



AGENDA

egta. RADIO STUDY TRIP TO
NEW YORK

06/11/2022 (SUN) – 10/11/2022 (THU)



ABOUT EGTA

egta is a Brussels-based trade body for marketers of advertising solutions across multiple screens and audio platforms. The association - a network of 166 members across over 40 countries - help its members transform, grow and diversify their businesses, through the monetisation of TV / video and radio / audio content, across their linear and online portfolios.

ABOUT THE STUDY TRIP

Since the last Study Trip in 2019, the media world has undergone a profound transformation. This year, egta returns to New York City - the centre of the American media and advertising world - for the 5th edition of the Radio Study Trip and the first since the global coronavirus crisis.

A delegation of 20 senior executives from European radio/audio companies head to the United States to learn from American industry leaders and partners. The egta Study Trip offers participants a unique opportunity to understand and anticipate the evolutions, trends and technologies that are shaping radio / audio advertising.

The 4-day programme is built around the topics that define the radio/audio business today - audio and radio advertising, podcasting, music streaming, on-demand audio, data strategies, new ad formats, voice interfaces, AI and the future of audio. Speakers from leading US media companies share their vision for transformation and innovation.

This edition continues on the success of previous Radio Study Trips that took place in California in 2013 & 2017, and in New York in 2015 & 2019.

Reminder: Meetings will take place at Paramount Sky Square - the current sanitary measures require any person entering this venue to show ID and proof of Covid vaccination (at least two doses, at least 2 weeks prior to the visit). We kindly invite you to make sure you have your ID and proof of vaccination ready.

Last updated: 03 November 2022 – latest version [here](#)

DAY 00: SUNDAY 06/11

-	Delegation arrives in New York Individual transfers & check-in at hotel <i>Hyatt Centric Times Square New York, 135 W 45th Street, NY 10036</i>
18:45	Meet in the Hyatt Centric hotel lobby ~10-min walk to dinner
19:00	Welcome dinner for all participants at Dear Irving on Hudson <i>Inside the Aliz Hotel, 310 West 40th Street, NY 10018</i>

DAY 01: MONDAY 07/11

07:50	Meet in the Hyatt Centric hotel lobby ~2-min walk to Paramount Sky Square
08:00 – 08:20	Arrival and security check-in Paramount Sky Square - 1515 Broadway, NY 10036 Please bring your ID and Covid vaccination certificate
08:20 – 08:50	Welcome breakfast (31st floor, room 9-10)

08:50 - 09:00

EGTA

	Katty Roberfroid <i>Director General</i>	
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Welcome to the Radio Study Trip

Opening remarks and introduction to the fifth edition of the Radio Study Trip.

09:00 - 10:00

EDISON RESEARCH

	Larry Rosin <i>Co-founder & President</i>	
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Setting the scene – the US media landscape and audio trends from the perspective of an audio thought leader

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.

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 US elections.

10:00 – 10:15



Coffee break

	<p>Brian Kaminsky <i>Chief Data Officer and President of Revenue Strategies</i></p>	
	<p>Uta Knablein <i>Chief Product Officer</i></p>	
	<p>Sarah van Mosel <i>Executive Vice President Sales, iHeart Audience Network</i></p>	

America's #1 Audio Company – future proofing radio as the media unicorn

iHeartMedia is the number one audio company in the United States, reaching 9 out of 10 Americans every month. Its leadership position in audio extends across multiple platforms, including more than 860 live broadcast stations in over 160 markets nationwide; its National Sales organisation; and the company's live and virtual events business. iHeartMedia leads the audio industry in analytics, targeting and attribution for its marketing partners with its SmartAudio suite of data targeting and attribution products using data from its massive consumer base.

The iHeartMedia Digital Audio Group includes the company's fast-growing podcasting business - iHeartMedia is the number one podcast publisher in downloads, unique listeners, revenue and earnings - as well as its industry-leading iHeartRadio digital service, available across more than 250 platforms and 2,000 devices; the company's digital sites, newsletters, digital services and programs; its digital advertising technology companies; and its audio industry-leading social media footprint.




