



**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.

#### First-party data & attribution - proving how audio works across the funnel



Charlie Brookes, Director of Revenue, Octave Audio



Big audio datamine – A unique meta-analysis of the world's biggest radio advertising effectiveness database that reveals what it takes to create the highest performing ad campaigns.



Marc Barber, Planning Director, Radiocentre



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



Bernard Domenichini, Head of Market Research, ARD Media



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



The RMS Podcast Study - why podcast advertising is so effective and why it is worth developing special spots for this environment.



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



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



More speakers to be confirmed.

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