinking audience research in the age of AI
Etsu Taniguchi, CEO & President, Video Research USA

16:50 Panel session

17:10 Industry Tributes & Awards

17:40 **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 foyer directly outside the conference room.