The 2010 European Radio Symposium

A Digital Future for Radio?

3rd November, Paris

When digital radio first launched, most felt that if there was exclusive and compelling content on the platform, audiences would switch. But the switch has not happened, so what are the triggers and barriers to digital take-up? In Australia, innovative content has created new partnership and sponsorship opportunities and, as car listening continues to grow, the radio industry there is ensuring that digital radio is part of the car industry's integration plans. For the past year, tests have been conducted in a number of regions in France. How have listeners responded to the offer?

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? What are the differences between FM/AM listeners and internet radio listeners? When listening to the radio whilst multi-tasking, how are attention levels and the effectiveness of radio spots affected?

When switching over from radio diaries to personal meters in Denmark (and elsewhere) there had been a discrepancy between actual listening and perceived listening to news on the radio. A major study for the first time provides insights into the behaviour of listeners and has helped the Danish Broadcasting Corporation improve its offer to the audience. And elsewhere PPM data show a dramatic increase in reach with a reduction in frequency. How can advertisers reach these new listeners and what is the impact on agency reach and frequency analyses?

Conference will also hear of tests recently conducted on a new personal meter and on how the popularity of 'apps' may have opened the door for the creation of survey applications to engage an elusive 'on-the-go' audience.

09.30 Chairman's opening remarks
Roger Gane
Research Director
RSMB Audience Research

09.40 Is there hope for digital radio?
Margo Swadley
Head of Audience Research
BBC Audio and Music

10.05 Digital drivers - content, cars and consumers
Joan Warner
CEO
Commercial Radio Association, Australia

10.30 Panel Session
(Panel to include
Philippe Chapot, DG,
Digital Radio France)

10.45 Coffee

11.05 Taking a snapshot of on-line radio
Ronald Jansen
CEO
De Vos & Jansen

11.30 Emerging technologies and the challenge to broadcasters
Romi Hofer
Head of Project Management
GfK Telecontrol AG

11.55 Radio and TV crossing paths
Ricardo Gomez-Insausti
VP Research
BBM

12.20 Measuring radio in the digital age
Paul Kennedy
Research Director
&
Christel Swift
Manager Media Research
RAJAR

12.45 Panel Session

13.00 Lunch

14.15 Mobilising mobile for today's audience research
Marco Barbaccia
Director Digital
Audience Measurement
&
Kate Bramich
Director
Ipsos MediaCT

14.40 The undercover agent project - new insights into how we listen to news on radio
Peter Niegel
Audience Researcher
&
Dennis Christensen
Audience Researcher
Danmarks Radio

15.05 Are all listeners created equal?
Jay Guyther
Partner
ROI Media Solutions LLC

15.30 Coffee

15.50 Shhhh...the kids are listening - insights from children's radio in the US
Lung Huang
Vice President
Arbitron Inc.

16.15 Short term ROI with radio
Uwe Domke
Head of Mrktg & Media Res.
RMS

16.40 Panel Session

17.10 Close of conference

The 2010 European Television Symposium

Sponsored by:

GfK TELECONTROL
Competence Center Electronic Media Measurement

Connecting TV?

4th-5th November, Paris

This year marks the 20th anniversary of this conference. It seems for much of that time we have been concerned with the impact of convergent technologies, without really having too clear a sense of how immediate they really are. A recent article in the *Wall Street Journal* considered the impact of what the economist Joseph Schumpeter called forces of 'creative destruction'. The article noted 'that it took radio 38 years and television 13 years to reach audiences of 50 million people, whilst it took the Internet only four years, the iPod three years and Facebook two years to do the same.' Quite.

Internet-enabled TVs are now being introduced and these, together with other connected hardware such as games consoles and set top boxes, are bringing the promise of internet-delivered TV into the living room. Early accounts seem to suggest that internet-enabled TVs are selling better than 3D sets - so maybe these will be the game changer. How will these TVs change consumer behaviour? What can we learn from the introduction of HD services? A study in Germany over the last four years has tried to establish what prompts early adopters to embrace new technologies and what concerns need to be overcome. How were these technologies used across the world to view 'must see' events such as the recent World Cup? The pace of these developments continues to gather, posing increasingly complex problems for the audience measurement community.

So it might be appropriate to draw breath and consider the developments that have taken place in audience measurement over the last 20 years. What does the future hold and what legacies do we carry with us? How can TAM services be developed to provide a solution to the measurement of online viewing? What developments are underway to measure timeshifted viewing across platforms and devices? What are the issues to be addressed if set top box (STB) data can be used to improve our understanding of audiences? With the data being set-centric rather than viewer-centric, what are the challenges imputation models need to resolve? How have they been received in South Africa where they have been introduced as an element in the trading currency? If they are to be used as part of a hybrid system, how are they to be integrated?

How are these developments likely to shape the future prospects of linear TV? Whilst spot advertising may account for a smaller share of total TV industry revenue, there are innovations being developed that could minimise this. In the U.S. advertisers have shifted their budgets online because of addressability, interactivity and measurability. However, this seems to be shifting as new addressable and interactive platforms are emerging for TV. At the same time, the TV viewing experience is being enhanced by improvements in picture quality through HD and 3D. Given their willingness to multi-task (a recent UK study indicated that nearly a third of 16-24s claim their media activity is simultaneous) the opportunity for broadcasters to socialise their shows and capitalise on the public's need to share their enthusiasms with each other through social networks may be considerable. The next few years will require us to develop a sophisticated understanding of the relationship between the Web and TV - and how commercial partnerships can gain value from them working together.

Thursday, November 4th
Session 1

The Technological Challenge

09.30 Chairman's opening remarks
Graham Lovelace
CEO
Lovelace Consulting

09.35 The anatomy of Smart TV
Dan Saunders
Development Manager
Samsung Consumer Electronics

10.05 HD, 3D and connected TV - what it means for the viewer and industry
Will Godfrey
Lead Technologist
Digital TV Group

10.35 World Cup media exposure across screens and continents
Maxim Ryabinko
Senior Analyst
Nielsen TV Audience Measurement

11.05 **Coffee**

11.25 Moving TV towards the convergent media market
Bernhard Engel
Research Director
ZDF

12.05 Changing channels and platforms - can research keep up?
Julian Dobinson
Insight Director
BSkyB

12.35 Panel Session

13.00 **Lunch**

Drinks will be served immediately after the close of this afternoon's session

Thursday, November 4th
Session 2

Television research: meeting the challenge

14.15 Chairman's opening remarks:
Mike Kirkham
Consultant

14.25 Back to the future
Romi Hofer
Head of Project Management
GfK Telecontrol AG

14.50 Extending the future scope of the TAM service
Simon Bolus
Research Director
BARB

15.15 Adapting to changing patterns of viewing
Benoît Cassaigne
Senior V-P,
Audience Measurement
Mediametrie

15.40 WEB-TV: Measuring catch up viewing across platforms
Mariana Irazoqui
Research Director
Stichting Kijkonderzoek (SKO)
Enrico Verhulst
Managing Director
Nedstat

16.05 Panel Session

16.20 **Coffee**

Set top box data

16.40 Evolving audience measurement with STB data
Pete Doe
SVP Data Integration
The Nielsen Company

17.05 Bringing STB data to the market as a trading currency
Peter McKenzie
Managing Director
&
Brenda Wortley
Director Strategy & Research
Oracle Airtime Sales

17.40 Panel Session
(Panel to include
Nick Burfitt of Kantar,
Speaker to be advised:
GfK Telecontrol,
Hélène Haering of CESP,
Simon Bolus of BARB and
Bernhard Engel of ZDF)

18.10 **Close of day one**

Friday, November 5th
Session 3

Making the most of new broadcast opportunities

09.30 Chairman's opening remarks:
Brian Jacobs
CEO
BJ&A

09.40 The future of television is bright
Simeon Duckworth
Head of Business Planning
Mindshare

10.05 The advertising recovery - how far will it go and how sustainable will it be?
Toby Syfret
Analyst
Enders Analysis

10.30 Technology, innovation and TV commercials
Mike Parker
Head of Strategic Sales
Channel 4

10.55 **Coffee**

11.15 Evaluating the effectiveness of next generation TV advertising
George Shababb
President Audiences NA
Kantar Media

11.40 Improving TV effectiveness in the social media age
Nigel Foote
CEO
OHAL

12.05 When worlds collide - making the most of Web + TV
Todd Juenger
VP, Audience Research
& Measurement
TiVo, Inc.

12.30 Panel Session

13.00 **Lunch**

Friday, November 5th
Session 4

Responding to changing viewing patterns

14.15 Getting the measure of online TV viewing in Sweden
Pontus Bergdahl
Chief Executive
MMS AB

14.35 Measuring streaming and on demand data from Norway
Kristian Talonen
Research Director
NRK

14.55 Digital storms in Italy
Roberto Roseano
Research Director
Media Italia

15.15 Brands in programmes and sport - product placement or sponsorship?
Michael Cluff
Managing Director
Madigan Cluff

15.35 Panel Session

16.00 **The Tony Twyman Award**

16.10 **Close of conference**

Coffee

The Tony Twyman Award
Sponsored by:
RSMB Television Research

This annual award of 1500 euros is presented to the conference paper that made 'the best contribution to a greater understanding of the TV medium and its audiences.'

Last year's winners were:
Jim Kite of Starcom MediaVest and Todd Juenger of TiVo

Booking form

We wish to make bookings for the following delegates to attend (please tick to indicate your choice) :

❑ The 2010 European Radio Symposium: £625 (€ 750) **Early booking fee: £525 (€ 640)**

❑ The 2010 European Television Symposium: £1075 (€ 1300) **Early booking fee: £975 (€ 1200)**

❑ The 2010 European Radio Symposium AND
The 2010 European Television Symposium: £1500 (€ 1800) **Early booking fee: £1300 (€ 1600)**

Delegate details

Mr/Mrs/Miss/Ms

Forename(s)...

Surname...

Job Title..

Company..

Address...

....

Country..

Post Code..

Tel No...

Fax No..

e-mail..

Early Booking Fee :
(if booked on or before September 24th)

.... delegates at £......................... each £...........................

Delegate Fee :
(if booked after September 24th)

.... delegates at £.........................each £...........................

TOTAL £...........................

Details of additional delegates (if applicable)

Mr/Mrs/Miss/Ms

Forename(s)...

Surname..

Job Title...

Mr/Mrs/Miss/Ms

Forename(s)...

Surname..

Job Title...

Payment method:

Cheque

❑ Enclosed is our cheque for

£.............. made out to **asi** Ltd

Credit Card

❑ Please debit my credit card

❑ **Amex** ❑ **Visa** ❑ **Mastercard**

Card Number:

....

Expiry date:............/..............

Cardholder's name:

....

Signature...

Card Billing Address (if different from company address)

Address...

....

Country...

Post Code...

Bank Transfer

❑ We have transferred £...............
to the **asi** bank account

Bank Details:
HSBC Bank, 93 Fore Street,
Saltash, PL12 6AE
Acc. No. : 31386557
Bank Sort Code : 40 40 15
SWIFT Code: MIDLGB2152 W
IBAN: GB29MIDL40401531386557

ADMINISTRATIVE DETAILS

CONFERENCE DATES	Radio: Wednesday, 3rd November Television: Thursday, 4th November Friday, 5th November
VENUE	Hôtel Concorde La Fayette 3, Place du Général Koenig 75850 Paris Cedex 17 France
TELEPHONE AND FAX	Tel: + 33 1 4068 5068 Fax: + 33 1 4068 5043
REGISTRATION	Delegates should register for the conferences between 08.45 and 09.30 a.m. at the conference reception desk
DELEGATE FEE	Radio: £625 sterling (€ 750) Television: £1075 sterling (€ 1300) Radio & TV: £1500 sterling (€ 1800) The fees include all conference refreshments, lunches, drinks reception and documentation.
EARLY BOOKING FEE	**Radio: £525 (€ 640)** **Television: £975 (€ 1200)** **Radio & TV:£1300 (€ 1600)** **These rates apply if booked on or before Friday, September 24th, 2010**
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. Cheques and transfers should be drawn on a UK bank.**
CANCELLATION	Cancellation received in writing before Friday, September 24th, 2010, 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 Hôtel Concorde La Fayette for those attending the conferences. Single: € 170 Double: € 180 (Breakfast included) **To reserve accommodation at the hotel you will need to complete the hotel booking form.** **Contact Sandra Ausseil directly on:** **Tel: + 33 1 5700 5172** **Fax: + 33 1 5700 5079**

HÔTEL CONCORDE LA FAYETTE
PARIS

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S.A. des Hôtels Concorde au capital de 22 867 352 € - Siret 389 188 509 00035
TVA Intracom FR 13 38 91 88 509

ASI
REF : 1098552
Booking from the 2nd of November to the 5th of November 2010

ACCOMMODATION

Please reserve the following : ***o Single*** ***o Double*** ***o Twin***

- ☐ *Classic Single Room* — ***EUR 170*** *per room, per night*
- ☐ *Classic Double Room* — ***EUR 180*** *per room, per night*

Buffet Breakfast included
Tax per person and per day included

ARRIVAL DATE : .... Time of Arrival : …………………………..(from 3PM)

DEPARTURE DATE : ....…(Checkout by 12 noon)

LAST NAME : .... FIRST NAME : ....

COMPANY NAME / INSTITUTION : ....
ADDRESS : ....
..
PHONE NUMBER : .... FAX : ....
EMAIL : ………

I authorize the Hotel Concorde La Fayette to charge the following credit card number according to the reservation and cancellation policies below :

CREDIT CARD & NUMBER : .... EXP.: .... /..........

HOLDER NAME : ....……………...................................... SIGNATURE : ………..

BOOKING CONDITIONS

The below conditions are applicable for bedrooms

Booking conditions:
All bookings must be done by the 1st of October at 1.00pm and guaranteed by a credit card number
Booking must be done through this form and will not be able to be done over the phone

Release conditions:
All rooms not booked by the 1st of October at 1.00pm will be released from allocation
From the 2nd of October, booking will be accepted upon request and avaibility

Cancellation policy:
Until the 1st f October: no fee applied
From the 2nd October: the whole stay will be charged at 100% of the contracted rates.