

RADIODAYS EUROPE 15-16 MARCH 2012

PROGRAMME

www.radiodayseurope.com

A new strategy for radio

Olaf Hopp (NRJ International, DE), Tim Davie (BBC, UK), Annika Nyberg (EBU, FIN), Erwin Linnenbach (Regiocast, DE)

Four top-level radio executives from leading European broadcasters, both private and public, share their views on the present challenges and opportunities for radio. Each of them will present their ideas in a short keynote speech, which will be followed by a vibrant discussion about collaborations, competition and the future of radio.

Speakers: Erwin Linnenbach (CEO, Regiocast, Germany); Annika Nyberg (newly appointed Media Director, EBU, Finland); Tim Davie (Head of audio and music, BBC, UK); Olaf Hopp (CEO, NRJ International Operations NRJ Group, Germany).

The value and importance of listening

Julian Treasure (Sound Expert, UK)

Sound is what radio stations use to communicate with their listeners. But what is a sound and how do different sounds (and silence) affect people? The threefold TED-speaker Julian Treasure will explore and explain the world of sounds and what you have to think about when you are in the “sound business”.

Speaker: Julian Treasure, expert and consultant in the effective use of sound in business, author of the book *Sound Business*, Chairman of the Sound Agency, creator of BrandSound.

Crisis! In the eye of the storm

Alan Friedman (USA/Italy)

The financial crisis is having a devastating effect on Europe. Alan Friedman has been an economic correspondent and commentator for the *Financial Times*, the *International Herald Tribune* and Italian radio and TV for many years. He has covered the euro crisis with Italy in focus, and he has been a regular commentator on radio programmes at RAI, where he is sometimes called “Mr Euro”. How do you cover a story as complex and shattering as the world-wide financial crisis in general, and the euro crisis in particular? Alan Friedman will tell the story from his perspective, in the eye of the storm.

The secret sauce of breakfast radio

Christian O’Connell (Absolute, UK)

Christian O’Connell is a winner of eight Sony Gold Radio Awards, “the Oscars” of the UK radio industry. He will talk about his pioneering approach to his nationwide breakfast show, which includes sleeping in the homes of listeners and broadcasting from their couches as well as getting notable guests such as two British Prime Ministers to phone his show. Christian O’Connell’s talk promises to be like no other at Radiodays Europe. Please come or he will cry! Don’t miss the opportunity to find out which question Christian is asked most frequently, and perhaps even get a chance to touch Christian after his talk (not really).

Storytelling: Reinventing radio

Ira Glass (USA)

Ira Glass is the creator and programme host of the legendary weekly radio programme *This American Life* on American public radio. It is broadcast on more than 500 radio stations in the USA, and most weeks it is in the top position on iTunes' list of the most popular podcasts. Moreover, *This American Life* has won numerous radio awards.

In *Reinventing radio*, Glass will talk about *This American Life* and what makes a compelling story. He will reveal where they find the amazing stories for their programme and how he and his staff try to push the limits of broadcast journalism. Glass will mix stories from the show, live onstage, combining his narration with pre-taped quotes and music in order to recreate the sound of the show. By doing so, he will give an insight into the creation of the show as a whole.

Rock Star on the radio: The Ronnie Wood Show

Claire Neal (Producer, Ronnie Wood Show, UK)

He is a rock legend. He is a wild boy. And now he is an award-winning radio host. He is a *Rolling Stone*. His name is Ronnie Wood. Meet his producer Claire Neal in this session which will give you a unique look behind the scenes at *The Ronnie Wood Show*. The show is an enormous success in the UK. You will get the full story on how the team developed the idea of the show and how they got Ronnie convinced to do radio. Claire Neal will also talk about content development, production and the challenges they have met during the creative process. The session will include lots of rocking sound bites!

