

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

Jérôme Dessaux, Deputy General Director, **TF1 Publicité** (France)

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

09:00

SESSION 01: AUDIENCE MEASUREMENT & DATA ACTIVATION

- ✓ 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 them 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)

Podcast measurement

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

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

Data infrastructure and tech stack

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

Mara Negri, Director of Partnerships & Business Development, **Mediamond** (Italy)

10:40 – 11:10

COFFEE BREAK

Know your audience

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

Steve van den Audenaerde, Manager Business Development Radio, **DPG Media** (Belgium)

Anthony Kisters, AV Business Project Developer, **DPG Media** (Belgium)

The marketer's point of view

How Mastercard integrates data and technology in their marketing strategy

Ben Jankowski, Senior Vice President, Media, **Mastercard**

12:00

SESSION 02: EFFECTIVENESS & ROI OF RADIO & AUDIO

- ✓ Best practices 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

Analysing performance of radio campaigns

Solutions, case studies and lessons learnt

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

Good creative sells

Evaluating the effectiveness of audio creative, including voice, sonic brand elements, copy and music — in streaming and radio ads, podcasts, smart speaker applications, and more

Damian Scragg, General Manager, International, **Veritonic**

12:50 – 14:00

LUNCH BREAK

Lunch at **TF1 tower**, Auditorium Foyer, Quai du Point du Jour 1, 92100 Boulogne-Billancourt

Radio advertising works

Best practice in radio effectiveness research, including a new TV-led study from the French market that 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)

The true worth of media – a new edition of the Re-Evaluating Media study

After the UK in 2018, this study was reconducted in Belgium in 2019. What are the learnings, and how does it defend radio (and TV, for that matter)?

Wout Dockx, Secretary General, **VIA** (Belgium)

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)

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)

16:30

END OF THE MEETING

RADIO SESSION VENUE: Atrium Building, 6 place Abel Gance, 92100 Boulogne Billancourt

WITH THANKS TO OUR PARTNERS:

