

THE 2007 EUROPEAN RADIO SYMPOSIUM

Sponsored by:



'RADIO IN THE DIGITAL AGE'

7th November, Barcelona

Radio in the digital age provides for much more efficient use of spectrum and a greater variety of channels and choice. As a consequence, there is a great deal of competition and upheaval within the industry and this year we open with a first hand account of the turmoil that erupted in the UK. By now a relatively mature digital radio market, the lessons learned will be of great significance to markets that have yet to embrace digital broadcasting. For there is a powerful case to be made that, sooner or later, radio will need to embrace digital technologies and that, once having done so, the technologies can provide a number of opportunities for broadcasters, advertisers and listeners.

This explosion in the number of stations and the platforms by which they can be listened to is transforming the way radio is used. The conference will be reporting on two major studies that have attempted to get a deeper understanding of how consumers are responding. For what used to be relatively straightforward – the listener tuned to AM or FM – is now bewildering. And what are they listening to - AM, FM, satellite or digital radio? What device do they use to listen? Radio, iPod / mp3 player, computer or TV? Do they listen to radio programmes broadcast from their home town, their own country or from another country? These are some of the questions both the Radio Centre and ABC have tried to answer, the latter in their groundbreaking online radio listening diary study.

Personal meters continue to hold great promise not only as a means of providing reliable audience measurement for radio, but possibly also providing reliable multimedia metrics. In Cyprus Telecontrol's Watch is being used as the basis of the radio trading currency and is also being used for other media. Meanwhile, Arbitron have developed the PPM to provide a passive measure of print media and the Eurisko meter has been tested in a number of European markets. In Italy, this meter is being tested as a device to potentially provide multimedia data. The conference will conclude with two papers on how radio advertising can be used effectively and efficiently.

09.30 Chairman's opening remarks

Tony Twyman

Tony Twyman & Associates

09.40 UK Radio - managing the turmoil - a personal view

Phil Riley

former CEO

Chrysalis Radio

10.10 Why the future for radio is digital

Quentin Howard

President

WorldDAB

10.40 How technology is transforming the radio experience for listeners, broadcasters and advertisers

Leif Lønsmann

Director

Danmarks Radio

11.10 Coffee

11.30 The Big Listen: Understanding the challenges for radio in the digital age

Alison Winter

Head of Research

The Radio Centre

12.00 Stay tuned for more - how an online diary enhances multi-platform measurement of radio

Lisa Walsh

Head of Audience Research
ABC (Australian Broadcasting Corporation)

&

Louise McCann

Chairman

Research International

(Australia & New Zealand)

12.30 Panel Session

12.50 Lunch

METER DEVELOPMENTS

14.15 The new Radio currency in Cyprus

Tanja Hackenbruch

Marketing Director

Telecontrol AG

&

Sophia Avraam

Managing Director

Watch Media

14.45 The PPM and multimedia measurement: passive print and place-based media

Pat Pellegrini

VP Research (NPD)

Arbitron

15.15 The Eurisko Meter tests

Giorgio Licastro

Director

GfK-Eurisko, Italy

15.45 Coffee

RADIO EFFECTIVENESS

16.05 Measuring radio's advertising effectiveness for durable goods

Andrea Scharrenbroch

Division Manager

GfK AG

&

Uwe Domke

Head of Mktng & Media Res.

RMS Radio Marketing Service

16.35 How auditing radio campaigns helps improve planning and buying efficiency

Paola Furlanetto

Managing Director

A+

17.05 Panel Session

17.30 Close of conference

*There will be a welcoming drinks reception
on Tuesday, 6th November between 19.00-20.00*

ADMINISTRATIVE DETAILS

CONFERENCE DATES	Radio: Wednesday, 7th November Television: Thursday, 8th November Friday, 9th November
VENUE	Hilton Barcelona Avda Diagonal 589-591 08145 Barcelona Spain
TELEPHONE AND FAX	Tel: +(34) 93 495 7766 Fax: +(34) 93 495 7767
REGISTRATION	Delegates should register for the conferences between 08.45 and 09.30 a.m. at the reception desk
DELEGATE FEE	Radio: £575 sterling (€ 780) Television: £975 sterling (€ 1410) Radio & TV: £1400 sterling (€ 1975) The fees include all refreshments, lunches, drinks' receptions and documentation.
EARLY BOOKING FEE	Radio: £475 (€ 630) Television: £875 (€ 1265) Radio & TV: £1200 (€ 1700) These rates apply if booked on or before Friday, September 21st
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 21st, 2007, 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 Hilton hotel for those attending the conferences. Single: € 200 Double: € 235 (Breakfast included) To reserve accommodation at the hotel you should contact the hotel and indicate you will be attending the asi 2007 European Radio/Television Symposium Tel: +(34) 93 495 7766 Fax: +(34) 93 495 7767

N.B. These rates will only be guaranteed for room bookings made by September 21st