



LIVE **RADIO** TRAINING

28/06 (AM, PM) - 29/06/2023 (AM)

BRUSSELS

MASTERCLASS

HOW TO MAKE MONEY ON PODCASTS:
BUILDING AND MONETISING YOUR PODCAST OFFER

Organised by **egta.**

www.egta.com

About this Masterclass:

The overarching topic of this masterclass is how radio and audio companies can build up and generate profit from their podcast offer. The training is aimed at media professionals who are already involved in the operational side of sales and marketing of audio and podcasts, or to the ones who are new to the topic and aim to develop their expertise in these areas. The agenda will focus less on podcast content and formats, but rather on the business side, ad tech, distribution, monetisation opportunities, etc. The idea is to help you develop and monetise your podcast offer by sharing best practices and insights in the context of an interactive in-depth training program.

Mentor/moderator:



Bryan Barletta, Partner, Sounds Profitable

SOUNDSPROFITABLE

Bryan is the founder of Sounds Profitable, and a widely-cited expert in adtech, sales, and monetization of podcasting. He founded Sounds Profitable in 2020 after a successful career working with some of the leading companies in advertising technology, including AdTheorent, Claritas, and Megaphone. Barletta helped to design some of the tools in use by podcast platforms today for attribution, measurement, and serving audio ads. He founded Sounds Profitable initially as a platform to help educate persons working in the podcast industry about advertising and sales technology, but has since expanded the brand to become the industry's premiere source for education, advocacy, and insights designed to grow the entire space. Bryan's vast experience from all sides of the podcast advertising world makes him the perfect mentor for egta's masterclass on podcast monetisation.

Schedule:

DAY 00: 27/06 | 19:30 **Welcome dinner** (*Alice Restaurant & Cocktail Bar, Av. Louise 190, 1050 Bruxelles*)

DAY 01: 28/06

09:00 – 12:00

SESSION 01: Developing a successful podcast business as a radio company

Introduction by egta



Katty Roberfroid, Director General, egta
egta.



Katerina Borovska, Senior Manager –
Marketing & Innovation, egta
egta.

Participants' roundtable

Benchmarking at its best: every participant joining the training is asked to contribute with a short 5-minute presentation about their podcast activities, biggest challenges and expectations from the masterclass.

10:30 – 11:00

COFFEE BREAK

Running a successful podcast business – leveraging radio talent, content and partnerships.

*What does it take for radio company to launch a successful podcast business? How to develop and monetise podcasts offer?
How to leverage radio talents and existing radio content?*



Ana Ormaechea, Chief Digital Officer (CDO), Prisa Radio



Ana has previously launched two startups and have led different digital transformation projects in several media companies such as El Pais. In 2015 she founded Cuonda Podcast, the first independent podcast network on Spanish. Currently Ana is CDO of PRISA Radio, world's biggest Spanish-language audio production company. They develop Audio first Product Strategy for 30 brands in 13 different countries (Spain and LatAm). PRISA is the world leader for non-linear audio production in Spanish. In 2022, PRISA Audio produced a total of 1,200 podcasts. It launched 82 new podcasts, of which 54 are original (for the group's own media), 17 are productions for third parties and 11 are branded podcasts. These figures have enabled PRISA Audio to practically double revenue over the past year.

12:00

SESSION 02: Podcast sales, distribution, & ad tech

Podcast ad tech ecosystem - Overview of the ecosystem and the tech stack needed for podcast monetisation for publishers. *What tech stack do publishers need to advance podcast monetisation? How to distribute podcasts – open vs closed ecosystem? How to keep control of revenue and data on external platforms?*



Bryan Barletta, Partner, Sounds Profitable



13:00 – 13:45

LUNCH

Podcast monetisation – from campaign planning to ad serving

How to set up podcast monetisation step by step – from campaign planning to ad serving to reporting? How to measure podcast consumption and collect data? How to grow my inventory via programmatic advertising? Dos and don'ts and expert tips.



Benjamin Masse, Chief Product Officer, Triton Digital



Benjamin is an award-winning international market development executive and product strategist with more than 20 years of experience. He is an expert in online advertising technologies, agile product management, and digital media. Triton Digital offers the complete audio management solution for podcasters and radio stations. This includes the enterprise-level Omny Studio podcast CMS and an Ad Server built specifically for podcast content. Additionally, Triton's Podcast Metrics measurement service is certified by the IAB Tech Lab, providing credible and insightful data around the consumption of the podcast content.

Podcast sales - how are podcast bought and sold in practice

How are podcasts usually bought and sold - insights on pricing and packaging. How to combine online audio and podcast offer? How are agencies approaching podcasts? How do podcast fit in advertisers' media plans? How to sell podcasts at scale?



Clément Berthet, Deputy General Manager – Digital, NRJ Global



NRJ Group is one of the main French private media groups and is the leader in the private radio market thanks to its four brands (NRJ, CHERIE FM, NOSTALGIE and RIRE & CHANSONS). It is also a significant player on the TV market and online with more than 220 web radios and other digital assets. NRJ is the 1st brand in the ACPM podcast ranking in France with +3M downloads.

NRJ Global is the national sales house of NRJ Group and Clément is in charge of monetisation of NRJ's digital assets. He has previous experiences from creative agency Kazam!, NextRadioTV and Google.

15:45 – 16:15 COFFEE BREAK

Attribution – measuring podcast effectiveness

How to prove the effectiveness of podcast campaigns? How to measure impact, brand lift and ROI of podcast campaigns?



Damian Scragg, General Manager, International, Veritonic



Brands, agencies, publishers, and platforms rely on Veritonic's comprehensive audio research and analytics platform to research, test, and measure the ROI of their audio assets and campaigns pre-market, in-market, and post-campaign. The coupling of our prefix URL or pixel-based brand lift and attribution solutions provides publishers with full audio campaign lifecycle management and measurement. Damian has 16 years of experience of bringing US technology start-ups to the UK & European markets.

17:00

Transfer to RMB - Louis Schmidtlaan 2, 1040 Brussel

17:30 – 18:30

SESSION 03: Podcast production

How to setup a podcast studio – insights into podcast production

Visit to the new RMB podcast studio



Dimitri Lemmens, Head of Content & Creativity – FLASH, RMB



RMB is one of the biggest sales houses in in Belgium. It commercialises advertising space for TV channels, radio channels and digital portfolio. The new "Slice" unit is a meeting point between brands and content creators, a place that offers advertisers the opportunity to communicate with a young audience via emerging channels. Slice is also a state-of-the-art studio where content creators can produce and explore their talent. It includes: lounge room, podcast room, tutorial room, gaming room and green room.

19:00

NETWORKING DINNER

Le Mess, Bd Louis Schmidt 1, 1040 Etterbeek

DAY 02: 29/06

08:45 – 14:00

SESSION 04:

Developing a successful podcast business as a radio company
Discoverability, promotion, brand safety

Developing a Podcast Monetisation Strategy: Exploring Different Models & How to Collaborate with Independent Podcasters

How to build up a podcast portfolio and sell podcasts at a larger scale? What are the different monetisation models available? How can you collaborate with independent podcasters? What are the advantages of selling audiences across podcast network vs individual shows?



Rob Timony, Head of audioXi, Bauer Media Audio Ireland



MEDIA GROUP

Rob heads up audioXi, which is part of Bauer Media Audio Ireland. He is a digital native with a love for all things audio, tech and creative. Rob currently chairs the Audio Council of the IAB, in Ireland. audioXi is Ireland's Largest Digital Audio Exchange. It gives advertisers a single point of access to the digital listening of over 28 different radio stations, 45 different music streams and over 1,800 podcast series in Ireland. Rob also collaborates with numerous other Bauer Media Audio territories on their digital audio strategy. Most recently he has assisted the Bauer Media Portugal team, in launching audioXi in the Portuguese market & creating a market leading offering.

Discoverability – podcast discovery and tools to grow podcast audiences

How to attract listeners to podcasts? How to make use of podcast platforms and social media to promote podcast and drive listenership?



Alexis Hue, Managing Director, Voxalyze



Voxalyze

Voxalyze offers podcast publishers analytics solutions allowing them to measure and increase their audience. Voxalyze is the company behind "Podcast Visibility Optimization", a craft similar to Search Engine Optimization (SEO) but applied to podcasts. The company offers keyword ranking for podcasts across millions of keywords in 14 different languages. They are also launching a new analytics solution, which will allow podcast publishers to measure the effectiveness of their marketing campaigns in attracting new listeners via social media.

10:30 – 11:00

COFFEE BREAK

Building a podcast business from scratch – inspiration for smaller markets and companies.

Why and how to build podcast sales house in smaller non-English speaking market? How to develop and monetise original podcasts offer and bring in independent podcasters? What are the main hurdles when building a successful podcast business? What are the strategies to grow audiences and revenues?



Mandy van der Wal, Director, Audiohuis



Edwin Koeners, Sales Director, Audiohuis



Audiohuis is an all-in-one audio agency, specialized in creating, producing and distributing podcasts and on-demand audio. With the rapidly growing role of audio within the Dutch media landscape, Audiohuis is now a separate entity within the Mediahuis group under the leadership of Mandy as its Director. Mandy was previously Director of Video and Platforms at

Mediahuis Nederland, where she was responsible for the video activities on the platforms of De Telegraaf, NSMBL, Manners and Dumpert, among others. Edwin is a seasoned sales manager with experiences from One Media Sales, Talpa Media Solutions, Radiocorp and NRC. He is currently the chairman of the IAB NL Digital Audio Taskforce.

Brand safety + AI in podcasting – contextual targeting

Why is brand safety important for podcast? How to use AI for contextual targeting?



Tamara Nelson, Co-Founder & CEO, Barometer (online)

barometer

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.

12:45 - 13:00

GRAB A CUP

Final roundtable discussion – key takeaways and conclusions

14:00

CLOSING LUNCH

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