



**RADIO SESSION**

**31/01/2019 BUDAPEST (HU)**

# MINIM

**EGTA MARKET INTELLIGENCE MEETING**

Organised by **egta.**

Hosted by



09:00 – 09:15

WELCOME & OPENING REMARKS

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Andras Galavics, Executive Sales Consultant, **MTVA**

Ania Lara, Marketing Manager & Head of Partnerships, **egta**

09:15 – 14:10

EFFECTIVENESS & ROI OF RADIO/AUDIO IN THE MEDIA MIX

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### Radio drives traffic and sales

Cases from the Hungarian market: proving and promoting radio advertising effectiveness.

Andras Galavics, Executive Sales Consultant, **MTVA**

### Planet Audio 2025

How will audio consumption look like in 2025? comrecon employs innovative research methods and visualisation to investigate the evolution of radio and online audio from the listeners' perspective for AS&S, RMS, and Radiozentrale.

Charlotte Hager, Managing Director, **comrecon brand navigation**

Jan Isenbart, Chief Research Officer, **AS&S**

Uwe Domke, Head of Advertising and Market Research, **RMS**

### Re-evaluating media

The latest research commissioned by Radiocentre and conducted by Ebiquity explores the value of media for brand advertising.

Mark Barber, Planning Director, **Radiocentre**

10:45 – 11:15

COFFEE BREAK

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### RMS AUDIO TOTAL TRACKER

Complementarity between radio and online audio campaigns. Aggregated results based on ten business cases.

Uwe Domke, Head of Advertising and Market Research, **RMS**

Philipp Schulte, Market Researcher, **RMS**

### DIVA 3.0 – proving and amplifying audio's impact

Innovations in research methodology by VAR in Belgium to account for the client's evolving audio and sonic branding needs.

Dirk Soetens, Research Manager, **VAR**

### Voice-activated advertising

The voice era is already here. Testing the effectiveness of voice-activated campaigns.

Simon Dunlop, Co-Founder and International Business Development Lead, **Instreamatic**

Olga Mikhailova, Digital Director, **GPM Radio**

### Spot on Podcast #2

The second edition of a comprehensive research into the growing podcast market in Germany. Insights from AS&S on podcast advertising effectiveness: the impact of pre-rolls, sponsorships and native brand integrations.

Jan Isenbart, Chief Research Officer, **AS&S**

12:50 – 13:50

LUNCH BREAK

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### Top of The Pods

Data, analytics and advertising effectiveness potential behind podcast advertising.

Joe Copeman, UK Country Manager & Director of Sales, **Acast**

**Activating online streaming data for radio content and advertising**

Deployment of data generated by online radio streams to inform programming, ad campaigns management and creative – use cases from Global.

Matt Jeffries, Group Director of CRM, Analytics and Insight, Global, The Media and Entertainment Group

**Online audio audience and ad measurement**

Overview of the main methods and existing models.

Yuri Loburets, Radio Director, egta

**Searching for the optimal radio diary concept in Finland**

Combining online and paper diaries. Widening the scope to total audio listening.

Mervi Raulos, Account Manager, Finnpanel

**Total audio measurement in Norway**

Innovations in radio audience measurement in Norway: measuring and reporting of all audio content, live to time-shifted – including broadcast, online and podcast – independent of platform, device and where the listening takes place.

Bjarte Ogrey, Marketing & Research Director, Bauer Media Norway

**Future developments in media measurement in the Netherlands**

From radio measurement to total audio measurement to total media measurement.

Frans Kok, Director, NLO

With thanks to our partners:

