

# asi 2024 International Radio & Audio Conference

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## Mapping the audio landscape

Wednesday 6<sup>th</sup> November 2024  
Hilton Molino Stucky Hotel, Venice, Italy

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**With linear radio continuing to have the dominant share** of audio advertising, we'll be showcasing new studies that demonstrate the effectiveness of radio as a medium.

As podcasts continue to grow in importance, what insights do we have on their place in the audio ecosystem? Can we crack podcast measurement that measures people not downloads?

Meanwhile, as the radio industry moves towards hybrid systems that blend recall, passive and census streaming data, what is the optimum design and how are markets reacting to new forms of data that are becoming available?

Are the current radio trading systems and metrics here to stay or is a change in approach needed?

### Joint Session – Radio & Audio and Television & Video

Our main focus will be issues and challenges of common interest to audio and video.

Are we agreed on what it is we're trying to measure – what do we mean by 'impressions', impact(s), attention and outcomes? How are these to be determined and who will set the standards, particularly when it comes to cross-media measurement? How can we arrive at a consensus amongst national organisations charged with overseeing their respective markets? What impact will imminent regulation have?

Meanwhile, the industry is exploring the implications of Artificial Intelligence, sustainability and the talent profile required going forward. What opportunities are there for media currencies to break out of their silos and collaborate on key common issues and technical tools?

*Please note: this agenda may be subject to change.*

## Wednesday morning – Radio & Audio Session 1

09:30 Chair's opening remarks

Paul Kennedy, Consultant and former Research Director of RAJAR

09:35 Radio – the Performance Multiplier

Donna Burns, Head of Insight, Radiocentre

09:45 Irish ad effectiveness measure – CampaignFX

Jason Brownlee, Founder Director, Colourtext

10:00 Measuring cross-media ad effectiveness

Dirk Soetens, Market Intelligence Manager, Var

10:10 Radioplayer's Data Platform and Insights Dashboard

Eugenio La Teana, Head of Data, AI and Innovation Strategy, Radioplayer

10:20 Levelling the playing field – geo-targeting for radio

Jay Guyther, Media Measurement Consultant

10:30 Panel session

10:50 Coffee

11:20 Towards a new generation measurement in France

Cécile Bertrand, Audio Director, Médiamétrie

Arnaud Annebicque, Managing Director of MetricLine, Médiamétrie

11:30 Introducing PPM wearables as currency in Norway

Thomas Midthun, Cluster Team Leader Nordics & KSA – Audience Measurement Client Service and Delivery, Nielsen

11:40 Watermarking alongside audio-matching to enhance audio currency

Yvette van den Berg, Research Manager Audio, NMO

Jerome Schalkwijk, Global Chief Operating Officer, Audience Measurement, Ipsos

11:50 Unlocking the potential of the audio ecosystem: audience measurement and effectiveness working together

Deb Hishon, Media Measurement Director ANZ, GfK

12:00 Is the hybrid journey worth taking?

Josef Fišer, Business and Marketing Director, MEDIAN

Petr Uchytíl, Product and Marketing Director, Media Bohemia Radio Group

12:10 Panel session

12:30 Lunch

## Wednesday afternoon – Radio & Audio Session 2

13:30 Podcasting reaches adulthood: what's next?

James Cridland, Editor, Podnews

13:45 Decoding programmatic audio: targeting, measurement and monetization

Rockie Thomas, Chief Revenue Officer, Soundstack

13:55 Expanding podcast measurement beyond public rankers

Daryl Battaglia, SVP Measurement Products & Strategy, Triton Digital

14:05 Podcast measurement and the flaw of averages

John Carroll, Director of Research and Audiences, RAJAR

14:15 Panel session

14:35 The 2024 Tony Twyman Award for Radio & Audio

This annual award, together with 1000 euros, is presented to the conference paper that makes the best contribution to a greater understanding of Radio & Audio and its audiences.

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14:40 Coffee

## Wednesday afternoon – Joint Session

- 15:10 **Chair's opening remarks**  
Katherine Page, Katherine Page Media Research Consultancy
- 15:15 **XMedia KPIs and their impact**  
Alexandra Simpelaere, Product Manager, Cross Media and Platform Measurement, Médiamétrie  
Julien Rosanvallon, Executive Vice President, Médiamétrie
- 15:25 **Data accuracy in cross-media: gold, or fool's gold?**  
John Downs, Audit and Quality Control, Pure X Media
- 15:35 **When I pitch, it's AI....**  
Ian Garland, Managing Director, Milton Data
- 15:45 **Gorillas in view!**  
Valérie Morrison, Managing Director, CESP
- 15: 55 **Panel session**
- 16:15 **Media measurement and international standards**  
Stuart Wilkinson, Senior Business Development Director, Kantar Media
- 16: 25 **Two industry perspectives on international standards**  
Currency: Yannick Carriou, President & CEO, Médiamétrie  
Public broadcaster: Nick North, Director of Audiences, BBC
- 16: 40 **Panel session: The global industry response**  
Moderated by Yannick Carriou, President & CEO, Médiamétrie  
Lucia Antal, PRO TV  
Koenraad Deridder, CIM  
Valérie Morrison, CESP  
Justin Sampson, Barb Audiences  
Jon Watts, CIMM
- 17:30 **Close of day followed by:**

**asi** Network Social

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Delegates and speakers are invited to join us for a drinks reception immediately following the close of the day. The reception is kindly sponsored by [Ipsos](#) and will be held in the Ballroom Foyer, directly outside the conference room.