

Radiodays Asia 2019

“Meet the Future of Radio and Audio”

Kuala Lumpur 27-28 August 2019

Preliminary Programme - July 29th

More sessions and speakers to be announced

Tuesday 27 August

Day 1 – morning, plenary

Radiodays Asia 2019 – opening session:

Meet the Future of Radio and Audio

Welcome to Kuala Lumpur and the inaugural Radiodays Asia! What are the big themes for radio and audio right now? How is the media industry changing? What are the new challenges and the latest innovations in radio and audio in 2019?

A fast paced first session, with a number of strategic keynotes, interviews and surprises!

Hosts: Ezra Zaid and Lee Chwi Lynn (BFM 89,9, Malaysia)

The Power of Radio

Opening keynotes from leading broadcaster executives

Keynotes and welcoming addresses from radio executives from India, Malaysia and Australia.

Speakers tba.

Malaysian viewpoint – the future of media

Ministry address by the Ministry of Communications and Multimedia, Malaysia

Technology and disruption:

How the world will be listening in the future

James Cridland (Radio Futurologist, Australia)

Artificial Intelligence, big data, self-driving cars, 5G, programmatic advertising... the future of radio and audio can be troubling. It's evolving fast, and it's not waiting for anyone! A thought provoking session about the digital disruption and its impact on audiences and broadcasters.

Make my logo louder

Ralph van Dijk (Founder and Creative Director, Eardrum, Australia)

Brands have never had so many ways to reach audiences through their ears – from music streaming, podcasts, radio and smart speakers. But given audio is one of the most intimate forms of media, it's not enough just to reach people; we need to move them.

In this session, award-winning audio specialist Ralph van Dijk will explain how to capture the essence of a brand in sound and ensure it builds personality across all the ways listeners listen. He'll then demonstrate why adapting your creative to different audio platforms, is key to making an audience that's passively hearing, start actively listening.

Innovation for public engagement and trust

Haida Baba Zain (Manager of Traxx FM, RTM, Malaysia), Archana Kapoor (Radio Mewat and Radio Festival India, India), Mark Cummins (Content Manager, SBS Audio and Languages, Australia), Kristian Porter (Public Media Alliance, UK)

Trust is a vital asset for radio stations, especially during times of election. But with disinformation, media capture and global digital giants on the rise, how do radio stations ensure audience reach, maintain trust and best engage listeners? This session will explore examples from across the Asia-Pacific region.

----end of opening sessions

Tuesday 27 August

Day 1 – afternoon, Track 1

Visioning an audio player for the future

Cath Dwyer (Acting Head, Distribution, Entertainment and Specialist, ABC Australia), Michael Hill (Managing Director, Radioplayer Worldwide, UK), Richard Phelps (Senior Digital Producer, All in Media, Australia)

In this session we will hear about three strategic innovations in moving the audio content to consumers' mobile phones, smart speakers and connected cars. Radioplayer is a collaborative effort by the joint radio industry in over ten countries across the world, while ABC Australia has its own ABC Listen app.

Google: News on the Assistant and Google Podcast

Steve Henn (Content Lead for News on the Assistant, Google, USA), Brenda Salinas (News on the Assistant, Google, USA)

How can radio stations leverage their existing content to capture the new audience that listens to audio via smart speakers? In this session, Google will talk about what the radio of the future will look like and how radio newsrooms can best position themselves in this new ecosystem. It will also address how you can use Google's podcast platform to reach audiences with your podcasts.

Talk to your speaker – voice controlled audio

Jaime Chaux (Head of Digital, Commercial Radio Australia) and others

Smart speakers are now spreading into new markets and in more languages, having more skills and with a multitude of devices and brands. It puts audio at the center stage and voice control is replacing screens. Everything you need to know about voice and the latest developments from all the players, industry and broadcasters. Strategy, key learnings and feedback to help you design your future in a voice controlled world.

Beyond AM and FM - the new normal

Speakers tba

FM radio is the most popular in the world, but radio has never been more multiplatform, available in more different ways than ever before. In this session, learn about the possibilities of 5G broadcasting, an update on DAB+ and DRM, and other ways to reach your audience.

Understanding changes in in-car listening

Roger Lanctot (Director Automotive Connected Mobility, Strategy Analytics, USA), Michael Hill (Managing Director, Radioplayer Worldwide, UK)

An overview of the evolving automotive cockpit globally and locally with a focus on changing listener preferences and related enabling technologies including connectivity, in-vehicle sensors, the integration of digital assistants and increasingly powerful infotainment systems. We will look at what auto makers and their suppliers are thinking and what that all means for broadcasters.

Listening trends in Asia-Pacific

Deb Hishon (Media Measurement Director ANZ, GfK, Australia)

What are the latest trends in listening and radio's place in the media mix? Deb from GfK will give an overview of listening stats and numbers from a number of markets in South East Asia and Australia.

Share of audio

Julie Warner (Commercial Radio Australia)

Considering ALL listening on all devices, what is radio listening and how is listened to streaming, music services etc? In this presentation we will get the latest numbers from the Australian "Share of audio" study.

West meets East across the radio world

Mike Kasem (VJ, Radio Host, Actor, Gold 905FM, Mediacorp, Singapore)

Mike Kasem in conversation with Jon Kirby about his journey from California to Singapore. His unique story coming from an American Showbiz family. His transition from TV to Radio and working in a creative environment at Mediacorp.

Tuesday 27 August

Day 1 – afternoon, Track 2

With your favourite song a click away, how important is music to radio?

Paul Amos (Managing Director, Xtra Insights, Australia), Bethaney Lawler (Xtra Insights, Australia), Hannah Lovegrove (Xtra Insights, Australia)

How far has streaming music consumption changed the landscape in different markets? What is the view and strategy adopted by radio stations, and are there patterns in the changes of what's been put on air, music/talk ratio, music formats, music curating, more content/context? A new customized study for Radiodays Asia looks into the trends in Asia and Australia.

Reload your brand: Virgin Radio case

Mike Cass (Content Director, Virgin Radio, UK)

Chris Evans is the most famous Breakfast Show host in the UK and his unexpected announcement that he was leaving the UK's biggest Breakfast Show on BBC Radio 2 to re-join Virgin Radio, sent shockwaves through the UK radio industry.

The Content Director for Virgin Radio UK will take us through the process behind poaching a competitor's 'radio star', the planning behind launching a new high-profile show as part of a bigger strategy to refresh the station - and the effects of his move.

The diversity of radio: 5 cases from Delhi to Shanghai

Speakers tba.

5 successful and innovative radio formats/programmes from 5 different countries tell the stories behind their success: India, Malaysia, Indonesia, Thailand, China.

Building communities around your brand with social media

Sana Rangwala (Creative Head, Radio Mirchi Love, India) and others

Using social media to expand your brand's reach and to connect with your audiences is a must for many radio stations. We will learn from cases around the region.

Insights from commercial radio in Europe

Staffan Rosell (CEO, Bauer Media Group Sweden)

Bauer Radio is the largest radio group in Europe, with stations in the UK, the Nordic countries and elsewhere. As a leading commercial radio group, what are the strategies for the future, meeting the current challenges for broadcast radio? What formats and brand extensions are developed, what's the app and online strategy and what's the role of podcasting? What's the story behind the growth of radio's share of advertising in Sweden and elsewhere?

Reaching a young audience

Ken Benson (President, P1 Research, USA) and others

Younger audiences are using media differently and are moving fast. How has this challenge been met in different parts of the world? What are the most successful strategies and cases for reaching a younger audience?

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Wednesday 28 August

Day 2 – morning, Track 1

India: How to fight fake news – a threat to the open conversation

Lucile Stengel (Senior Audience Researcher, BBC, UK), Sapna Solanki (Senior Audience Reseracher, BBC, UK)

With social media comes also the threat of false news spreading quickly. How do you, as a broadcaster, combat fake news in the most effective way and not ride along on a wave of un-checked “breaking news” stories? We will hear from research made by BBC World Service during the Indian elections.

Get the best out of your radio star

On-air presenters are often the stars of your radio station and brands in themselves. But behind every successful radio host is a professional team that creates great content and manage the show- and the star. Learn all about how to manage your team and your on-air personalities.

Worldwide podcasting health check

James Cridland (Editor, Podnews.net, Australia), Cath Dwyer (Acting Head, Distribution, ABC Australia), Robert Loewenthal (CEO, Whooshkaa, Australia)

Who is listening to podcasting? How are they consuming them, and what are they consuming? What strategies are best for radio networks? How different are podcasts to radio programmes?

From Bollywood to Podcasting: My Indian Life and WorklifeIndia

Medhavi Arora (Producer, BBC World Service, India), Amelia Butterly (Senior producer, BBC World Service, UK)

The BBC World Service takes us inside the production of My Indian Life, its first English language podcast made specifically for listeners in India. Hosted by Bollywood actress Kalki Koechlin and produced in India, the podcast shares stories that show what life is really like for young adults. Hot on its heels came WorklifeIndia, a weekly business and current affairs TV, online, radio programme and podcast made in Delhi. Exploring how these productions are reaching new audiences and how digital innovation is supporting their growth.

