



**RADIO** STREAM

ONLINE SESSION 02:  
RADIO & AUDIO EFFECTIVENESS & ATTRIBUTION  
**WED 09/03/2022 AT 14:30 CET**



**MIM**

**EGTA MARKET INTELLIGENCE MEETING**

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In this online session, we put the spotlight on the best practices and tools to prove radio and audio effectiveness and attribution.

#### Brand lift & attribution - proving the effectiveness of audio advertising



Charlie Brookes, Director of Revenue, Octave Audio



#### The second RMS podcast study. A current overview on podcast usage in Germany including some deep dives



Uwe Domke, Head of Market- and Media Research, RMS



Alexander Bohn, Project Manager Media Research & Data Management, RMS



#### New French study on the effectiveness of radio: "Radio as a performance enhancer"



Julien Gaviard, Partner, Ekimetrics

**Ekimetrics.**

#### Impact of radio advertising on drive to web



Bernard Domenichini, Head of Market Research, ARD Media



#### Big Audio Datamine: what big data tells us about radio effectiveness and how to optimise it



Marc Barber, Planning Director, Radiocentre



#### How Radio delivers ROI and sales lift for CPG Brands



Hilary Borndahl, CEO & Founder, Miix Analytics



Caroline Gianias, President, Radio Connects



#### Sonic Branding effectiveness – Insights into what makes a sonic brand effective and the importance of measuring the match between brands and their audio assets



David Courtier-Dutton, Chief Executive Officer, Soundout



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