



A TWO-DAY WORKSHOP on how best to
MONETISE RADIO'S ONLINE & MOBILE EXTENSIONS

egta **RADIO**

Advanced Training Course

on the **MONETISATION**

of **ONLINE AUDIO**



29 - 30
JUNE
BRUSSELS

egta.



VENUE : egta office, 22 rue des Comédiens, 1000 Brussels

DAY 01: Thursday | 29 June | 08:45 – 17:45

MENTOR FOR THE DAY: **Maarten Albarda**, CEO, Flock Associates

- 08:45** *Arrival of participants and welcome coffee*
- 09:00** **Welcome & opening remarks**
» **Katty Roberfroid**, Director General, **egta**
» **Yuri Loburets**, Director Radio, **egta**
- 09:15** *Participants' introductory round table*
- 10:00** **2017 digital marketing trends and how radio can innovate along with marketers' priorities**
✓ *Key drivers, concepts and solutions in 2017's marketing*
✓ *What to focus on in order to stay relevant to current marketers' needs*
✓ *How to position audio advertising within the online market place: opportunities and challenges*
» **Maarten Albarda**, CEO, **Flock Associates**, international experience with **AB InBev** and **The Coca-Cola Company**
- 11:00** *Coffee break*
- 11:30** **Data management and strategies. Application of Artificial intelligence and Machine learning.**
✓ *Practical implementation in advertising and media*
✓ *Benefits for product and marketing personalisation*
✓ *New regulatory framework and its implications for digital advertising*
» **Dr. Pierre-Nicolas Schwab**, Marketing & Big Data expert
- 12:30** **Development of the online radio offer**
✓ *Growing digital audiences*
✓ *Increasing the volume, variety and quality of advertising inventory*
✓ *Designing personalised and interactive experience for listeners*
» **Rüdiger Landgraf**, Program Director, **KRONEHIT**
- 13:30** *Lunch*
- 14:20** **Integration of audio inventory in the overall digital advertising ecosystem**
✓ *How to best monetise online audio streams on top of pre-rolls. How to increase yield by dynamic ad insertion and replacement of broadcasted spots by online, data infused spots with higher CPM.*
✓ *How to sell audio inventory programmatically with added value – dos and don'ts. Necessary business and tech preparations.*
✓ *What's next for audio? Emergence of voice controlled interfaces and screenless devices. New audio ad formats combined with data.*
» **Pierre Naggar**, Managing Director Europe, **AdsWizz**
- 15:20** **Third-party verified audience measurement and data tools for online audio**
✓ *State of play of audio measurement across Europe and in the US*
✓ *Models, solutions and technologies*



- ✓ *The demand for greater accountability and attribution and what it means for all stakeholders*
» **Daniel Karlsson**, Senior Director, Market Development APAC-EMEA, Triton Digital
- 16:20 *Coffee break*
- 16:40 **Monetisation of podcasts**
 - ✓ *Key components of a successful podcasts advertising offer – how to present and sell podcasts to agencies and brands*
 - ✓ *Ad formats, sponsorships and other revenue sources used to monetise podcasts*
 - ✓ *Advertising monetisation of podcasts – pricing options and models*
 - ✓ *Accountability and targeting in an on-demand space: measurement of podcasts*
 - ✓ *Data – collection and usage for product development, marketing and sales*» **Joe Copeman**, Director of Sales, Acast
- 17:40 **Wrap up**
- 19:30 *Participants' dinner*

DAY 02: **Friday** | **30 June** | **08:30 – 14:00**

MENTOR FOR THE DAY: **Matt Deegan**, Founder & Creative Director, Folder Media

- 08:30 *Arrival of the participants and welcome coffee*
- 08:45 **Effective strategies for radio broadcasters to develop their digital presence.**
 - ✓ *Marketing and product cases*
 - ✓ *Lessons and tactics learnt*» **Matt Deegan**, Founder & Creative Director, Folder Media
- 09:45 **Sales strategies to monetise online audio.**
Online audio advertising networks and the success of DAX.
 - ✓ *Ad products and cases. Sales models and tools*
 - ✓ *Innovations in online audio sales*
 - ✓ *Enabling advertisers to tap into a huge audience*
 - ✓ *Creating a new revenue stream for digital audio publishers*» **Stuart Mays**, Director of Commercial Strategy, Global, The Media & Entertainment Group
» **Oliver Deane**, Commercial Digital Director, Global, The Media & Entertainment Group
- 11:15 *Coffee*
- 11:35 **Case studies by participants & discussion**
- 13:00 **Tactics and cases to grow digital audience and revenues from online assets of radio broadcasters**
 - ✓ *How to acquire and retain radio audience online*
 - ✓ *Development and sales of digital ad products linked to online radio: formats, pricing, trading methods*
 - ✓ *How to increase value of online radio ad inventory – data, targeting, ad tech*
 - ✓ *Cases and lessons learnt from radio companies*» **Leeroy Shillingford**, Consultant, former CEO at NRJ Digital Solutions
- 14:00 *Closing lunch*