

NEW RADIO DAY

ONLINE EDITION AGENDA

Friday 10 December 2021
Time: 10.00 – 14.00 (CET)

10.00 WELCOME

Edita Kudlacova, Head of Radio, EBU
Michael Reichert, Chair, EBU New Radio Group

10.05 IN CONVERSATION WITH

Eric Nuzum, Co-Founder, Magnificent Noise

10:15 SESSION 1: WHAT ARE THE STRATEGIES FOR AUDIO PLATFORMS?

Co-Hosts: Tomas Granryd, Head of Innovation, Swedish Radio
& Elsa Comby, Deputy Director-General, Radio France

How to make PSB audio platforms stronger? Do we have good and progressive strategies for our own platforms? And what are the biggest digital platforms planning for the coming year with audio? We will look at specific cases from across the EBU membership as well as discuss with third party platforms their plans and novelties they plan to launch on the audio market in 2022.

The EBU Audio-on-demand report

Léa Besson, Senior Media Analyst, EBU

The PSM Audio-on-demand report is the first EBU publication looking at our own audio platforms. Léa Besson will be presenting key insights and findings from the survey that was conducted during the summer 2021 and came out in October 2021.

New directions for PSM platforms

Barbara Vid, Journalist, HRT

Ignacio Gomez Hernandez, Head of Digital & Research, RTVE

Amar Amratia, Head of Audio Strategy, BBC Sounds

One of the findings of the EBU Audio-on-demand report was that the strategies and approaches towards our own platforms and apps vary and are far from a unified perspective. There are more than a couple of complementary as well as different ways to consider what it is that we want to achieve online and what we consider a success. Representatives from across these directions will be looking at the reasoning behind the decisions for distributing the PSB audio online.

Updates with third-party audio platforms

Alastair Ferrans, Global Lead, Spotify Studios, Spotify

Carsta Maria Mueller, Strategic Partner Manager, Meta

The discussion would not be complete without speaking with and about third-party platforms. There has been a lot happening for audio over the past year. Social audio is on the rise, new formats are being developed across the European market, exclusivity in audio content distribution has been introduced, and much more. These topics will be addressed alongside the upcoming plans for 2022 with one of the biggest digital platforms on the scene.

11:30 SESSION 2: EVOLUTION OF RADIO IN CARS

Host: Elisha Sessions, Chair, EBU Connected Cars and Devices

Securing the position of radio in the connected dashboards is of prime interest for the radio broadcasting in the next year. Aside from the car manufacturers and commercial sector, there are many inspiring examples of how EBU members are innovating in this area. This session will be an opportunity to showcase projects conducted by members to understand, experiment and improve the in-car listening experience.

Project showcase: BBC

Aleksandra Gojkovic, Researcher, BBC

With a growing number of cars becoming increasingly connected, the BBC looked at what this means for them and where the threats and opportunities of the technology lie. In January 2020, they commissioned a large piece of ethnographic research to understand just that.

Project showcase: Radio France

Matthieu Beauval, Head of Acceleration and Sharing of Innovation, Radio France

& Justine Gheeraert, Digital Distribution Partnerships & Voice Team Manager, Radio France

How is Radio France getting ready to provide a relevant user experience in the forthcoming connected cars?

Project showcase: SWR

Christian Hufnagel, Co-Founder of SWR Audio Lab, ARD/SWR

The SWR Audio Lab is a small unit of the German broadcaster that develops ideas and prototypes for the future of radio. Connected cars are one key focus.

Project showcase: ABC

Chloe Brice, Innovation producer, ABC

Car Stream: The best radio + the best of on-demand We know audiences love the ease of listening to radio while they drive but are consuming more and more on-demand audio as they upgrade their car technology. So the ABC combined the best of both to create the Car Stream pilot - a continuous and skippable on-demand listening experience.

13:00 SESSION 3: HOW IS AUDIO INNOVATING?

Co-hosts: Ute Hölzl, Head of Digital Media, Radio FM4 / ORF
& Grace Zakka, Senior Project Manager, EBU

Awarded and co-financed by the EBU Media Innovation Fund, these projects are bringing new ways of engaging with the audiences as well as innovative features for audio distribution. The EBU Media Innovation Fund is an initiative to stimulate the innovation among EBU members and support projects that can be easily shared across the EBU membership. The showcase will present the outcomes from already finalized or close to finalization projects related to radio and audio content.

NRK audience interaction in digital space

Marit Rossnæs, Head of Product Development, NRK Radio

In September, NRK launched audience polling in the radio app. Marit Rossnæs will be talking about why it was done, how the experience was designed and developed together with editorial people, and how it was received both with the audience and internally in NRK.

BBC Adaptive Podcasting

Ian Forrester, BBC R&D

Adaptive podcasting is a BBC R&D experimental project to reinvent podcasting for a personalised and data ethical future. Ian Forrester will outline the project and the amazing possibilities for everyone, especially audio creators wanting to get closer with audiences. 2022 will be the year of personalised audio, here is your chance to understand be ahead of the curve.

ORF musikprotokoll dynamic streaming

Frank Zimmer, Producer and Co-Curator, ORF musikprotokoll

In 2021, ORF musikprotokoll started offering dynamic streaming of its concerts. Listeners' head movements are tracked in real time, altering the spatial reproduction of what is heard – the result is an astonishingly realistic acoustic experience.

BR Drive by Bayern

Florian Thoma, Senior Software Developer, BR

& Martin Zöllner, Executive Assistant to the Director of Television and Culture Program, BR

Only too often, travelling means going from A to B without noticing places of interest along the road. "Drive by Bavaria" automatically provides corresponding audio content for those interested. In the long run, we intend to combine further audio content with geo-data for all sorts of situations.