



10 OCTOBER



MÜNICH

RADIO SESSION

MARKETING & SALES MEETING

Organised by



egta



THU 10 OCTOBER

MARKETING & SALES MEETING

09:00

Welcome

Opening remarks

Setting the scene for the day & overview of the programme



Thierry Mars, Radio Director



State of audio in Germany

Let's dive into insights from the German audio market - landscape, evolution of audio, challenges, opportunities & innovations.



Juliane Henze, Project Manager



09:25

Best practice in audio marketing and sales

When brands go silent: the unheard power of audio

With extensive data from over 300 brands in Germany, this study highlights the crucial role of a brand's mental availability in driving sales. This research serves as an indispensable resource for marketing and sales professionals, offering actionable insights into how audio advertising can be used strategically to maintain and increase brand visibility. Conducted by the initiative AUDIOEFFEKT, the study replicates and builds upon the Ehrenberg-Bass Institute's "When Brands Go Dark" research. By focusing on the German market and specifically examining the impact of audio advertising, this study provides valuable localized insights into the long-term effects of audio.



Jan Isenbart
Chief Research Officer



Philipp Schulte
Head of Advertising & Market
Research



Immersion into the audio universe

The AUDIOLAB, launched by TF1 PUB, is designed to assist advertisers and media agencies in navigating the rapidly evolving audio ecosystem. This initiative provides an immersive experience, allowing brands to explore new audio formats and innovations, as well as the marketing opportunities they present.



Céline Huart
Commercial Audio Director



Alice Moine
Head of Audio Marketing



Addressable user marketing

How can you address users with personalised messages based on their usage behaviour and generate millions of additional streaming sessions? Regiocast outlines its digital streaming strategy and explains how it leverages this approach to expand its digital reach with measurable results.



Anne Potten
Head of CRM



Matthias Pfaff
Chief Digital Officer



How artificial intelligence is revolutionizing the audio industry

The integration of artificial intelligence is opening up diverse opportunities for the audio industry including possibilities to create, deliver and scale audio advertising.



Björn Ühss, Founder



AudioStack

10:50

Networking coffee break

11:25

Advances in radio and audio ad sales

Mediamark. Unboxed

By re-imagining radio and re-orientating its commercial approach to creating first to market thinking, Mediamark successfully shifted its audio strategy. This pioneering approach led to a revenue share double that of its audience share.



Eric D'oliveira, Chief Revenue Officer



Unlocking new opportunities: how programmatic radio attracts digital-first advertisers to linear radio

- An update on the rollout of the first successful programmatic radio campaigns powered by amy in Germany and Austria.
- How research can model radio listening based on digital audio patterns, enabling buyers to buy total audio campaigns.



Nico Aprile
Chief Executive Officer



Jörg Blumtritt
Chief Data Scientist



Podcast market: building scale and achieving success

Building a thriving podcast business requires quality content, strategic sales approaches, and effective monetization. How to secure a strong foothold in this competitive and ever-expanding market.



Alexander Krawczyk, SVP Seven.One Audio



13:00

Networking lunch

14:10

Advances in radio and audio ad sales – session continued

The European audio landscape

Bridging the gap between audio consumption and audio advertising investment – what are the strategies, tools, and players that have been outperforming market trends, and what makes them so successful?



Ophélie Boucaud, Principal Analyst

Dataxis

14:30

Unlocking radio's creative potential

Regrouping of audiences: the prescribing power of radio beyond the channel.

How Prisa combines audio, social media, and events to multiply reach and engagement



Cristina Ramos Bobis
International Sales Director



Laura Tomillo
Head of Commercial Product Development



Best practices in brand integrations and special operations

Radio, with its unique ability to reach listeners and create emotional connections, remains a powerful medium for brand and storytelling and engagement. Successful cases of radio at the heart of the campaign.



Johannes Ott, Chief Executive Officer



The art of balance: maximising the impact of radio creative partnerships

Creating successful commercial partnerships requires a delicate balancing act, ensuring that the campaign aligns with the DNA of the radio channel, the image of the brand, and the client's overarching marketing objectives. Striking the right balance between these elements is key to delivering a successful partnership.



Marjolein Laekeman, Head of Product



Our collective vision for multiplatform TV and audio

Adopted unanimously by all egta members, over 180 multiplatform TV and audio businesses in more than 40 markets, and backed by the Global TV Group and World Radio Alliance, this Industry Charter, launched in June 2024, defines our current strengths, captures our collective ambition, and sets out our five key priorities. It is an open invitation for collaboration with all industry partners who share our values and a clear roadmap to thriving in tomorrow's media landscape.



Katty Roberfroid, Director General



16:00

Closing remarks and departure of participants

With thanks to our hosts



With thanks to our partners