Freedom of speech: The Klubrádio case

Viscek Ferenc and Amy Brouillette (Hungary)

Klubrádió in Hungary has gained attention from all over Europe. In December 2011 the Hungarian Media Council assigned their frequency licence to another station. Many think it happened because Klubrádió had a high profile as one of the last remaining platforms for the opposition. The station manager, Viscek Ferenc, will tell the story about how the possible closure of Klubrádió became the symbol of the level of media freedom in Hungary - in a power struggle between the present Hungarian government on one side and on the other ten thousands of demonstrating supporters and a growing concern from the EU Commission.

The media researcher Amy Brouillette will compare the Hungarian case with the tension between political control and media freedom elsewhere in Europe. A recently published study on this, edited by her and involving experts from 20 countries, got widespread attention and caught the interest of the EU Commission.

Social media: What must radio stations do to survive?

Claire Wardle and Brett Spencer (BBC, UK)

The year is 2016. What will the successful radio station have done in social media by then? And what will have happened to the station that did nothing? The speakers will present their visions and share fresh ideas from radio across the industry. What do radio managers think are the most important things for radio to do in the coming five years? The emphasis in this session will be on practical steps as well as on big ideas.

Brett Spencer will draw on his experiences from bringing social media into the local radio stations of the BBA and talk about how this has influenced his present work as Head of Interactivity at BBC Radio 2 and 6 Music. Claire Wardle will present examples of social media usage from radio stations across the world, including the American NPR, the Irish RTE and stations in Africa. Prepare yourself for some surprising perspectives!

The future of radio in cars

John Ousby (USA), Petra Marsteller and Martin Weiser (VW), Germany

For a long time, radio has been the number one entertainment and news device in cars. But the in-car environment is changing rapidly. We are looking into a future where a combination of broadcasting, local storage, GPS devices and interactivity via terrestrial, satellite and mobile networks is about to transform the old car radio into an entertainment centre with multiple functions. This scenario will be explored by three speakers in a 60 minute session.

John Ousby will give an overview of how the media environment in cars is expected to develop over the next five years. How can IP-connectivity help or challenge the position of radio? What does the radio industry need to do know? Can the industry develop on its own or will it require new partners? John Ousby is CEO of vTuner, the leading provider of internet radio services in the USA and a board member of Radio DNS and the Internet Media Device Alliance (IMDA).

Dr. Martin Weiser, Head of Driver Information Systems at Volkswagen, will outline the company's vision of cars in the future and the requirements of the drivers, while Business Unit Manager Petra Marsteller at Hit-Radio Antenne, Germany, will present fresh research insights into user expectations on the future media environment in cars.

Radio for screens

Javier Viroomal (Prisaradio, Spain), Koen Maas (3FM, NL), Sam Bailey (BBC, UK) and Ignacio Gomez (RTVE, Spain)

Radio is used more and more on media devices with small or large screens. Will it be necessary to provide visual elements along with the radio broadcast? What kind of visual elements give the largest added value for listeners and broadcasters?

In this session you will be given four examples of visual radio: the social radio of Radio 3FM in the Netherlands, the new interactive radio of Prisaradio in Spain, the virtual world of "Fly Bar" (RNE/RTVE, Spain) and the BBC's close integration of radio and visual elements online, particularly in its coverage of live music events on multiple platforms.

Listen to the experiences of four service developers Koen Maas, Javier Viroomal, Sam Bailey and Ignacio Gomez.

User insights:

1. Reality Bites

Ida Hult (Trendethnography, Sweden)

Knowing your audience is the key to success in radio. Reality Bites is an ethnographic journey through our time and into the homes of consumers. This will be a fast-paced, fun 30 minute session full of facts about consumer behaviour that will lead the way towards the future of radio. The session will give insights into our time and zeitgeist, everyday life situations, contemporary media behaviour, with a particular focus on time. Ida Hult, a consumer insight specialist and trend strategist will talk about concepts such as "elastic time" and "energy drain".

