

Research, data &
insights for radio
sales & marketing

01.02
2018
Vienna



Market Intelligence Meeting

RADIO Session

Organised by **egta.**

Hosted by  

Supported by  **RMS** 

08:45 OPENING REMARKS

Welcome from the hosts, *speakers to be confirmed*

EFFECTIVENESS & ROI OF RADIO/AUDIO IN THE MEDIA MIX

Through the ears into the heart: radio's emotional brand building power.

The leading German radio sales houses RMS and AS&S commissioned a new study on the emotional effectiveness of radio advertising and its ability to drive key KPIs for brands. The research was conducted by September Institute employing an innovative mix of methods.

Jan Isenbart, *Chief Research Officer, AS&S* (Germany)

Uwe Domke, *Head of Advertising and Market Research, RMS* (Germany)

Radio drives search.

The Radio Advertising Bureau U.S. research shows radio's impact on digital behaviours and activities, and the medium's relevance in a digital and e-commerce world. The study was conducted by Media Monitors, Sequent Partners, and In4mation.

Philippe Generali, *President/CEO, RCS/Media Monitors* (US)

Double proof for TV and radio effectiveness.

The Radio Advertising Bureau and Screenforce in the Netherlands joined forces to prove how TV and radio work together and complement each other to drive traffic to the advertising clients' websites and increase the effectiveness of their campaigns.

Liedewij Hentenaar, *Managing Director, RAB FM* (the Netherlands)

10:45 NETWORKING COFFEE BREAK

Radiocompass 2017.

A neuromarketing study that reveals radio's power to influence consumers.

Speaker to be confirmed (Italy)

Radio and the power of visual transfer.

A new study by the RMS in Germany investigating the potential of visual transfer for FMCG brands.

Uwe Domke, *Head of Advertising and Market Research, RMS* (Germany)

Philipp Schulte, *Market Researcher, RMS* (Germany)

Spot on Podcast in Germany 2017/2018.

The first comprehensive research into the growing podcast market in Germany. Insights from AS&S on podcast consumption and its advertising potential.

Jan Isenbart, *Chief Research Officer, AS&S* (Germany)

13:00 NETWORKING LUNCH

NEW DEVELOPMENTS IN RADIO & AUDIO MEASUREMENT

Innovations in day-after recall methodologies.

Experimenting with a combination of phone and computer assisted interviews to improve day-after recall radio audience data collection.

Ekaterina Eroshkina, *Head of Commercial Marketing, EMG* (Russia)

Searching for the optimal radio diary concept.

Experience of combining online and paper diaries.

Mervi Raulos, *Account Manager, Finnpanel* (Finland)

Measuring and monetising online audio.

[Insights on challenges and recommendations for the development of online audio measurement across Europe.](#)

Speaker to be confirmed, Triton

ACTIVATING DATA FOR RADIO & AUDIO

Attribution tool for online audio advertising – DAX's Listener ID.

[Data and attribution: new ways to measure behaviour and evaluate the effectiveness of online audio campaigns.](#)

David Cooper, Head of DAX Sales EU, Global (the UK)

Data mining and data matching capabilities for radio.

[Case studies on how radio can make the most of new sources of data for their advertising clients.](#)

Trish Taylor, Chief Executive Officer, Primedia Broadcasting Western Cape (South Africa)

16:15 CLOSING REMARKS

Additional speakers will be added to the programme in the coming weeks.

With thanks to our partner:

