



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*  
✓ *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*  
✓ *Benefits for product personalisation*  
✓ *New regulatory framework and its implications for digital advertising*  
» **Pierre-Nicolas Schwab**, Marketing & Big Data expert
- 12:30** | **Development of the online radio offer**  
✓ *Growing digital audiences*  
✓ *Increasing the volume and quality of advertising inventory*  
✓ *Designing personalised and interactive experience for listeners*  
» **Rüdiger Landgraf**, Program Director, **KRONEHIT**
- 13:30** | *Lunch*
- 14:30** | **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**



- 15:30**      **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
  
- 16:30**      *Coffee break*
  
- 17:00**      **Case studies by participants & discussion**
  
- 17:45**      **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*
  
- 11:45**      **Case studies by participants & discussion**
  
- 13:00**      **Monetisation of podcasts and other non-music on-demand audio**
  - ✓ *Ad formats and 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*

*Speaker to be confirmed*
  
- 14:00**      *Closing lunch*