

THE 2008 EUROPEAN RADIO SYMPOSIUM

Sponsored by:



‘RADIO : CHALLENGES AND OPPORTUNITIES’

5th November, Lisbon

Like other traditional media, the transformation of radio broadcasting from analogue to digital distribution brings a number of opportunities and threats for the sector. Until now, Europe's radio market has been highly regulated on a territory-by-territory basis and has been dominated by national content. On the near horizon are new developments such as digital terrestrial radio, satellite delivered radio, subscription radio, online social radio networks such as Last.fm, internet radio stations and the ambitions of the world's largest internet companies. What are the issues facing the traditional radio industry in this multi-platform future?

In Australia, digital radio is being seen as a whole new lease on life for the medium. A sympathetic legislative framework has strongly influenced the timing, geography and transmission arrangements for the introduction of digital radio on January 1, 2009. What are the new services planned by the public and private broadcasters and how will these audiences be measured?

The audience measurement issues continue to dominate debate with an increasing focus on cross-platform and cross-media measurement. How has this been approached in Canada and what are new studies telling us about how consumers access electronic media today? In a number of markets there has already been a move to electronic measurement. What effect has this had on the marketplace - from the point of view of the broadcaster and the agency? To what extent is our improved understanding of online diaries representing a threat to the future widespread introduction of electronic meters?

The conference will also look at two innovative studies that provide further insight into how radio works as an advertising medium and how advertisers can improve their return on investment still further. Conference will also hear of a major initiative launching in France this year which will provide valuable cross-media consumption data.

- 09.30** Chairman's opening remarks
Tony Twyman
Tony Twyman & Associates
- 09.40** Radio: Challenges and opportunities in the digital era
Grant Goddard
Senior Analyst
Enders Analysis
- 10.10** Radio is dead - long live radio!
Lisa Walsh
Head of Audience Research
ABC (Australian Broadcasting Corporation)
- 10.40** Panel Session
- 11.00** Coffee
- 11.20** Challenges developing cross-media PPM panels in Canada
Ricardo Gomez-Insausti
VP Research
BBM
- 11.45** How are consumers using electronic media today?
Tanja Hackenbruch
Marketing Director
&
Olivier Staub
Head of Technologies R&D
GfK Telecontrol Group
- 12.10** Electronic measurement and its marketplace effects - a broadcaster and an agency perspective
Martin Mølmen
Market Analyst
P4 Radio
&
Jarle Thalberg
Media and Trading Director
Aegis Media Norge AS
- 12.35** Panel Session
- 13.00** Lunch
- 14.15** Radio audience measurement in the UK- what should be the priorities for the next 3-5 years?
Paul Kennedy
Research Director
RAJAR
- 14.45** Radio and the second generation e-diaries in the Netherlands
Camiel Camps
Research Manager
Intomart GfK
&
George Bohlander
Managing Director
RAB (The Netherlands)
- 15.15** Coffee
- 15.35** RadioGauge - creating an effective universal currency for radio advertising
Alison Winter
Head of Research
The Radio Centre
- 16.05** Radio and cross-media measurement - the French experience
Laurent Battais
Managing Director,
Performance & Cross-Media
Médiamétrie
- 16.35** Panel Session
- 17.00** Close of conference

ADMINISTRATIVE DETAILS

- CONFERENCE DATES** Radio: Wednesday, 5th November
Television: Thursday, 6th November
Friday, 7th November
- VENUE** Hotel Park Atlantic
Rua Castilho, 149
1099-034 Lisbon
Portugal
- TELEPHONE AND FAX** Tel: +(35) 1 213 818 700
Fax: +(35) 1 213 890 500
- REGISTRATION** Delegates should register for the conferences between
08.45 and 09.30 a.m. at the reception desk
- DELEGATE FEE** Radio: £625 sterling (€ 770)
Television: £1075 sterling (€ 1325)
Radio & TV: £1500 sterling (€ 1850)
The fees include all refreshments, lunches, drinks
receptions and documentation.
- EARLY BOOKING FEE** **Radio: £525 (€ 650)**
Television: £975 (€ 1200)
Radio & TV: £1300 (€ 1600)
**These rates apply if booked on or before
Friday, September 19th**
- ENQUIRIES TO** Mike Sainsbury/Kate Maitland Smith
asi Ltd
111 Whitchurch Road
Tavistock, PL19 9BQ, UK
Tel: +(44) 1822 618 628
Fax: +(44) 1822 618 629
www.asi.eu.com
e-mail: asi@dial.pipex.com
- BOOKING** Complete the booking form and return it, with payment,
to **asi** at the above address. Payment may be made by
cheque made payable to **asi** or by transfer to **asi's**
bankers, HSBC Bank, 93 Fore Street, Saltash,
PL12 6AE; Bank Sort Code No 40 40 15;
Account Number 31386557; Payment may also be
made by Amex, Visa or Mastercard.
**Bookings can only be accepted on receipt of payment,
after which an admission pass will be sent to you. All
payments should be made in pounds sterling. Cheques
and transfers should be drawn on a UK bank.**
- CANCELLATION** Cancellation received in writing before Friday, September
19th, 2008, will result in our returning the fee to you
minus a £100 handling charge. For cancellations made
after this date, no refund will be made. You may send
somebody in your place if you are unable to attend.
- ACCOMMODATION** **asi** has arranged specially discounted rooms at the
Hotel Park Atlantic for those attending the conferences.
Single: (from) € 152 Double:(from) € 180 (Breakfast
included)
**To reserve accommodation at the hotel you should
contact the hotel and indicate you will be attending
the asi 2008 European Radio/Television Symposium**
- Tel: +(35) 1 213 818 700**
Fax: +(35) 1 213 890 500

N.B. These rates will only be guaranteed for room bookings made by September 19th