2. Information 2.0 and beyond

Kristen Purcell (Pew Internet Research, USA)

Kristen Purcell, Associated Director of Research at the Pew Internet Research, an American think tank, will outline how the growing use of the internet, mobiles and tablets is shaping our behaviour when it comes information and news consumption. By using lots of new data from the research centre, Kristen Purcell will analyse what this means for organisations that deliver content to the public.

Thank you for the music

Pete Waterman (UK) in conversation with Nik Goodman

Pete Waterman is a musical icon. As the force behind the Stock Aitken Waterman team, he had great success during the mid to late 1980s and early 1990s. Stock Aitken Waterman are considered to be one of the most successful music partnerships of all time, having scored more than 100 UK top 40 hits and having sold 40 million records. Pete has a unique perspective on the record and radio industries. In this session, he will share his thoughts on where the radio industry is heading and what the future holds for the record industry. Pete Waterman is never shy to give an opinion, so this session will no doubt create some headlines.

AC 2.0 – reinventing AC radio

Francis Currie (UK), Hans van Rijn (DK), Christian Schalt (DE), Kevin Palmer (ES), Ivars Embreks (LV)

The population profile in many parts of Europe is getting older, yet a lot of AC radio stations have a growing problem: Listeners don't want to admit they listen and top talent doesn't want to work there. So what can you do?

This session answers the key questions with some of the most talented programmers across Europe who have turned around AC radio stations in different markets and dramatically increased ratings and revenue.

What are the secrets of redefining AC radio to make it more relevant, more attractive and more powerful than ever? When should you modernise your AC radio station? How do you turn around an old-fashioned AC radio station and make it the radio station that gets talked about and drives passion and loyalty amongst both listeners and colleagues?

Speakers: Francis Currie (International Radio Consultant, UK), Hans van Rijn (Group Programme Director & Nordic Business Development Director, SBS Broadcasting, Europe), Christian Schalt (General Manager, RS2 & Kiss FM, Germany), Kevin Palmer (Promotions Director, Cadena 100, Spain), Ivars Embreks (Owner & General Manager, Radio Skonto, Latvia).

It's not radio, or is it?

Lutz Emmerich (Spotify, Spain), João Paulo Meneses (Portugal), Cilla Benkö (Sweden)

For decades, radio and music were the perfect match. But digitization creates alternatives which transform the role of the consumer from passive to active. Streaming music channels such as Pandora, LastFM and Spotify let you choose when and what to listen to. It's not radio, or is it? What will these music services offer the consumers next? And what does it mean for traditional radio: competition or cooperation? Swedish Radio has put radio content (clips/programmes) on Spotify as "tunes" in order to reach new audiences. Spotify will give their views on radio competition and cooperation and explain their strategies for future expansion.

Speakers: Lutz Emmerich is Spotify Country Manager for Spain. João Paulo Meneses is Online Editor at the 24 hours news radio TSF in Portugal and has done a PhD on the iPod generation and its interest in radio. Cilla Benkö is Deputy Director General of Swedish Radio.

Another way to do it

3 new formats from Switzerland, Germany and Denmark

Get inspired by three stations that are using creative new programme formats. BigFM in Germany is looking at the potential of reaching immigrant listeners. BigFM in Stuttgart is increasing reach and raising their appeal on the international advertising market with five new “Ethnostreams”.

“Detector” is one of the most successful new radio concepts at the Danish Broadcasting Corporation. It is broadcast on the talk radio channel P1 and has specialised in checking facts and figures. Detector examines if the information from the rulers, opinion leaders and the media can be fully documented. Is it true or false?

“8x15” is the name of a Swiss success on the digital youth channel Virus. The format takes the promotion of live music seriously and engages the listeners in a new way.

Speakers: Kristian Kropp, Director of RPR1 (Rhineland-Palatinate)/BigFM, Germany, Tomas Buch-Andersen, talk show host of Detector on DR P1, Denmark and Christoph Aebersold, Head of DRS Virus, the digital youth service of the public broadcaster in Switzerland.

New research:

1. Why radio makes you happier

Mark Barber and Simon Redican (UK)

Two new ground-breaking studies will be presented in this session. The first, made by the Radio Advertisement Bureau (RAB) in the UK, is about the emotional power of radio. Media consumption affects people’s moods and research shows that radio is a medium that makes people happier. In what ways and how can this knowledge be used to attract advertisers?

2. Radio points the way to the web

Nathalie Van Helshoecht and Dirk Soetens (Belgium)

The second study is about the blurred boundaries between online and offline media, and it is based on research carried out by Google and two of Belgium’s main radio sales houses. The study shows how radio is boosting online searches. The combination of radio and online therefore equals dynamite.

Speakers: Nathalie Van Helshoecht, Business Connection Adviser at the Belgian sales house RMB and Dirk Soetens, Research Manager of the VRT sales house, Mark Barber, Planning Director and Simon Redican, Managing Director of the Radio Advertisement Bureau (RAB), UK.

The measurement shift: Doing the numbers

The shift to electronic audience measurement has changed the American radio industry. PPM (Personal People Meter) gives stations detailed listening figures minute by minute. What is done differently today? How have the new numbers changed the game from a radio PD’s perspective?

This session will also include experiences of electronic measurement from European countries and a discussion of the pros and cons of “TAM” (Total Audience Measurement), i.e. the fusion of broadcast and online listening data into one report. Speakers TBA.

Log on and listen

Clive Dickens (Absoulte, UK)

This session is about how to redefine the relationship between consumer, content and brand via digital accountability and targeting. Absolute has built a consumer brand via radio. Today Absolute reaches an audience of over 5 million monthly listeners in the UK. Their focus now is on redefining radio through a new business model.

During this interactive session Clive Dickens, co-founder and Chief Operating Officer of Absolute Radio, will share much of what he has learnt from the company's digital journey to date, including the business strategy of "broadcasting one to many" and "advertising one to one". You will also hear about the creation of a new Absolute Radio account that allows consumers "log on & listen", hence giving the station access to information that could redefine the relationship between consumer, content and brand.

Branded content: Make it clever and you won't lose a listener

Tony Moorey (Absolute, UK)

To make clever branded content is an art. How do you get advertisers to pay for content without scaring your listeners away? Or even worse, upset them? Branded content is getting increasingly popular in international radio and one station that has been extremely successful is Absolute Radio in London. Tony Moorey, Branded Content Manager, shows how Absolute Radio has made branded content a success and great business.

Why radio works for big advertisers

Dirk Ude (Deutsche Post, Germany) and Torsten R  ther (MoW, Germany)

What do the big European players on the advertising market think of radio as a platform for advertisement? In this session, we will hear about the successful "DHL Express Song". People all over the world joined in on this very special sing-a-long that spread across the world through a radio station's Facebook site. Dirk Ude, Corporate Advertising and Branding Manager Deutsche Post, and Torsten R  ther, Media on Work Germany, will tell the full story.

What's new in news?

Giselle van Cann (NOS, NL)

News are one of the most important things on radio. News are available everywhere in the changing media landscape and broadcasters are struggling to keep the attention of the listeners. What news formats are broadcasters developing in order to keep the listeners? What will the news sound like and look like in the coming years?

Top tips for investigative research on the web

Paul Myers (BBC College of Journalism, UK)

The internet is a goldmine of information. But how do you use the web in the best way for investigative research? How do you take your research to a new level? In this session Paul Myers will open his toolbox and share his knowledge.

Radio and football: A perfect match?

Eduard Pujol (RAC1, Spain), Joaquim Puyal (Catalunya Radio, Spain), Alfonso Ruiz de Ass  n (AERC, Spain)

Barcelona is the home of one of the most famous football clubs in the world: FC Barcelona. The story of the Barca phenomenon and its impact on Catalan radio stations will be told by someone who knows all aspects of the story. Eduard Pujol is content manager at RAC1, a station that pays a lot of attention to the sport and to FC Barcelona in particular. Eduard Pujol has also worked for a midnight sports show and he was content manager at FC Barcelona Media between 2005 and 2011. He is also professor of “FC Barcelona, team, club and institution” at UIC University.

One of the most well-known sports reporters in Barcelona, Joaqui Puyal from Catalunya Radio, will also participate in this session about the football and radio. Alfonso Ruiz de Assín (President of AERC) will explain the on-going struggle in Spain for the right to broadcast radio from football matches without being charged. The football clubs want radio to pay for the right to report from the stadiums just as the TV companies do, but the radio stations are opposed to it.

Going for a digital future

Antoine Baduel (FR), Matthias Pfaff (DE), Ole Jörgen Torvmark (NO), Patrick Hannon (UK)

Digitization of radio has been on the agenda for a while, but it is moving at a different pace in different countries. Traditionally commercial radio has been more reluctant. In this session, a new report about the obstacles and the options for a successful commercial digital radio will be presented for the first time. The research commissioned by WorldDMB will be presented by Patrick Hannon (Frontier Silicon, UK).

We will also look at three countries and their digital strategies. Germany has opted for DAB+ digital broadcasting, which is fuelling discussions in other countries. France is rolling out full-scale digital radio in the Lyon-region, harvesting valuable experiences. And in Norway, the radio industry is planning offensively for a digital future following the authorities’ decision for a 2017 FM switch off .

Speakers: Antoine Baduel (FG Radio, France), Matthias Pfaff (Regiocast, Germany), Ole Jörgen Torvmark (Digital Radio Norway) and Patrick Hannon (VP Frontier Silicon, UK).

Connected radio: Reaching out to the audience

James Cridland (Radiofuturologist, UK), Mats Åkerlund (Swedish Radio) and Michael Hill (Radioplayer, UK).

The advancement of RadioTAG and other ways to integrate broadcast radio with online services will be explored in this session about hybrid radio and Radio DNS.

Swedish Radio has increased online listening by allowing blogs and other websites to embed their audio player. It is a free service open to anyone who is interested. Listening to the embedded material on other sites has proved popular.

We will also check out the UK Radioplayer. This collaboration between stations in the UK has now been up and running for a while and we will have a look at the numbers, how different stations use it and if they make any money out of it.

Speakers: Michael Hill, Manager Radioplayer UK, James Cridland, Radio Futurologist and Secretary of Radio-DNS, Mats Åkerlund, Head of digital strategies at Swedish Radio and Chairman of the EBU New Radio Group.

Radio’s new golden age is almost here

Kurt Hanson (RAIN, USA)

Radio has lived through a couple of golden ages, but is success all in the past? Internet radio is growing in the USA and in some European countries. Kurt Hanson, editor of the Radio Newsletter (RAIN), argues that this is only the beginning. Personalised radio will open up a new market for radio and will mean new business opportunities. Are broadcasters prepared and willing to adapt their business models?

Radio on the internet: Survival and revenues

1. Radio must think online and social media first

Michael Praetorius (Germany)

The end of radio as we know it is near! Today we are entering into an “attention economy” where the main problem no longer is distribution capacity but getting the attention of the users. In order to survive, radio companies and advertisers should think online and social media first, according to Michael Praetorius. Radio must focus on personality, relevance and connections to real people, and it must redefine its workflows based on new technology and social media. We no longer print bumper stickers with our logos and hand them out to the public. Today this is done by posting them on Facebook and YouTube.

Michael Praetorius is an online strategist for TV and radio broadcasters. He has a background in radio journalism and has taught advertising and dialogue marketing.

2. How to make money from your internet radio

Elisa Escobeda (Spain)

Most radio stations offer streamed radio and expand their online services. But many broadcasters are struggling to make business out of their online radios. This session looks at what kind of advertisement works for on-line radio and how you can get more revenue out of your internet business.

Elisa Escobeda is CEO of Audioemotion, which handles 70% of all on-line radio advertisement in Spain. She has also initiated an organisation for on-line radios in Spain, AERO, to further vitalise the on-line radio market.