	<p>Daryl Battaglia <i>SVP, Measurement strategy and product</i></p>	
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Webcast metrics – innovations in audio and podcast measurement

Triton Digital is the global technology and services leader to the digital audio and podcast industry. Operating in more than 50 countries, Triton provides innovative technology that enables broadcasters, podcasters, and online music services to build their audience, maximise their revenue, and streamline their day-to-day operations. In addition, Triton powers the global online audio industry with Webcast Metrics, the leading online audio measurement service and Podcast Metrics, one of the first IAB-certified podcast measurement services in the industry.

14:45 – 15:30

NIELSEN

	Bill Rose <i>Senior Vice President - Client Solutions</i>	
	Brad Kelly <i>Managing Director at Nielsen Audio</i>	

Next-gen PPM – evolving radio and cross-media measurement

Nielsen provides clients with valuable insights into consumer behaviour and marketing information. It accomplishes this through data collection and measurement methods that evaluate what consumers listen to and what they buy. In the US 48 designated market areas (DMAs) are measured using PPM. In 2022 Nielsen started rolling out next-gen wearable PPM meters which will serve as foundational support for Nielsen ONE, a cross-media solution that will deliver a single, deduplicated metric for total media consumption across TV, Digital and Audio.

15:30 – 16:00

Coffee break

16:00 – 16:30

OMD USA


	Naomi Smolevitz <i>Director, Audio Investment</i>	
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Buy-side audio strategy - meeting the needs of advertisers and consumers

OMD USA is an integrated media communications agency and a proud part of the global OMD network. The US division has 2250+ people across 9 offices dedicated to delivering insights that unlock demand potential, ideas that ignite consumer desire and results that accelerate business growth for clients. OMD is a dynamic, creative and influential agency network that collectively combines to make OMD the most awarded agency network in the world.

16:30 – 17:00

UM WORLDWIDE

	Mark Mandell <i>Partner, Integrated Investment National Audio and Local Broadcast</i>	
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Audio buying and planning - a buy-side perspective

UM is a global media agency committed to helping their clients futureproof their businesses for the now and the next. Through their consultative approach & agile model rooted in diversity, equity & belonging, UM drives innovation to give its clients a competitive edge in the marketplace. As the leading global media network in IPG Mediabrands, UM operates in over 100 countries, with more than 3000 people serving a roster of global clients including Accenture, American Express, ExxonMobil, GoPro, Johnson & Johnson, Levi Strauss & Co, Mattel and Spotify.

17:00

End of day 01
Evening at leisure

DAY 02: TUESDAY 08/11

08:15

Meeting directly at the venue - Paramount Sky Square (31st floor, rooms 9-10)
1515 Broadway, New York 10036
[Please bring your ID card and Covid vaccination certificate](#)

08:15 – 09:00

Breakfast at Paramount Sky Square

09:00 – 10:00

WUNDERMAN THOMPSON INTELLIGENCE



Emily Safian-Demers
Editor

**WUNDERMAN
THOMPSON**

Into the metaverse – the future of audio

Wunderman Thompson Intelligence (WTI) is a centre for provocative thinking that focuses on identifying shifts in the global zeitgeist. Part creative agency, part consultancy and part technology company, Wunderman Thompson inspires growth for ambitious brands. They help brands leverage zeitgeist shifts, market insights and innovation to create tangible future-proof strategies for growth. Their team of trends analysts, researchers and experts distils the macro cultural landscape into implications for brands, underpinning what's now, what's next and how to leverage it.

WTI reports on future trends and the metaverse, exploring consumer behaviours, business models and brand opportunities that are emerging as the metaverse takes shape. In their presentation, WTI will share insights and examples of what brands and media companies are already doing in virtual spaces, highlight emerging audio trends and provide insights on GenZ and their media consumption.

10:00 – 10:30

Coffee break

10:30 – 12:00

CUMULUS MEDIA / WESTWOOD ONE



Pierre Bouvard
Chief Insights Officer
Cumulus Media | Westwood One

Westwood One



Tim Seymour
EVP of Sales Operations
Westwood One

**CUMULUS
M E D I A**

Audio-first connections: Local impact and national reach through broadcast and on-demand digital, mobile, social and voice-activated platforms

Cumulus Media and Westwood One – the national-facing arm of Cumulus – engage listeners through 405 owned-and-operated radio stations across 86 markets. Cumulus Media is a multi-platform provider of sports, music, news, spoken word, and digital audio content, while the Cumulus Podcast Network is a rapidly growing network of original podcasts. The company is very active in digital innovations and data partnerships pulling ad dollars from digital advertisers to radio. Westwood One is an industry leader in attribution measurement. The company has conducted over 100 different studies on radio campaign brand lift, sales effect, audio creative and search and site attribution.

12:00 – 13:00

Lunch break

13:00 – 14:00

AMAZE MEDIA LABS



Robert Tuchman
Co-Founder



Podcast start-up shares their branded podcast growth strategies

Amaze Media Labs help brands tell their story and build passionate communities through branded podcasts and live podcast experiences. Amaze's mission is to create story-driven branded content and experiences for the world's leading brands, combining access to celebrities and influencers with unique perspectives and deep media industry roots. Amaze have their own podcast networks with shows, How Success Happens, The Hockey Podcast Network, The Basketball Podcast Network, and The Pigskin Podcast Network.

14:00 – 15:00

NATIONAL PUBLIC MEDIA / NATIONAL PUBLIC RADIO



Gina Garrubbo
President & CEO
NPM



Susan Leland
Associate Director, Audience Insights
NPR

NATIONALPUBLICMEDIA



Delivering sponsors objectives while fuelling the mission of public media - how NPM differentiates itself from the commercial players

National Public Media (NPM) is a full-service corporate sponsorship organisation, 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. 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 163 million monthly listeners across platforms and has 28.5 million weekly on-air listeners. NPR also ranks number one among podcast publishers in the US - over 20 million people download NPR podcasts every month.

15:00 – 15:30

Coffee break





	<p>Les Hollander CEO North America DAX</p>	 
	<p>Richard Stern CEO TuneIn</p>	

US digital audio sales marketplace – selling audio at scale and partnering with TuneIn

DAX - founded in the UK in 2014 and launched in the US in 2017 - is a pioneering digital audio and outdoor advertising platform that connects advertisers, brands and agencies with an audience of more than 130 million people worldwide listening to music streaming services, digital radio and podcasts.

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.

TuneIn is an audio platform that brings together local, national, international, live and on-demand audio. With 75 million monthly active users, it is one of the most widely used streaming audio platforms in the world.

	<p>Timothy Murphy Executive Director, National Audio Sales</p>	 
	<p>Liz Lacey Vice President, Sales Marketing</p>	

The best of music streaming, podcast and satellite radio – a unified cross-platform sales organisation

SXM Media is the combined sales organisation of Sirius XM Holdings Inc., spanning its SiriusXM, Pandora, and Stitcher audio entertainment platforms and services. With a reach of more than 150 million listeners, SXM Media gives brands, creators, and publishers access to the largest digital audio advertising platform in North America. SXM Media also serves as the exclusive advertising representative for other platforms and podcasters, including such major entities as SoundCloud and NBCUniversal.

DAY 03: WEDNESDAY 09/11

08:15

Meeting directly at the venue - Paramount Sky Square (31st floor, rooms 9-10)
1515 Broadway, New York 10036
[Please bring your ID card and Covid vaccination certificate](#)

08:15 – 09:00

Breakfast at Paramount Sky Square

09:00 – 10:00

RADIO ADVERTISING BUREAU (RAB) US



Tammy Greenberg
Head of Business Development

RAB RADIO
ADVERTISING
BUREAU

Key challenges and opportunities for the US radio industry – how the RAB is driving revenue growth through research, sales and advocacy programmes

The RAB is the not-for-profit trade association representing America's broadcast radio industry whose primary objective is to drive revenue growth through advocacy, providing the tools and resources to help the industry attract new sales talent to the medium and enhance industry professionalism through training and support.

