

19.09
2017
Brussels

WORKSHOP

NEXT DEVELOPMENTS
IN THE AUDIENCE
MEASUREMENT
FOR RADIO

egta.

Tuesday 19th September, 10:00 – 16:00

Venue: Hotel Marivaux, Boulevard Adolphe Maxlaan 98, B-1000 Brussels
Room: Tati I & II

09:45 Welcome coffee

10:00 Introduction
Yuri Loburets, *Director Radio, egta*

MARKETS THAT IMPLEMENTED ELECTRONIC MEASUREMENT

Norway

Bjarte Ogrey, *Marketing & Research Director, Bauer Media Norway*

Switzerland

Martin Baumgartner, *Head of Business Development, swiss radioworld*

Sweden

Erik Beckman, *Head of Analytics and Research & Daniel Olofsson, Market Analyst, MTG Sweden*

Coffee break

DISCUSSION

12:30 Lunch

13:15 EVOLUTION OF THE DIARY MARKET

The United Kingdom

Jerry Hill, *Chief Executive Officer, Rajar*

MARKETS CONSIDERING MOVE TO ELECTRONIC MEASUREMENT

Sven Bieber, *Director Audio Sales, Spotify Germany*

France

Frédéric Degouy, *Director of Marketing and Revenue Management, Next Régie*

EXPERIMENTS WITH ELECTRONIC SOLUTIONS

Belgium North

Stefan Delaeter, *Research Manager, VAR*

Russia

Ekaterina Eroshkina, *Head of Commercial Marketing, EMG*

Coffee break

Discussion

16:00 End of the meeting