




AGENDA

egta. RADIO STUDY TRIP TO
NEW YORK

20/10/2019 (SUN) – 24/10/2019 (THU)



egta - Rue des Comédiens 22 boîte 4 – B-1000 Brussels (Belgium) - T: + 32 2 290 31 31 - www.egta.com

ABOUT THE TRIP

egta is organising a fourth edition* of the radio study trip, this time to the advertising and business capital of the United States – New York City. This will give participants – a delegation of 30 business leaders from egta member companies – an opportunity to better understand and anticipate the evolution of new advertising technologies and trends, in particular in audio marketing. The agenda of the trip will focus on innovations in the fields of radio and audio such as artificial intelligence tools for marketing and sales, voice interfaces, podcasts, innovations in advertising formats, audience measurement and data strategies, streaming and on-demand audio, as well as transformation recipes from the US radio companies.

egta is a Brussels-based trade body representing TV/video and radio/audio companies responsible for the monetisation of content and the sale of advertising and brand integrations across the on air and online portfolio of more than 150 major broadcasters active in 42 countries, in Europe and beyond.

**In 2013 & 2017 egta organised a radio study trip to San Francisco and the Silicon Valley. In 2015 an egta radio delegation visited New York.*

DAY 00: 20/10/2019 (SUN)

Individual transfers & check-in	Delegation arrives in New York Check-in at the Renaissance New York Times Square Hotel <i>Address: Two Times Square, 714 Seventh Avenue at W. 48th Street - New York, New York 10036</i>
18:45	Meeting in the Renaissance hotel lobby <i>Walk to dinner</i>
19:00	Opening dinner at DEAR IRVING ON HUDSON <i>Aliz Hotel, 40th floor, 310 West 40th Street, New York NY 10018 (12 min walk from the hotel)</i>

DAY 01: 21/10/2019 (MON)

*Meeting venue: Renaissance New York Times Square Hotel – Meeting room VIVID
Address: Two Times Square, 714 Seventh Avenue at W. 48th Street - New York, New York 10036*

08:45 – 09:00

WELCOME

09:00 – 10:00

EDISON RESEARCH



Speaker:
Larry Rosin,
Co-Founder & President

Larry Rosin has been involved with media for over 20 years, his specialty is audience research. He is recognised as one of the leading thinkers in the field, and advises many of the world's largest media companies. Rosin is President of Edison Research, which he co-founded in 1994. Since then he has been a primary force in building the company into one of the world's most respected survey research companies, with a particular specialization in media and election polling. Edison is best known for its ground-breaking media research series "The Infinite Dial" which tracks developments in digital media, and "Share of Ear" which measures all audio usage in the US as well as research on podcasts and smart speakers. In addition, Edison is well known as the company that performs exit polls for all U.S. Elections.

<https://www.edisonresearch.com/>

10:00 – 11:00

CUMULUS MEDIA & WESTWOOD ONE



Speaker:
Pierre Bouvard,
Chief Insights Officer

Cumulus is the second largest operator of radio stations in the United States (441 radio stations in 90 markets) and Westwood One is the advertising sales arm of Cumulus Media and a multi-platform provider of sports, music, news, spoken word, and digital audio content. The company is very active in digital innovations and data partnerships to attract ad dollars from digital advertisers to radio.

<https://www.cumulusmedia.com/>
<https://www.westwoodone.com/>

11:00 – 11:30

Coffee break

11:30 – 12:30

CUMULUS MEDIA & WESTWOOD ONE (Continued)



Speakers:

Bryan Forbes, *President of Sales, Westwood One*
John Wordock, *Executive Editor, Podcasting, Westwood One*

12:30 – 13:30

Lunch

13:30 – 14:30

KATZ MEDIA



Speaker:
Mark Gray,
Chief Executive Officer
Scott Porretti,
Executive Vice President Digital

Katz Media Group is a media sales organization that provides advertisers with the power of local impact on a national scale. With over 200 million weekly consumers across the country through its two companies — Katz Radio Group and Katz Television Group — collectively represents more than 3,300 radio stations, 800 television stations, and their digital platforms. Katz is based in New York City with a total of 14 regional offices nationwide. Katz Radio Group partnered with Jelli to develop Expressway, a programmatic exchange for the radio industry to streamline processes for buyers and broadcasters. Launched in September 2019, Audiology by Katz is a new programmatic sales division for digital audio.

<https://katzmedia.com/>

14:30 – 15:30

NATIONAL PUBLIC MEDIA



Speaker:
Bryan Moffett,
Chief Operating Officer

National Public Media (NPM) is a full-service corporate sponsorship organization, working with brands and agencies to develop campaigns that deliver on sponsor objectives and fuel the mission of public media. As the exclusive sponsorship representative for NPR, NPM offers brands alignment with NPR's portfolio and delivers excellence in audience research, measurement, product design and creative consultation / production. Founded in 1997, NPM is jointly owned by NPR, PBS and WGBH.

Listeners and readers experience NPR across a full range of platforms including radio, smart speakers, npr.org, social media, live events, NPR apps and podcasts. NPR reaches 105 million monthly audience across platforms and has 28.5 million weekly on-air listeners. NPR is also number one ranking among podcast publishers in the US, over 20 million people download NPR podcasts every month.

<http://www.nationalpublicmedia.com>
<https://www.npr.org/about>

15:30 – 16:00

Coffee break

16:00 – 17:00

SIRIUSXM



Speaker:
Mike Connolly,
*Senior Vice President,
Advertising Sales*

SiriusXM, the satellite radio company, creates and offers commercial-free music, premier sports talk and live events, comedy, news, and exclusive talk and entertainment. SiriusXM is available in vehicles from every major car company and on smartphones and other connected devices as well as online. With the recent addition of Pandora Radio, the largest streaming music provider in the US, SiriusXM reaches more than 100 million people with its audio products and services. Sirius XM recently announced a new subscription option intended to reach more audiences outside of their cars. The company reported more than 29.3 million self-pay subscribers at the end of Q2 2019.

<https://www.siriusxm.com/>

Evening at leisure

DAY 02: 22/10/2019 (TUE)

Meeting venue: Renaissance New York Times Square Hotel – Meeting room VIVID
Address: Two Times Square, 714 Seventh Avenue at W. 48th Street - New York, New York 10036

09:00 – 10:00

DAX



Speaker:
Matt Cutair,
Chief Executive Officer

DAX is the world’s largest digital audio ad sales and insertion platform, connecting advertisers, brands and agencies with publishers of the world’s best audio content. In 2017 DAX acquired AudioHQ, a US-based digital audio ad sales company, and entered the US audio market. DAX became exclusive ad sales partner for Slacker Radio and as of 2019 Cumulus Media also partners with DAX to serve as the radio group’s exclusive third-party rep for Westwood One radio network streaming and national programmatic advertising. DAX also works with about 180 audio publishers worldwide, including TuneIn and AccuRadio.

<https://thisisdax.com/>

10:00 – 10:30

Coffee break

10:30 – 12:00

PANDORA



Speaker:
Timothy Murphy,
*Executive Director of
National Spot Sales*
Lauren Williams,
*Director, Vertical
Marketing*

Pandora is the biggest personalised music streaming and recommendation service, as well as a pioneer and leading music streaming business in the US. It provides a highly-personalized listening experience with its proprietary Music Genome Project® and Podcast Genome Project® technology – whether at home or on the go – through its mobile app, the web, and integrations with more than 2,000 connected products. All this allows Pandora to collect over 1 billion data points every day. Using first-, second-, and third-party data, Pandora listeners are classified into over 2,000 audience segments. Despite the launch of Pandora Premium, ad supported listening remains the biggest part of the business. Pandora had 66 million monthly active users in Q1 2019. In 2018 Pandora was acquired by the largest satellite and subscription radio operator in the US – SiriusXM. In 2019 the company launched an in-house consultancy called *Studio Resonate* to provide advertisers with assistance in audio creative development, sonic branding, strategy, rich media production, web and mobile experiences, and live activations.

<https://www.pandoraforbrands.com/>

12:00 – 13:00

Lunch

13:00 – 14:00

STITCHER



Speaker:

Sarah van Mosel,
Chief Revenue Officer

Stitcher (owned by The E.W. Scripps Company) is one of the industry leaders in podcast content creation, distribution and advertising, a true end-to-end podcasting company. The Stitcher app is one of the world's most popular podcast listening platforms, with a growing network of original content and a premium subscription service. Stitcher is the parent company of Midroll, the podcast advertising network representing over 250 of the world's largest podcasts, and top-ranked comedy podcast network Earwolf. Recently Stitcher partnered with its competitor Wondery for a joint venture named Podfront UK that will make both companies' podcasts available to advertisers in the UK and beyond.

<https://www.stitcher.us/>

14:00 – 15:00

WONDERY



WONDERY

Speaker:

Declan Moore,
Head of International

Wondery, creator of hits such as *Dr. Death*, *The Shrink Next Door* and *Business Wars*, is both the largest independent and fastest growing company on Podtrac's ranking of top podcast publishers, responsible for the #1 and #2 top new shows in 2018. Wondery has gained critical acclaim and commercial success for its immersive approach to sonic storytelling. The company is also investing in international audiences at a time when interest in the podcast industry is beginning to grow overseas. They are taking their hit podcasts and translating them into local languages and dialects. The second phase of its global expansion will focus on the launch of Wondery's own IP (intellectual properties) for the local language markets.

