

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** Spotify and radio: friend or foe?
Jonathan Forster
Global Sales Director
Spotify
- 11.00** Coffee
- 11.20** 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
- 11.45** Measuring 'catch-up' radio
Benoit Cassagne
Executive Director
Audience Measurement
Mediametrie
- 12.10** Multi-media campaign tracking: measuring radio ad effectiveness
Tom van Hulst
Research Director
RAB Netherlands
- 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
- 15.15** Managing change in a digital environment
Sally de la Bedoyere
CEO
RAJAR
- 15.45** Coffee
- 16.05** New developments in US radio measurement
Pete Doe
SVP, Data Integration
The Nielsen Company, USA
- 16.35** What do radio listeners watch on TV? Cross media consumption from a single source
Ricardo Gomez-Insausti
VP Research
BBM
- 17.05** Panel Session
- 17.30** Close of conference

THE 2009 EUROPEAN TELEVISION SYMPOSIUM

Sponsored by:



AGB Nielsen
Media Research

TV ANYTIME, ANYWHERE

5th-6th November, Istanbul

The transformation of the television industry as a consequence of rapidly developing technology continues to put pressure on broadcasters. Particularly difficult in this past year with the global economy seemingly in meltdown, the immediate future for conventional revenue streams doesn't seem encouraging. Some forecasters are even suggesting a decline of 33% in ad revenue in 2010. Many feel that TV needs to focus on monetising content across all platforms and most of the big players have plans in place to do so. Having seen much of their content copied and illegally uploaded to any number of video sharing sites, developments in Europe such as Canvas and HbbTV are seeing many broadcasters cooperating to protect their most valuable assets. Meanwhile Hulu, the US equivalent service, is said to be looking to launch in the UK this autumn.

The former chief of the BBC's future technology strategy recently argued that broadcasters have a window of two to three years to respond to the online challenge. This challenge, he argues, has three main drivers. Firstly, new audience facing technologies in the home will become two-way interfaces giving the consumer more control. Secondly, audience behaviour is likely to change with the new trend of viewers doing something else whilst viewing – perhaps online or via their mobiles – likely to accelerate. And then, as online and TV continue to merge, so new business models need to be developed to monetise content online.

So the challenges to the audience measurement community become ever more pressing. TV audience measurement is a well established discipline in many countries and a great many very significant decisions depend upon it. But the technological changes taking place and the changes in consumer behaviour that follow call some of the well established practices into question. 'Obvious' new solutions are put forward as better able to inform. Is there a danger that more information might generate disinformation? Are years of development and evolution now irrelevant or is the danger that we forget principles that still hold good despite changing environments? Two major European markets have addressed these questions in the last year and, to varying degrees, each has considered new approaches. Delegates to the conference will consider how radical a re-invention each has been and how the role of the peplemeter could need to be transformed in the near future. The symposium will also hear for the first time of a new measurement initiative using IPTV return path technology.

Although it is still early days, those attending the conference will get some insight into how consumers are actually viewing video by the various platforms available to them. There will also be a number of accounts of who is watching on-line and what they are watching. We shall also be hearing of a number of further applications of return path data. Whereas it has in the main been developed as an audience measurement device, it is now increasingly being used in conjunction with other new data streams to create single source type solutions and powerful marketing effectiveness tools. In the last few years some markets have switched off their analogue signals. How has this transition to digital transmission affected viewing patterns in some of these countries?

*Thursday, November 5th
Session 1*

THE TECHNOLOGICAL OPPORTUNITY

- 09.30** Chairman's opening remarks
Graham Lovelace
CEO
Lovelace Consulting
- 09.35** Two decades on the roller coaster: TV broadcasting in Turkey
Nuri Colakoglu
President
Dogan Media International
- 10.05** Monetising content on- and off-line
Speaker to be advised
- 10.35** The critical role of the EPG in the digital TV world
Justin Hewelt
Managing Director
PayMedia
- 11.05** Coffee
- 11.25** Delivering the future of TV
David Whittaker
Business Development Director
NDS Group Ltd
- 11.55** SCREENS - how do people really respond to content on TV, PC and mobile?
Sheila Byfield
Leader, Business Planning
Mindshare
- 12.25** Panel Session
- 13.00** Lunch

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

Thursday, November 5th
Session 2

**TELEVISION RESEARCH:
MEETING THE CHALLENGE**

- 14.15** Chairman's opening remarks:
Tony Twyman
Tony Twyman & Associates
- 14.25** Old Road or New Way?
Bjarne Thelin
CEO
BARB
- 14.50** Principles of integrated TV measurement
Pete Doe
SVP Data Integration
The Nielsen Company, USA
- 15.20** The future of peplemeter systems - as we know it
Bernhard Engel
Research Director
ZDF
- 15.45** Coffee
- 16.05** Major change in Germany - new system, new demands
Robert Nicklas
Research Director
GfK Fernsehforschung & Daniel Battiston
Managing Director
GfK Telecontrol AG
- 16.25** Look whose watching - RPD in DTH operations
Wojciech Bialek
Operations Director
ITI Neovision
- 16.40** Peplemetering via IPTV remote controls and RPD systems - a new possibility
Pontus Bergdahl
Chief Executive
MMS AB
&
Staffan Wallin
Strategic Solution Mgr., IPTV
Ericsson

PEOPLEMETERS

- 16.55** GfK Telecontrol AG
Tanja Hackenbruch
- 17.10** TNS
Richard Marks
- 17.25** Media Instruments - (a Nielsen company)
Fernando Falcon
- 17.40** Panel Session
- 18.15** Close of day one

Friday, November 6th
Session 3

**MAKING THE MOST OF NEW
BROADCAST OPPORTUNITIES**

- 09.30** Chairman's opening remarks:
Brian Jacobs
CEO
BJ&A
- 09.40** European TV advertising - will it ever be the same again?
Toby Syfret
Analyst
Enders Analysis
- 10.10** Opening Pandora's set top box: from concept to practice
Jim Kite
Strategic Development Director EMEA
Starcom MediaVest Group
&
Todd Juenger
VP, Audience Research & Measurement
TiVo, Inc.
- 10.40** Tapping The Wire
Jennie Beck
Global Director
TNS Media
- 11.10** Coffee
- 11.30** Who is watching online TV content?
Bas de Vos
Managing Director
Stichting Kijkonderzoek (SKO)
&
Frans Kok
Managing Director
STIR
- 12.00** Cross media audiences and the role of TV
Laurent Battais
Director
Mediametrie
- 12.30** Panel Session
- 13.00** Lunch

Friday, November 6th
Session 4

**ANALOGUE SWITCH-OFF:
CHANGING VIEWING PATTERNS**

- 14.15** Analogue switch-off and the development of viewer behaviour
Lena Sandell
Managing Director
Finnpanel Oy
&
Erik Bäckman
Head of Audience Insight
YLE Fact and Culture
- 14.45** Cross platform video consumption in Sweden and the extent of the illegal downloading problem
Pirjo Svedberg
Executive Vice-President
MMS AB
- 15.10** Analogue switch-off and new viewing patterns in Norway
Knut-Arne Futsæter
Research Director Media
TNS-Gallup
&
Kristian Tolonen
Head of Research
NRK
- 15.35** Panel Session
- 15.55** The Tony Twyman Award
- 16.00** 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 winner was Alan Wurtzel of NBC

ADMINISTRATIVE DETAILS

- CONFERENCE DATES** Radio: Wednesday, 4th November
Television: Thursday, 5th November
Friday, 6th November
- VENUE** Hyatt Regency Istanbul
Taskisla Caddesi No:1
34437 Taksim - Istanbul
Turkey
- TELEPHONE AND FAX** Tel: + 90 212 368 1234
Fax: + 90 212 368 1286
- 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 (€ 725)
Television: £1075 sterling (€ 1275)
Radio & TV: £1500 sterling (€ 1750)
The fees include all refreshments, lunches, drinks
receptions and documentation.
- EARLY BOOKING FEE** **Radio: £525 (€ 625)**
Television: £975 (€ 1130)
Radio & TV: £1300 (€ 1500)
These rates apply if booked on or before
Friday, September 18th
- 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
18th, 2009, 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
Hyatt Regency Istanbul for those attending the conferences.
Single: (from) € 135 Double:(from) € 155 (Breakfast
included)
To reserve accommodation at the hotel you will need
to complete the hotel booking form.
Tel: + 90 212 368 1286
Fax: + 90 212 368 1033

N.B. These rates will only be guaranteed for room bookings made by September 18th

**The 2009 European Radio & Television Symposium
04 – 07 November 2009
Accommodation & Travel Form**

Last Name: _____

First Name: _____

Organization: _____

Postal Address: _____

City: _____

State/ Province: _____

Country: _____

Postal/ Zip Code: _____

Telephone Number: _____

Fax Number: _____

E-mail: _____

Hotel Information

****Reservations after 16th September, 2009 will be based on availability. ****

Run of House Room	Single € 135.-	Double € 155.-
Regency Club Room	Single € 225.-	Double € 245.-
Regency Suite Room	Single € 435.-	Double € 435.-

Room rates are inclusive of open buffet breakfast; exclusive of taxes, which are currently 8%.

Special Requests: _____

Arrival date: _____

Departure Date: _____

Please note: Check-in time is 14h00.

Number of nights: _____

Number of Adults: _____

To guarantee your reservation please provide your credit card number.

Visa MasterCard American Express

Card Number: _____

Expiry date: _____

Signature: _____

Hotel booking form: Guests will book with the hotel reservation form by completing all details in the form. In order to have a guaranteed booking, it is a must to complete the credit card information. Reservation requests with no credit card information or an invalid credit card won't be accepted.

Cancellations: A limited number of rooms blocked for this conference and all reservations should be completed by the 16th of September 2009. Cancellations between 16 September – 15 October 2009 will be applicable a one night's cancellation fee. Any cancellations as of 16th of October 2009 and any no-show's will be applicable a cancellation fee covering the full lengths of stay which will be charged to the credit card on the reservation form. All cancellations must be notified to the hotel in writing or by fax.

Please fax this document to the **Hyatt Regency Istanbul** to the attention of
Ms. Ayşegül Ünlü

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E-mail: aysegul.unlu@hyatt.com