

egta Radio Strategic Positioning Day

Thursday
13 February 2013



AGENDA

09:30	Welcome coffee
10:00	Setting the Scene <ul style="list-style-type: none">▪ Welcome, by Katty Roberfroid, Secretary General – egta▪ Presentation of the key objectives of the day, by Yuri Loburets, Head of Radio – egta▪ Roundtable: brief overview of the key challenges met by each participant with radio as a medium; expectations with regard to the day▪ Throughout the topics, the objective will be to identify strategic lines to be pursued within national radio markets as well as to identify supporting roles for egta. INTERNAL challenges for the radio industry <p><i>What are the current issues facing radio sales houses in different markets? Where are the commonalities, and what have been the most successful initiatives by sales houses?</i></p> <p><i>Examples of discussion points to include:</i></p> <ul style="list-style-type: none">▪ Sales houses structure and demand for new competences▪ Innovations in products, distribution and new platforms (B2B and B2C)▪ Audience decline and shifting audience demographics▪ Online audio monetisation▪ Programmatic buying for radio and terrestrial media
11:30	STRATEGIES for online audio <p><i>Including partnerships between radio and new entrants in the fields of consumption, measurement and monetisation. Acquiring new knowledge and expertise.</i></p> <ul style="list-style-type: none">▪ Innovations in smart and self-curated platforms▪ Innovations in digital audio ad sales▪ Potential new business partnerships
13:00	Working lunch
13:45	EXTERNAL activities for the radio industry <p><i>How can we best educate and bring maturity to the market, and audio buyers in particular, and bring in new clients to radio?</i></p> <ul style="list-style-type: none">▪ Perception of radio and B2B communication for radio▪ Relationship with agencies and advertisers▪ Bolstering creativity and improving the quality of radio advertising (inside and outside advertising breaks)
15:45	Wrap-up and close

Report from the meeting is available to egta members upon request. Please contact: matthew.carver@egta.com