Radio strategies for smart phones

Bernhard Bahners (Germany), Joël Ronez (France) and Gunnar Garfors (Norway)

Apps strategy

Smart phone sales and tablet sales are skyrocketing. Hundreds of thousands of apps are available. What is the user potential for radio apps, now and in five years time? What type of content has proved to work best in radio apps: streaming ,podcasts, news/weather/traffic services, games or new types of content services? Bernhard Bahners, CEO at radio.de, will provide an overview with examples of successful radio apps from different countries and show how to make money on radio apps.

Strategy for broadcasting and interactivity in mobiles

Gunnar Garfors, CEO at iDag, will demonstrate over-the-air broadcast radio (DAB) and TV (DMG) on tablets and smartphones. He argues that combining over-the-air broadcasting and interactivity via mobile networks is the cheapest and most efficient way of giving users what they want, when they want it and at the best price. In this session, you'll get to hear about the experiences so far.

Joël Ronez, Director of digital media at Radio France, will show what Radio France is doing on mobile phones now and in the future, as part of the company's overall digital strategies.

My show on the radio 2012

Giel Beelen (3FM, NL), Angie Greaves (Magic, UK), Filippo Solibello (RAI Italy)

Meet a couple of the most interesting radio hosts from two different markets in Europe. How do they cope with the challenge of producing a daily show which is interesting and different from that of yesterday, but still recognisable to the core listeners? How do they develop their roles as prime time hosts and what will their roles be like in the future?

Angie Greaves is an Emma Award-winning host and a Sony nominated rising star. She is not only the first female drive time DJ, but also the very first female presenter on the London commercial station Magic 105.4FM.

Giel Beelen presents the morning show GIEL on Radio 3FM and he has a Saturday morning show called Nachtegiel as well as the so-called Freaknacht ("Freak night"). He also presents the TV show Factor Giel and a TV talk show called Giel TV. The talk between Angie and Giel will be hosted by Filippo Solibello, morning host on RAI Radio 2 in Italy.

Making radio cool for young talent

Marieke Hermans (NL), Daniel Fiene (Germany) and Susanne Fatah (Sweden)

Not so long ago, young people hammered at our doors to get into the fascinating world of radio. Today they find their arena for self-expression on Facebook, blogs, YouTube and other online media. Is radio in danger of losing new generations of creative talent? How can radio become cool for young talent? In this session, you will hear an innovation manager and two young multi-skilled and multicultural talents tell their stories of how to make new ideas, formats and practices find their way into well-established and traditional radio organisations.

Speakers: Marieke Hermans (NL), Daniel Fiene (Germany) and Susanne Fatah (Presenter, Din Gata, Sweden)

Inside the bubble, outside the box

Annika Lantz and Ulph Nyström (Swedish Radio)

You could say that this session is about how to dance "the banana dance" and why Annika once danced like a banana on her show. It is also about great ideas and where they come from and how you create unforgettable moments live on air. The things that make your listeners want to come back for more every day. Or maybe it is all about how you get a group of people to really work like a team?

The speakers (or performers?) in this out-of-the-box-session are Annika Lantz, one of Sweden's most well-known talk show hosts, and her producer Ulph Nyström.

The PD's Club

Ina Tenz (Radio ffn, DE), Jean Isnard (Virgin Radio France), Patricio Sanchez Gimenez (Europa FM, Spain), Ivan Antala (Radio Expres, Slovakia)

The Programme Directors' Club is a session where a panel of leading PD's discuss the challenges of their daily work. PD's are in many cases "lonely riders" who get stuck in administration instead of developing their radio hosts and radio shows. How do PD's from different countries across Europe avoid being swamped with reports and paperwork and keep focus on their task of being a programme director?