<https://wondery.com/>

15:00 – 15:30

Coffee break

15:30 – 16:30

INSTREAMATIC

INSTREAMATIC

Speakers:

Stas Tushinskiy,
Chief Executive Officer
& Co-Founder

**Charles Andrew
Whatley,**
Senior Vice President,
Business Development
& Partnerships

Instreamatic is a technology company which has developed a unique and scalable solution that allows voice interaction with ads on mobile and voice assistant devices. Starting with the digital audio and podcasting sector, Instreamatic disrupted the traditional one-way audio ad and replaced it with real-time voice dialogue and in so doing have 10-X'ed engagement and revenues making voice dialogue ads the preferred way for brand and customer to connect. Next sectors in their sights are video, navigation and social. The company is in a scale-up mode having signed some of the worlds' largest media companies including Pandora, Entravision, Times India, NRJ, and Salem Media.

<http://instreamatic.com/>

16:30 – 17:30

XAPPMEDIA



Speakers:

Pat Higbie,
Chief Executive Officer
& Co-Founder

Mark Cerase,
Head of Digital
Strategy

XAPPmedia delivers interactive voice experiences for brands and media that create direct consumer connections through voice assistants such as Amazon Alexa, Google Assistant and Microsoft Cortana. More than 1,000 voice apps have been launched using XAPP's One Voice AI™ software platform that accelerates voice app production, provides multi-assistant publishing from a single code base and is incorporated into a high availability managed service for media and brands. XAPPmedia drives instant conversions for advertisers while increasing yield on audio app publisher's ad inventory.

<https://xappmedia.com>

18:00 – 19:00

egta Happy hour

Bar 54 - Hyatt Centric Times Square - 135 West 45th Street - New York, 10036
(4 min walk from the hotel)

Evening at leisure

DAY 03: 23/10/2019 (WED)

Meeting venue: Renaissance New York Times Square Hotel – Meeting room VIVID

Address: Two Times Square, 714 Seventh Avenue at W. 48th Street - New York, New York 10036

09:00 – 10:00

RCS & MEDIA MONITORS



Speaker:

Philippe Generali,
*President/Chief
Executive Officer*

RCS software is used by more than 14,500 radio stations, TV music channels, cable companies, satellite music networks and internet stations worldwide. It provides broadcasters and webcasters tools and expertise and also develops real-time audio recognition technology.

Media Monitors – a subsidiary of RCS – is the leader in local media monitoring. It matches audio to fingerprints of millions of over-the-air radios, broadcast TV and local cable commercials and scans hundreds of local newspapers and websites to deliver tracking data for broadcast, Internet, cable, newspaper, media research firms and advertising agencies around the world.

<https://www.rcsworks.com/>

10:00 – 11:00

DRIVE TIME METRICS



Speakers:

Joe Galagher,
Founder
Roderick MacKenzie,
*Founder & Chief
Executive Officer*

Drive Time Metrics (DTM) provides cross channel, in-vehicle media consumption measurement and analysis. Partnering with OEM auto manufacturers and their systems providers, DTM collects and analyses anonymous audio listening data from millions of vehicles. The company aggregates this data from multiple OEM partners, and develop the sophisticated data analytics to deliver insights into listening behaviour. The analytics are utilized by audio providers, advertisers, ad agencies, music labels and consulting firms, and also by the automotive partners themselves. DTM's holistic approach includes all audio sources in a vehicle, whether built-in or brought-in, including AM/FM/HD/DAB, internet radio (Pandora, Spotify, etc.), satellite radio, CD and stored music.

<https://www.drivetimemetrics.com/>

11:00 – 11:30

Coffee break

11:30 – 12:30

ENTERCOM



Speaker:

Tim Murphy,
*Executive Vice
President, Corporate
Business Development*

Entercom is a leading American media and entertainment company reaching and engaging over 170 million people each month through its premier collection of highly rated, award winning radio stations, digital platforms and live events. Entercom offers integrated marketing solutions and delivers the power of local connection on a national scale with coverage of close to 90% of persons 12+ in the top 50 markets. Entercom is the #1 creator of live, original, local audio content and the leader in news and sports radio.

