

**RADIO SESSION**

Audio effectiveness & ROI  
research initiatives.  
Best practice in data activation  
strategies.  
Advances in radio & audio  
audience measurement.

**30/01/2020 PARIS (FR)**

**MIMM**

**EGTA MARKET INTELLIGENCE MEETING**

Organised by **egta.**

Hosted by **TF1  
PUB**

08:45

## WELCOME & OPENING REMARKS

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Senior executive, **TF1 Publicité** (France)

Ania Lara, Marketing Manager & Head of Partnerships, **egta**

09:00

## SESSION 01: AUDIENCE MEASUREMENT & DATA ACTIVATION

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- ✓ Advances in radio & audio audience measurement – what the blind spots and the challenges are, what priorities to focus on and what techniques will meet the industry's expectations and drive growth.
- ✓ Unlocking the potential of data for audience segmentation, advertising, product development and marketing.
- ✓ New sources of audience insights, data infrastructure, tech stack and how to apply it to radio.

### Audio's blind spot – a call for a consistent audio currency

Flora Williams, Connections Business Director, **OMD** (UK)

### PAMCo – a holistic view of publisher audiences

Measuring readership across all platforms to provide planners with de-duplicated reach and unlock commercial value

Simon Redican, Chief Executive Officer, **Publishers Audience Measurement Company - PAMCo** (UK)

### Data infrastructure and tech stack

How to enrich cross media advertising and addressable offers with audience insights

Senior executive to be confirmed, **Mediamond** (Italy)

### Know your audience

How to harness first party data and a DMP-based set up to excel in ad sales

Senior executive to be confirmed, **DPG Media** (Belgium)

10:40 – 11:10

## COFFEE BREAK

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### The marketer's point of view

How Mastercard integrates data and technology in their marketing strategy

Ben Jankowski, Group Head, Global Media, **Mastercard**

### Data enrichment and multi-touch attribution

Data and attribution solutions to build audience segments, boost audio advertising offers and analyse performance of campaigns

Prince Debrah, International Product Leader – Audio, **Nielsen**

### Podcast measurement

Analysing the listenership and performance of on-demand and podcast content

Benjamin Masse, Managing Director: Market Development & Strategy, **Triton**

12:25

## SESSION 02: EFFECTIVENESS & ROI OF RADIO & AUDIO

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- ✓ Best practice and tools to prove radio's effectiveness & ROI: its contribution to sales, brand building and performance across other KPIs.
- ✓ Showcasing new research initiatives and innovative methodologies to evaluate radio's impact.

### Radio advertising works

A new TV-led study from the French market also demonstrates the impact of radio across a range of metrics including contribution to sales and ROI

Laurent Bliaut, Deputy General Director, Marketing and R&D, **TF1 Publicité** (France)

**Hear and Now study**

How targeting people at relevant times helps turbocharge ad effectiveness

Mark Barber, Planning Director, **Radiocentre** (UK)

**Audio and brand building**

How to make audio assets deliver for brands

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

Bernard Domenichini, Head of Advertising & Market Research, **AS&S** (Germany)

**Audio identity check**

How does audio branding fit brand positioning?

Philipp Schulte, Head of Advertising & Market Research, **RMS** (Germany)

Oliver Dudek, Senior Researcher, **RMS** (Germany)

**The podcasting boom**

A comprehensive study of radio, audio and podcasts listeners in Poland

Michał Dobrzański, Head of Research & Development, **Tandem Media** (Poland)

Radosław Sączek, Creative Group Head, **Tandem Media** (Poland)

*Other expert speakers to be confirmed shortly*

WITH THANKS TO OUR PARTNERS:

