

THE 2009 EUROPEAN RADIO SYMPOSIUM

MANAGING CHANGE

4th November, Istanbul

The transformation of radio broadcasting from analogue to digital in Europe faces a number of difficult challenges, none of which has been made any easier by the economic conditions in the marketplace. Perhaps the most significant of these problems at a European level is profound disagreement about the technology to be adopted with most of the argument being about DAB versus DAB+. There is a real danger that digital radio faces an expensive and fragmented future as different countries back different technologies.

Yet digital radio does offer significant opportunities for the broadcaster and added value benefits to the listener. New developments such as digital terrestrial radio, satellite delivered radio, subscription radio, online social radio networks such as Spotify, internet radio stations and mobile radio contribute to the medium's omnipresence. What are the issues facing the traditional radio industry in this multi-platform future?

Delegates will hear an account of a tool to evaluate cross media (radio and online) campaign plans. There will also be a paper from the Netherlands where there have been a number of studies into the contribution radio makes to mixed media campaigns.

The audience measurement issues remain very difficult to resolve. What is the current situation in relation to portable meters and what are the unresolved problems they still face? Could new developments in the analysis of audiomatching data point a way forward? How might some of the fundamental design issues in developing online diaries be resolved? In the last 12 months Nielsen has returned to the radio measurement market. What has prompted this move and what are the characteristics of the approach it has adopted? What insights are provided to both advertisers and programmers by the data gathered from a multimedia panel into the links between radio and television consumption?

- 09.30** Chairman's opening remarks
Tony Twyman
Tony Twyman & Associates
- 09.40** Technological change and the challenge for radio
Graham Ellis
Production Controller
BBC Radio and Music
- 10.10** The future of radio in a digital UK
Kate Bramich
Director
&
John Carroll
Director
Ipsos MediaCT
- 10.35** Listen and surf: radio and online join forces
Christian Jonas Lea
Head of Marketing & New Business Development
&
Hans-Peter Gassner
Research Manager
AS&S Radio
- 11.00** Coffee
- 11.20** Measuring 'catch-up' radio
Benoit Cassaigne
Executive Director
Audience Measurement
Mediametrie
- 11.45** Share of ear - is radio losing out to other forms of audio?
Margo Swadley
Head of Research
BBC Audio and Music
- 12.10** Multi-media campaign tracking: measuring radio ad effectiveness
Tom van Hulst
Research Director
RAB Netherlands
&
Jim Boor
Manager Media Research
Intomart GfK
- 12.35** Panel Session
- 13.00** Lunch
- 14.15** The status of portable meters: fact and fiction
Jay Guyther
Partner
ROI Media Solutions LLC
- 14.45** Who is listening to radio on which platform? New advances in audiomatching data.
Olivier Staub
Head of Technologies R & D
&
Andreas Thaller
Head of Media Analysis
GfK Telecontrol AG
- 15.10** Managing change in a digital environment
Sally de la Bedoyere
CEO
RAJAR
- 15.35** Coffee
- 15.55** New developments in US radio measurement
Pete Doe
SVP, Data Integration
The Nielsen Company, USA
- 16.20** What do radio listeners watch on TV? Cross media consumption from a single source
Ricardo Gomez-Insausti
VP Research
BBM
- 16.45** Panel Session
- 17.15** Close of conference