



RADIO session

Best practice in radio
research methodologies
Radio's effectiveness & ROI
Advances in radio & online
audio measurement

03&04/03/2021

VIRTUAL MEETING

MIMM

egta Market Intelligence Meeting

14:00 – 15:10 SESSION 01/DAY 01 – MARCH 3

SESSION on EFFECTIVENESS & ATTRIBUTION:

- Best practices and tools to prove radio's effectiveness & ROI
- Research initiatives and innovative methodologies to evaluate radio's impact

Re-evaluating media for recovery: Understanding the true value of media for growing brands during challenging times



Rupert Steele, Interim Planning Director, Radiocentre



Echoes of victory: A meta-analysis of the long-term effects and benefits of radio advertising



Bernard Domenichini, Head of Market Research, ARD-Werbung



Building shelf awareness: Quantifying radio's last-minute influence for FMCG brands



Kamilah Kamara, Insight Manager, Radiocentre



15:10 – 15:20 B R E A K - Video messages from our partners

15:20 – 16:30 SESSION 01/DAY 01 - continued

Secrets of effective audio communication: the RMS Spotguide



Philipp Schulte, Research Director, RMS
Stefan Freitag, Project Manager Research, RMS



Unlocking the potential of attribution for radio: Advances in tools and methodologies



Philippe Generali, President & Chief Executive Officer, RCS – Media Monitors



Direct response radio: Measuring radio's ability to drive web conversions



Jan-Paul de Groot, Lead Media Strategy & Analytics, Talpa Media Solutions



16:30 END OF DAY 1

14:00 – 15:20

SESSION 02/DAY02 - MARCH 4

SESSION on RADIO & AUDIO MEASUREMENT

- Advances in radio audience measurement & hybrid methodologies
- Developments in online audio and podcast measurement

Innovations in radio measurement: From radio to total audio to total media measurement in the Netherlands



Frans Kok, Director, NLO



Measuring all audio: Evolution and innovations from Canada



Catherine Malo, SVP Cross-Media, Business Development and Communication, Numeris



15:20 – 15:30

BREAK - Video messages from our partners

15:20 – 16:30

SESSION 02/DAY 02 - continued

Radio Project & admeter: Innovations in recall methodologies and use of passive technologies to advance radio and cross-media measurement in Czech Republic and Slovakia



Josef Fišer, Business and Marketing Director, Team leader – adMeter, Median
Vladimír Kožíšek, Head of Continuous Research, Median



Advancing audio measurement and the impact of COVID: Passive methods, new sources of data and new technologies



Prince Debrah, International Product Leader Audio, Nielsen



PodIndex, Podtoppen, PodcastIndex: Developments in podcast measurement and podcast rankers



Mattias Björkman, Head of Podcast Business, Bauer Media Audio



16:30

END OF DAY 2

With thanks to our partners