Some of the most interesting European PD's join the Programme Directors' Club to discuss this and many other important issues. Jean Isnard (Virgin Radio France/Lagardère), Ina Tenz (Radio ffn, Germany), Patricio Sanchez Gimenez (Director Europa FM, Spain) and Ivan Antala (Radio Expres, Slovakia). The session is hosted by Lasse Roldkjaer, who is former PD of radio stations within SBS Radio, Sky Radio and many others.

Radio events:

Radio 538 on how to make money out of charity

Taco Vinkeles (Radio 358, NL)

Events are important in the branding of a radio station. Today many events are built on cooperation with the music industry and others have quite a different approach.

Radio 538 in the Netherlands has a new approach to charity in their "War child" project. This is a brand new way of doing charity events, where both the charity organisation and the radio station make money out of the project. Nonspot and Concept Director Taco Vinkeles, Radio 538, will present their case.

How does radio fit into today's media mix for major advertisers?

Massimo de Cesare (Italy), Antonio Buades (Spain), Charlie Crowe (UK)

Radio offers brands a powerful voice to connect with the people who love and buy their products. A healthy advertising environment is the key to a vibrant and diverse radio sector. How does radio fit into today's media mix for major advertisers, and what innovations can we expect from the field of commercial communications in the future? What steps can the industry take to strengthen its offer as advertising becomes increasingly sophisticated? Meet representatives from leading European media houses, broadcasters and advertisers.

Speakers: Antonio Buades (Commercial Director Prisa Radio, Spain), Massimo De Cesare (COO, Maximus, Italy) and Charlie Crowe (CEO C Squared and Chairman of the Festival of Media, UK).

Imaging and Production: Best practice

Chris Nicoll (Capital Radio, UK) and Ivo Samplonios (Netherlands)

Chris Nicoll from London's Capital Radio is one of the most exciting imaging and production personalities in UK radio. Chris will show a lot of samples and tell us about how he works, the decisions he takes in order to make clever imaging and production as well as how he keeps the creativity alive in a tougher economy.

Ivo Samplonios is one of the most successful imaging producers in the Netherlands, mainly working with imaging for public radio stations.

Radio in Spain and Catalonia

Radio leaders and experts (Spain)

On overview which will give you insights into the media landscape of our host country Spain and a look at trends in Spanish and Catalan radio. What drives radio listening in Spain and what are the successful formats? How do broadcasters handle the hard economic reality? What can we learn from radio in Spain?

Speakers and panellists: Enric Yarza (President of Media Hot Line), Carlos Lozano (CEO of General Media Research EGM), Ramón Mateu (Director of Catalunya Radio), Benigno Moreno (Director of RNE) Robert Serentill (President of Catalan Radio Association ACR) and Alfonso Ruiz de Assín (President of the Spanish Commercial Stations AERC). Moderator: Josep M. Martí, Director of the Catalan Radio Observatory. *This session is in Spanish with English interpretation.*

3 cases – 3 countries

António Mendes (RFM, Portugal), Anna Wuytz (VAR, Belgium), Ali Abhary (Spectrum, Turkey)

In this session we will hear about three different radio cases in three different markets. In Belgium the commercial markets are growing and last year they did extremely well. How did they manage that in such a tough advertising market? We will also hear from the successful RMF in Portugal and Spectrum in Turkey.

Speakers: António Mendes (RFM, Portugal) Anny Wuytz (VAR, Belgium) and Ali Abhary (CEO Spectrum, Turkey).

Audience measurement and analysis to drive advertising

Patrick Roger and Erik Barraud (Adswizz, France)

Global and independent audience measurement will help the market reach a mature state where buyers invest massively. Selling on-line audio is different from selling FM radio. The measurement must provide metrics that will help sell, technical data is not enough. The key is to use the same measurement for all kinds of actors. To sell is good but to know what you are selling is better. Audience measurement is essential for understanding the fragmentation of the inventory. Analysis will help radios increase the value of their audience by giving more detailed targeting opportunities and thus increase the average CPM rate.