China: Podcast tells the human stories

Kou Ai Zhe (Podcaster and Founder of Story FM, China)

Story FM in Beijing has 550 000 followers and has produced more than 200 podcast stories. Focusing on ordinary peoples’ lives and their views, including difficulties and marginalized people, the podcast tells stories that might not be told by traditional media.

Broadcast to Podcast — two worlds converging

Mitch Seckett (Head of Business Development, Omny Studios, Australia)

Like Omny Studios, Spotify is now experimenting with the concept of personalized radio and ‘augmented live’ experiences are now just around the corner.

It's becoming apparent that content that works well both live and on-demand offers the best of both worlds; more audience and revenue opportunities for publishers and more choice and flexibility for consumers.

Successful pitching: How to be winner in the contest of ideas

Tony Rasmussen (Senior Lecturer, AFTRS, Australia)

Radio and podcasting lives and breathes ideas. So how do you successfully shape and pitch yours? In this session we'll cover "little p" pitching – attending your editorial meeting and successfully selling story ideas daily, through to "Big P" pitching – how to secure the funding vital for the next big thing on air or online.

Creative storytelling for podcasts

Tim Watkins (Executive Producer, Podcasts, Radio New Zealand)

Storytelling in podcasts is different to radio. How do you craft a successful podcast and what is the best way to tell a story in a podcast? Should it be long or short? A series? What's different from being on radio? Tim Watkins and his podcast team has won numerous podcast awards for its narrative storytelling, such as Gone Fishing and Black Sheep.

Wednesday 28 August

Day 2 – morning Track 2

Other people's money: helping radio take a bigger bite

Mark Barber (Planning Director, Radiocentre, UK)

Radio has historically been used by advertisers predominantly as a tactical medium - getting promotional messages to air quickly and efficiently - but remains underused as a brand-building medium. This presentation explores data from the UK IPA (Institute of Practitioners in Advertising) underpinned by findings from Radiocentre's research portfolio to help radio owners make the case to advertisers to use radio to build their brand in addition to driving short-term metrics, expanding use cases and opening up new revenue opportunities.

Forget your head, aim for the heart:

Emotions and advertising success

Matt Dickson (National Head of creativity, the Studio at SCA, Australia)

Award winning audio creative Matt Dickson talks about human behavior, the irrationality of many decisions we make, and how creativity plays a part. Many of the most successful advertising campaigns from around the world appeal to us emotionally, not rationally.

New revenue: expanding your brand

When is a radio station not just a radio station? This session explores the success radio stations have had when they've pushed the boundaries of what a traditional radio station is.

Engaging small business partners

Ali Abhari (Executive Chairman, Karnaval Media Group, Turkey)

Karnaval Media Group, Turkey, has historically relied almost entirely on major national advertisers for its ad revenues. However, in 2018 Karnaval launched “Karnaval Business Partners”, aimed to make radio advertising accessible and understandable by small business owners - simplified packages, provided copywriting and production services and even celebrity voices.

The future of audio advertising

Stas Tushinskiy (CEO, Instreamatic, USA), Benjamin Masse (Managing Director, Market Development and Strategy, Triton Digital, USA), Kasper Wandt (Founder and CEO, Consider iProspect, Malaysia)

Traditional 30-second spots or sponsorship are an important part of radio's business, but where is the future going? We hear from new technology, advertising agencies, and radio stations on how advertisers have more choice than ever before.

Radio measurement and cross media planning

Alberto Dal Sasso (Head of Radio Audience Measurement, Nielsen. Italy), Chong Moon Yee (Executive Director, Client Service, Nielsen Singapore)

How radio measurement has evolved over the years to its current global gold standard and its prominent place in today's cross media planning. Special focus is on Media Impact in Singapore, a unique and purpose built platform that brings together all media measurement into a fused environment for the purpose of cross media planning and how radio performs/shines in a marketing mix campaign.

Wednesday 28 August

Day 2 – afternoon, plenary

Stars on stage: Behind the scenes of breakfast show successes

Hitz Morning Crew (Malaysia), KISS 92 (Singapore), GEN FM (Indonesia), Gold FM (Singapore)

Breakfast shows on broadcast radio is still prime time and defines listening for the whole day. In this session successful Asian morning shows from Jakarta, Singapore and Kuala Lumpur will reveal their receipts for success and we will meet their morning host stars from three metropolitan markets.

Radio around the world panel

Speakers tba.

A unique panel with leading broadcasters from 5 continents giving an overview of worldwide trends in radio and audio. What are the common trends? What is the future of radio worldwide?

25 ideas in 30 minutes

A packed session full of ideas. A collection of great speakers from across the conference will provide plenty of quick-fire and practical ideas, meaning you will go away from this session with lots of thoughts and inspiration to bring back to your radio station!

Finale

Wrap up, final comments and good bye.