



**RADIO** STREAM

ONLINE SESSION 01:  
RADIO & AUDIO MEASUREMENT  
**26/01/2022 AT 14:30 CET**

**MIMM**

**EGTA MARKET INTELLIGENCE MEETING**

Organised by **egta.**

[www.egta.com](http://www.egta.com)

14:30 – 15:35

SESSION 01 – PART 01

In this online session, we put the spotlight on the advances in radio audience measurement & hybrid methodologies as well as developments in online audio and podcast measurement. We also look at recent trends in radio and audio consumption and adspend trends.

Radio, streaming and podcasts: trends and forecasts of ad revenues and listeners



Sa Eva Nébié, Head of research, Dataxis

**Dataxis**

The Infinite Dial – Insights into the digital media consumer behaviour and comparisons between markets



Larry Rosin, President, Edison Research



EAR – new audience measurement study in France



Julien Rosanvallon, Executive Vice President, Médiamétrie



**Mediametrie**

15:35 – 15:40

BREAK

15:40 – 16:30

SESSION 01 – PART 02

RAJAR's return – new and enhanced methodology in the UK



Jerry Hill, Chief Executive Officer, RAJAR



Innovations and hybrid measurement



Paul Ruston, Business Development Director, MediaCell, Ipsos



Update on the development of a new podcast ranker in Germany



Q&A with Jan Isenbart, Chief Research Officer, ARD MEDIA GmbH, and Board Member Radio/Audio of the agma JIC

