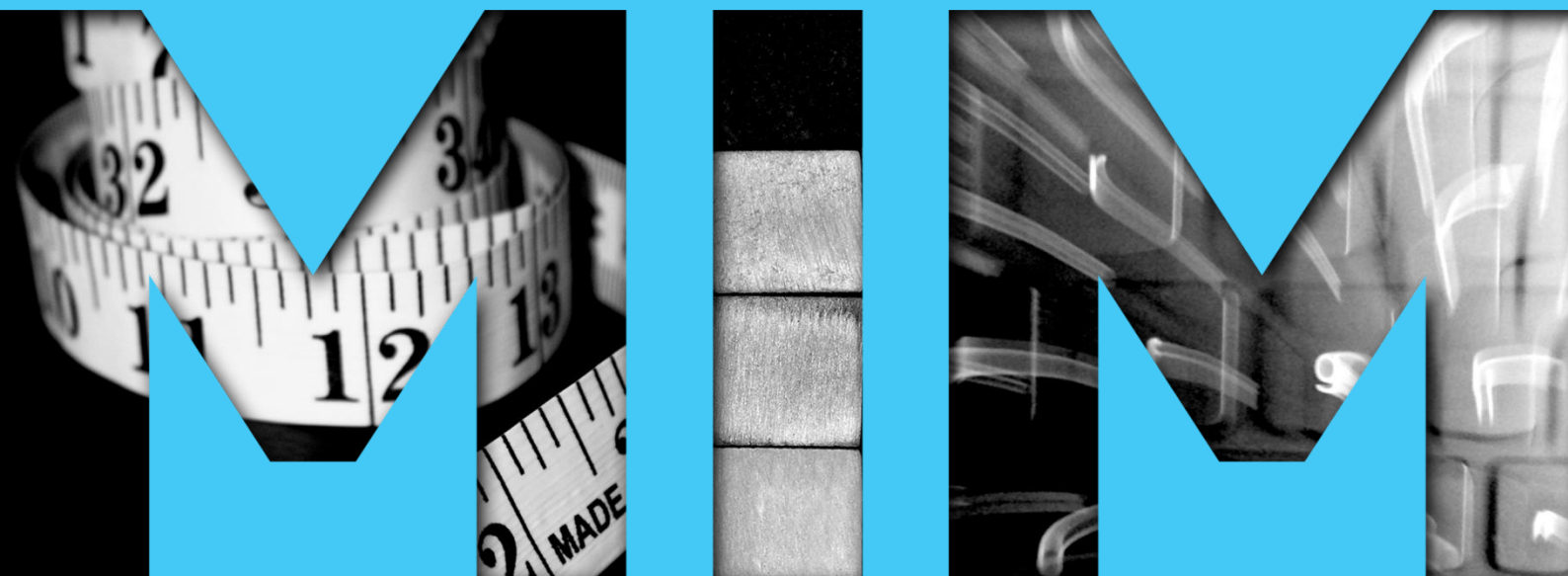




28/01/2016 (THU) PARIS (FR)



EGTA MARKET INTELLIGENCE MEETING

RADIO

DEVELOPMENTS IN AUDIO MEASUREMENT & CURRENCY.
EVALUATING THE EFFECTIVENESS & ROI OF RADIO & AUDIO IN THE MEDIA MIX.
THE INCREASING ROLE OF DATA & INSIGHT.



ORGANISED BY

egta.

HOSTED BY

TF1
PUBLICITE

09:00 WELCOME & OPENING REMARKS

Katty Roberfroid, *Secretary General*, egta

Laurent-Eric Le Lay, *President & CEO*, TF1 Publicité (FRANCE)

09:15 EVALUATING THE EFFECTIVENESS & ROI OF RADIO & AUDIO IN THE MEDIA MIX

Connect client marketing investments to their revenue: new tools to evaluate and prove radio advertising effectiveness. How radio sales can deploy modern ROI dashboards to demonstrate the role of radio and audio in the broader marketing mix.