<https://entercom.com/>

12:30 – 13:15

Lunch

13:15 – 14:15

SUPER HI-FI



Speakers:
Zach Zalon,
Co-Founder

A company dedicated to the creation of powerful artificial intelligence tools to help music experience providers of all kinds create personalized, branded, and scaled audio experiences. The space between the songs is the next frontier for music services to elevate the experience and win with consumers and Super Hi-Fi's AI-driven, cloud-based solution connects directly with the music service, delivering real-time instructions on song placement, volume level, custom content, ad stitching, etc. to deliver a fluid and personalised listening experience. iHeartMedia is using Super HI-FI technology on Artist Radio stations, on-demand Playlists and Playlist Radio on the iHeartRadio platform.

<http://www.superhifi.com/>

14:45

Meeting in the Renaissance hotel lobby

Walk to the iHeartMedia headquarters

*Address: 125 W 55th Street, NY 10022, 11th Floor, CorpRoom Board Room
(10 min walk from the hotel)*

15:30 – 17:00

IHEART MEDIA (at iHeartMedia headquarters)



Speakers:
Darren Davis,
*President -
iHeartMedia Networks
& iHeartRadio*
Brian Kaminsky,
*President of
Programmatic & Data
Operations*
Eric Hadley,
*Senior Vice President
of Marketing*

iHeartMedia is a leading media and entertainment company specializing in radio, digital, outdoor, mobile, social, live events and on-demand entertainment. The company is the largest radio broadcaster in the US. It owns and operates 858 broadcast radio stations, serving more than 150 markets. iHeartMedia's impressive digital assets include thousands of stations and show websites, 146 million social media followers, 130 million registered iHeartRadio users and 130 million monthly downloads and streams. The company vision includes its multi-platform approach – broadcast, data, digital, live, social, mobile, podcast, video game consoles, and in-car infotainment. iHeartMedia has been steadily redefining itself as an integrated digital entity and continues to extend the reach of its traditional radio brands. The company recently invested into their podcast portfolio by acquiring podcast company Stuff Media. In 2019 iHeartMedia and WPP announced the launch of *Project Listen* – a partnership that will drive innovation and learning in creative and media strategies across all audio platforms: broadcast radio, digital streaming, podcasts, smart speakers and live events.

<https://www.iheartmedia.com/>

19:15

Meeting in the Renaissance hotel lobby

Walk to dinner

19:30

Closing dinner at THE RIBBON

*220 W 44th Street, New York, NY 10036
(9 min walk from the hotel)*

DAY 04: 24/10/2019 (THU)

Meeting venue: Renaissance New York Times Square Hotel – Meeting room VIVID

Address: Two Times Square, 714 Seventh Avenue at W. 48th Street - New York, New York 10036

09:00 – 10:00

BABEL

+Babbel

Speaker:

Gregorio Roseto,
Performance Marketing
Manager

Founded in 2007, Babbel is the world's first language learning app. A leader in the online language learning industry, Babbel is an international success with millions of active subscribers and ranked as the world's #1 innovative company in education. Gregorio Roseto is a Media Planner/Buyer with extensive experience in planning, developing, negotiating, implementing, and analysing media plans both nationally and locally, across all media channels, with a specialisation in audio. At Babbel, Gregorio is in charge of driving sales through terrestrial radio, satellite radio, streaming audio and podcasts.

<https://www.babbel.com/>

10:00 – 11:00

JWT INNOVATION GROUP

J. WALTER
THOMPSON
INTELLIGENCE

Speaker:

Emily Safian-Demers,
Trends Analyst

J. Walter Thompson (JWT) is the renowned marketing communications brand. The Innovation Group is J. Walter Thompson's in-house creative think tank for the future. It charts emerging and future global trends, consumer change, and innovation patterns – translating these into insight for brands. *The Future 100: Trends and Change to Watch in 2019* highlights emerging consumer behaviours with 100 trend predictions from the Innovation Group. Trends span culture, tech and innovation, travel and hospitality, brands and marketing, food and drink, beauty, retail, health, lifestyle, and luxury.

<https://www.jwtintelligence.com/the-innovation-group/>

11:00 – 11:30

Coffee break

11:30 – 12:30

RAIN.AGENCY

RAIN

Speaker:

Will Hall,
Chief Creative Officer

RAIN is a pioneer in voice and conversational AI. The company's mission is to help brands innovate at the intersection of marketing and technology, including defining voice strategies, designing conversational experiences, and building voice technology software. RAIN works with global brands across finance, consumer products, hospitality, healthcare, entertainment and more. Their clients include Nike, Unilever, Campbell's, Tide and the NFL.

<https://rain.agency/>

12:30 – 13:30

Closing lunch

13:30

END OF THE TRIP