Speakers: Patrick Roger (VP Global Sales & Marketing, Addswizz) and Erik Barraud (Product Manager Audience Measurement, Adswizz).

This session is hosted and sponsored by Adswizz.

Measure. Manage. Monetize.

Clive Dickens (UK), Nacho Azcoitia (ES), Ali Abhary (TU), Mike Agovino and Patrick Reynolds (Triton Digital)

Triton Digital will host a panel discussion directly addressing the topic of measurement metrics for online audio; why traditional diary or survey methods fall far short of providing useful data for broadcasters and advertisers, and how standardization is a win for both.

Moderated by Patrick Reynolds (EVP of Marketing at Triton Digital), the panel discussion promises to be a very lively session. Panelists include Mike Agovino (COO of Triton Digital), Clive Dickens (COO of Absolute Radio, UK), Nacho Azcoitia (CDO of Prisa Radio, (Spain) and Ali Abhary (CEO of Spectrum Medya, Turkey)

This session is hosted and sponsored by Triton Digital.

A new approach to solid-state high-power FM amplifiers

Tim Anderson (Harris, USA)

Continued innovations have led to a new generation of solid-state RF power amplifier technology that provides significantly higher output power, density and greater efficiency resulting in lower purchase and operating costs with improved RF performance and robustness on par with tube based RF power

amplifiers. These improvements in cost and efficiency are making solid state transmitters more cost competitive with tube based solutions at higher powers while significantly lowering the total cost of ownership.

The speaker will discuss the history of solid-state FM transmitter design, the current architectures and most recent developments in solid state device technology along with the challenges and solutions in high-power RF amplifier design, cooling, combining control and power supply systems for the next generation of solid state, high-power, digital / FM transmitters.

Speaker: Tim Anderson is the Manager for Radio Strategic Business and Product Development at Harris, Ohio, USA.

This session is hosted and sponsored by Harris Corporation.

The fastest route to new business is the customer you already have!

Laura Lee and Rod Power (NRS Media)

NRS Media creates innovative ways to help media companies significantly increase their advertising sales. But what do you have to do to keep your advertisers and to make them invest more? Laura Lees, Client Services Director, will introduce a ground-breaking new way of client management and customer service. Rod Power, Managing Director, will present Profiler™, NRS Media's unique new prospect modelling software tool that provides media sales consultants with a platform for taking the first step towards great customer service by acquiring an in-depth knowledge of their customer's current communication strategies and future marketing needs.

Speakers: Laura Lees (Client Services Director, NRS Media) and Rod Power (Managing Director NRS Media Europe).

This session is hosted and sponsored by NRS Media.

The secrets of powerful imaging

Dave Foxx (Z100, USA) and Diederick Huizinga (PURE Jingles, NL)

To get stuck on someone's mind you need to tickle the soul. And radio's tool is sound. Station imaging is all about emotion! Radiodays Europe welcomes Dave Foxx (Creative Services Director Z100) and Diederick Huizinga (Creative Director PURE Jingles) who will share their ideas on radio jingles, imaging, positioning and branding in an open session where you can ask anything you ever wanted to know on the topic. An inspirational, must-see (and must-hear!) session for programme directors, creative producers and marketing managers who know that on-air imaging is a key factor for every radio station.

Speakers: Dave Foxx (Creative Services Director Z100, USA) and Diederick Huizinga (Creative Director PURE Jingles, the Netherlands).

This session is hosted and sponsored by PURE Jingles

Are you ready to profit from your online audience?

Alexandre Saboundjian (Radionomy, FR)

The audiences of online radio stations continue to grow and present many opportunities to generate revenue. A global strategy is essential. Tools that give you the chance to target, geo target and measure the impact of your audio spots in real time are necessary for success. The network and technology

chosen by radio stations are also key factors. Join us in this company session to discover a global strategy for gaining profit from your online audience.

Speaker: Alexandre Saboundjian (CEO and founder of Radionomy).

This session is hosted and sponsored by Radionomy.

This programme is preliminary.

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