



RADIO SESSION

02/03/2023

MILAN

MIMM

EGTA MARKET INTELLIGENCE MEETING

Organised by **egta.**

Hosted by **Rai Pubblicità**

Welcome from the host & opening remarks



Gian Paolo Tagliavia, CEO, Rai Pubblicità

Radio & audio measurement landscape

What's at stake & what's next



Ania Lara, Head of Radio Research, egta

Total media measurement

Transition & launch of the new audio measurement in the Netherlands



Frans Kok, Director, NLO



Irena Petric, Audience measurement Lead – the Netherlands, Ipsos

Advances in recall methodologies

Combining CATI & CAWI to futureproof radio measurement in Austria



Joachim Feher, CEO, RMS Austria

EAR hybrid measurement

Marrying CATI & electronic meter for radio measurement in France



Cécile Bertrand, Director of Research & Marketing, Total Audio, Mediametrie

Radio 360 hybrid measurement

Bringing the vision to life in Australia: integrating diary, streaming & meter to measure total radio



Rolf Müller, Global Director Business Development Media Measurement, GfK



Deb Hishon, Media Measurement Director, ANZ, GfK

11:20 – 13:00

SESSION 02 – INSPIRING RADIO & AUDIO EFFECTIVENESS
RESEARCH

Making data work for digital audio

How to harness data infrastructure for audience insights & ad sales



Francesco Paolo Tarallo, Head of Partnerships & Business Development, Mediamond



Radio & audio amplifying reach

Using TV panel to demonstrate the strength of radio in the local and global media mix



Andras Galavics, Radio Division & Head of Sales, atmedia Hungary



Investigate, Inform & Identify – delivering insights on radio consumption & attribution

How the Canadian market developed their radio landscape study and is pushing boundaries with market-level attribution solution.



Caroline Gianias, President, RadioConnects



13:00 – 14:00

LUNCH BREAK

14:00 – 16:30

SESSION 02 – INSPIRING RADIO & AUDIO EFFECTIVENESS
RESEARCH (continued)

Generation Audio – new research by Radiocentre

Why commercial audio is growing and how advertisers can benefit.



Lucy Barrett, Client Director, Radiocentre



The magic of attention – how to increase campaign effectiveness

Innovative neuro-research which examines the attention to TV and radio commercials using EEG scans and eye tracking.



Sheng Song, Research Consultant, Ster



From Sound to Brand

New German research explores the power of sound for branding.



Uwe Domke, Head of Media
Research & Data-Management,
RMS



Jan Isenbart, Chief Research Officer, ARD Media



The Music Hub

A new Rai Pubblicità department – opportunities behind music



Serafina Croce, Head of Research, Rai Pubblicità



“Bothism” – a modern marketing effectiveness manifest

How combining brand-building and performance activity can help us get the best out of brands today.



Tom Roach, VP Brand Strategy, Jellyfish



The importance of research to promote radio

Showcase of egta’s latest initiatives to promote the power of radio



Katerina Borovska-Mascia, Senior Manager – Marketing & Innovation, egta



16:30

END

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