The RAB serves more than 6000 member radio stations in the US and over 1000 member networks, representative firms, broadcast vendors, and international organisations. The RAB leads and participates in educational, research, sales, and advocacy programmes that promote and advance radio as a primary advertising medium.

10:00 – 10:30

Coffee break

10:30 – 11:30

CADENCE13 (AUDACY)



Jay Green
SVP, Podcast Strategy and Operations

Cadence13
An Audacy Company

Creating, selling and building audiences for top podcasts

Cadence13 - an Audacy company - is a pioneering podcast studio, dedicated to premium storytelling and production, and a leading on-demand audio innovator, operating as a podcast media company. The company creates, distributes, markets, and monetises podcasts and is the creator of premium on-demand audio entertainment in sports, business, tech, politics, comedy and news. Cadence13 was named one of Fast Company's "World's Most Innovative Companies for 2019".

11:30 – 12:00

QUU



Steve Newberry
CEO

QUU[®]

Engagement on the dashboard: Visual ads for radio in the car

Quu is a technology company providing easy deployment of visual content for radio. The company's patented technology empowers radio stations to display dynamic programming and sales messages on vehicle dashboards. Local and network radio companies use synced Visual Quus like text, logos, and images to engage listeners and generate immediate incremental revenue. With over six billion Visual Quus delivered annually, Quu makes radio look as good as it sounds.

12:00 – 13:00

Lunch break

13:00 – 14:00

VERITONE



Paul Cramer
Managing Director, Enterprise Broadcast Solutions



AI and artificial voices: The opportunities for radio and audio

Veritone is a provider of artificial intelligence (AI) technology and solutions. The company's proprietary operating system, aiWARE™, orchestrates an expanding ecosystem of machine learning models to transform audio, video and other data sources into actionable intelligence. Veritone's synthetic voice solution is already used by companies like iHeart to scale to new markets and produce new content. In addition to a self-serve application for voice projects leveraging stock voices, Veritone's synthetic voice solution offers custom synthetic voice-cloning.

14:00 – 14:30

BAROMETER



Tamara Zubatiy
*Co-founder & CEO
Barometer*



Grant Nelson
*Co-Founder & CTO
Barometer*



Divya Palaniswamy
*Lead AI Engineer &
Data Scientist
Barometer*



Jennifer Laine Van Beek
*Head of Marketing,
Innovation and Special
Projects
Oxford Road*



AI-powered brand safety tool for podcasts

Barometer is a tech company focused on using AI to provide podcast content ratings to advertisers through an innovative brand-safety tool. Their new AI-powered brand suitability tool allows ad buyers to assess the "risk profile" of a podcast and whether it aligns with their brand values. Barometer analyses entire transcripts in context, interprets each utterance, and assigns a concrete risk score based on components laid out in the Global Advertisers for Responsible Media's ([GARM](#)) Brand Safety Floor and Suitability Framework.

14:30 – 15:10

SOUNDER



Bo Carper
SVP, Enterprise Sales & Client Success



Brand safety and contextual targeting platform

Sounder is an audio intelligence platform that builds powerful data solutions to unlock podcast monetisation, brand safety, contextual targeting, and discoverability for audio content. Founded in 2019 by former Google and Spotify executives, Sounder builds advanced speech recognition technology and AI/ML models that enable media publishers to better monetise their content catalogue.

15:10 – 15:30

Coffee break

15:30 – 16:30

YOUTUBE




	<p>Kai Chuk Director, Head of YouTube Podcasting</p>	
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YouTube podcasting – engaging fans and listeners via content and commercial partnerships with broadcasters

YouTube is the world’s largest video-sharing platform and the second most visited website after Google Search. The Google-owned video platform provides a forum for people to connect, inform and inspire others across the globe. The company acts as a distribution platform for original content creators as well as large and small advertisers. In recent years, YouTube has been a huge driver of podcast listenership, with many US listeners identifying YouTube as their go-to platform for podcasts. The company has recently revealed its plans to incorporate podcasts directly into the YouTube experience via a dedicated podcast homepage.

16:30 – 17:30

AMAZON AUDIO / AMAZON PUBLISHER SERVICES (APS)

	<p>Larry Linietsky Global Head of Audio</p>	
	<p>Corey Podolsky Business Development Executive - Amazon Audio</p>	

How can broadcasters benefit from Amazon solutions and partnerships?

Amazon Publisher Services (APS) helps audio publishers optimise demand for their inventory while maintaining a high bar for listeners’ experience. APS helps optimise revenue across connected devices including smart speakers and mobile. Amazon solutions also deliver real attribution and interactivity to audio.

17:30

End of day 03

19:10

Meet in the Hyatt Centric hotel lobby
~15 mins walk to dinner

19:30

Closing dinner – The Raines Law Room at The William
24 East 39th Street, New York, NY 10016

DAY 04: THURSDAY 10/11

08:15


Meeting directly at the venue - Paramount Sky Square (31st floor, rooms 9-10)
1515 Broadway, New York 10036
[Please bring your ID card and Covid vaccination certificate](#)

08:15 – 09:00

Breakfast at Paramount Sky Square

09:00 – 10:00

RCS / MEDIA MONITORS

	Philippe Generali <i>President & CEO</i>	
	Russell Wein <i>SVP iHeartCX & RDS</i>	

Empowering radio through technology

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. RCS is rolling out new solution for in-car advertising with iHeart Media using Radio Data Systems (RDS) and HD Radio 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.

10:00 – 10:45

ADLARGE

	Robin Sloan <i>Executive Vice President Audio Sales</i>	
	Donelle G. Brown <i>SVP, Marketing Insights & Client Relations</i>	

Delivering scale, diversity and flexibility - insights from an audio powerhouse

AdLarge Media is an industry-leading independent ad sales and content company connecting audio publishers, brands, and audiences; specialising in lifestyle-driven audio environments across podcasts, streaming, AM/FM, and on-demand. Founded in 2011, the diverse audio portfolio at AdLarge reaches over 207 million weekly listeners globally across 5,000 radio stations and generates over 45 million downloads per month across digital platforms.

10:45 – 11:00

Coffee break

11:00 – 12:00

WARNER MUSIC EXPERIENCE (WMX)



	<p>Maria Weaver <i>President</i></p>	
	<p>Erin Moran <i>CRO</i></p>	

Connecting young audiences with music artists and brands

WMX, a next generation services division that will connect artists with fans and amplify brands in creative, immersive and engaging ways. In addition to a re-imagined commercial services & marketing network, WMX unifies the company’s offering to advertisers through its media business – which boasts a connected, culturally curious audience of music lovers totaling more than 249 million monthly unique visitors. This is driven by its award-winning owned media, including UPROXX, the youth culture & music destination; Songkick, the live music app; and HipHopDX, a leading hip-hop media platform. In addition, WMX ranks as a top five video media company for 18-34 audiences in the US, generating over 46 billion monthly views through premium music-centric content on verified, premium YouTube channels, as well as streaming and social platforms.

12:00 – 13:00

PARAMOUNT

	<p>Christian Kurz <i>Senior Vice President, Global Streaming Research and Insights</i></p>	
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Reinventing media and reaching new generations: how is Paramount embracing new media consumption habits through streaming and agility, and evolving their media company for the future

Paramount delivers premium content to audiences across platforms worldwide. Driven by iconic studios, networks and streaming services, Paramount’s portfolio of consumer brands includes CBS, Showtime Networks, Paramount Pictures, Nickelodeon, MTV, Comedy Central, BET, Paramount+, Pluto TV and Simon & Schuster, among others. In addition to offering innovative streaming services and digital video products, the company provides powerful capabilities in production, distribution and advertising solutions.

Christian Kurz is a global media industry expert, and consumer insights/research executive specialising in streaming and understanding media audiences and consumers globally.

13:00 – 14:00

Closing lunch

14:00

End of Study Trip

egta.

egta

association of television and
radio sales houses

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