Lucien van der Hoeven, *Executive Vice President EMEA*, MarketShare (US)

Listener engagement and loyalty to radio brands amplify advertising effectiveness. A new study by TF1 Publicité with TNS Sofres.

Olivia Papon, *Head of Radio Marketing*, TF1 Publicité (FRANCE)

Demonstrating radio advertising effectiveness with "AUDIOEFFEKT": new insights from the joint research project by RMS and AS&S.

Uwe Domke, *Head of Market & Media Research*, RMS (GERMANY)

Bernard Domenichini, *Research Manager*, AS&S (GERMANY)

Radio drives traffic to the web. A methodology to consistently evaluate radio advertising's online multiplier effects.

Uwe Domke, *Head of Market & Media Research*, RMS (GERMANY)

11:00 NETWORKING COFFEE BREAK

11:40 EVALUATING THE EFFECTIVENESS & ROI OF RADIO & AUDIO IN THE MEDIA MIX - CONTINUED

Strike a chord: how music enhances brand communication. There is an advantage for brands who use music strategically. They find it easier to exploit the proven effects of radio advertising and boost the overall returns from their marketing plans.

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

The New Audio: reaching the Spotify listener in Europe. How digital and broadcast audio platforms complement one another in terms of audience reach and listening behaviour. Commissioned by Spotify and conducted by TNS, this new study aims to help marketers navigate the audio landscape to grow the pie for the audio advertising industry.

Kerli Nurmoja, *Insights Manager*, Europe & APAC, Spotify

12:30 THE INCREASING ROLE OF DATA & INSIGHT

Applying the precision, data and insights of digital and social to broadcast to drive audience segmentation and targeting capabilities beyond radio's traditional demographics. iHeartMedia partnership with Unified.

Philippe Generali, *President & CEO*, RCS & Media Monitors, a division of iHeartMedia (US)

Dealing with today's trends in data and insights: the sales house point of view.

Dirk Soetens, *Research Manager*, VAR (BELGIUM)

13:00 WWW.EGTA.COM

Turning egta's new web platform into a daily tool.

13:30 NETWORKING LUNCH

14:30 PANEL: EXPLORING THE CHANGING ROLE OF THE INSIGHT FUNCTION FOR RADIO COMPANIES AND THEIR SALES HOUSES

- Impact of new technology;
- New roles and competences within research departments;
- Data management applications for radio and new sources of insight;
- How to establish data mining and matching processes for radio in order to leverage the new data that is available from mobile and online assets to inform and add value to broadcast inventory.

Moderators: Jon Watts, *Director & Co-Founder* and Sara Sheridan, *Research Director*, MTM (UK)

Matt Jeffries, *Group Director of Insight, CRM and Analytics*, Global – the Media and Entertainment Group (UK)

Dirk Soetens, *Research Manager*, VAR (BELGIUM)

Koppel Verma, *Advertiser & Partner Insights Manager*, Spotify
Philippe Generali, *President & CEO*, RCS & Media Monitors, a division of iHeartMedia (US)

Philippe Nouchi, *Media Expertise Director*, VivaKi Advance (FRANCE)

15:30 DEVELOPMENTS IN AUDIO MEASUREMENT & CURRENCY

Webcast Metrics® is the accredited source for digital audio listening data in the US. Based on two census measurement methods – listener tracking and server log processing – this solution makes it possible for agencies and their advertising clients to plan and book their terrestrial and online campaigns comparing apples to apples using single AQH statistics for both types of radio.

John Rosso, *President*, Market Development, Triton Digital (US)

ma Audio Germany's convergence currency for Radio.

Olaf Lassalle, *Managing Director*, agma (GERMANY)

16:30 END OF THE MEETING

SPEAKERS OF THE DAY



Laurent-Eric Le Lay
President & CEO
TF1 Publicité (FRANCE)



Lucien van der Hoeven
Executive Vice President EMEA
MarketShare (US)



Olivia Papon
Head of Radio Marketing
TF1 Publicité (FRANCE)



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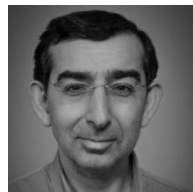
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WITH THANKS TO OUR PARTNERS

