



	12/03/2026
	ZURICH

AUDIO SESSION

MARKET INTELLIGENCE MEETING



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12 MARCH - AUDIO SESSION

08:45 - 09:15 PART 1: INSIGHTS FROM THE SWISS MARKET

▶ Welcome and opening remarks



Ania Lara, Head of Radio Research and Head of Partnerships, egta



▶ The state of audio in Switzerland

Market landscape, audiences, ad spend trends and what is shaping Swiss radio's next chapter



Nicola Bomio, Head of Radio, CH Media



09:15 - 10:35 PART 2: INNOVATIONS IN AUDIENCE MEASUREMENT AND DATA STRATEGIES

▶ Radio research 2028+

Insights into future audio research approaches and hybrid radio measurement in Switzerland



Tanja Hackenbruch, Chief Executive Officer, Mediapulse



▶ CIM ONE for audio

A new fully integrated measurement framework: how the Belgian JIC is redefining audio measurement



Michael Debels, Research Director, CIM



▶ Advancing measurement transformation by rethinking every stage of the process

From a multimodal approach and a new meter to a three-dimensional hybrid model: what new developments are coming in France?



Cécile Bertrand, Audio Measurement Director, Médiamétrie



- ▶ Mind the gap - A critical examination of the expanding gap between data abundance and data literacy
- ▶ Innovations in radio audience measurement in Germany - leveraging CAWI alongside CATI



Jan Isenbart, Chief Research Officer, ARD Media



10:35 - 11:10 COFFEE BREAK

11:10 - 12:30 **PART 2: INNOVATIONS IN AUDIENCE MEASUREMENT AND DATA STRATEGIES**
(continued)

- ▶ Fireside chat - From screen planning to audio opportunities: A brand perspective
In conversation with Thierry Mars, Radio Director, egta



Gerhard Louw, Global Head of Media, Lindt & Sprüngli



- ▶ The power of hybrid measurement
From Radio360 to CRA Audio ID - the evolution of audio measurement in Australia
Adapting Radio360 for a new market - innovations from South Africa



Rolf Müller, Commercial Director, Europe, Media Measurement, GfK - an NIQ company



- ▶ A new radio streaming currency in Spain
Integrating census-based and sample-based methodologies and datasets to capture the growing digital radio ecosystem



Julián Sánchez Montenegro, Consultant Manager, ODEC



Luis Fernando Ruiz Bedoya, Director of Marketing and Communication, AERC



- ▶ Why audits matter in media measurement
Ensuring confidence in evolving audio measurement methodologies



Nicolas Guennec, International Research Manager, CESP



▶ Podcast ad effectiveness
Understanding how podcast ads drive brand impact



Chantale Coulombe, Market Leader Denmark, Nielsen



▶ Audio On Search Up!
The joint study by bynd and RMS examines how audio advertising influences Google search volume and thus the Share of Search (SoS), also in comparison to other media - especially TV



Oliver Dudek, Senior Research Consultant, RMS



▶ New AI tool using sound physics to measure emotional performance and brand match in audio
▶ A million and change: Inside a living attribution model
How sweepstake data, Google Analytics, FM attribution and neuro-testing are combined to create daily, actionable campaign intelligence.



Melissa McNally, Research and Analytics Manager, Kagiso Connect



▶ Demonstrating the business impact of radio and audio
How NRJ Global and CSA Data Consulting use predictive ROI to measure and optimise media performance



Virginie Robert, Marketing Director, NRJ Global



Gaele Le Falher, Deputy Managing Director, CSA Data Consulting



▶ High gain audio: Uncovering audio's ROI advantage

New evidence showing broadcast radio and digital audio deliver profit ROI above the all-media average and amplify total campaign returns



Donna Burns, Head of Insight, Radiocentre



▶ Higher engagement leads to greater advertising impact

New research on how local connection boosts engagement and enhances the impact of advertising



Hélène Hélaouët, Audio Marketing Manager, TF1 Publicité



Laura Ouzounian, Marketing Research Analyst, TF1 Publicité



▶ The European Audio Market

Consumption, Investment & Ad Spend – What the Data Shows



Ophélie Boucaud, Principal Analyst, Dataxis



16:15

END OF THE MEETING

With thanks to our hosts and partners

Main hosts



Co-hosts



National Knowledge Partner

egta Annual Partners



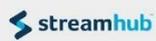
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Conference location:
Zürich Marriott Hotel
Neumühlequai 42
8006 Zürich