

EUR(O)RADIO

OPERATED BY EBU

**NEW RADIO
DAY 2015**

29-30 SEPTEMBER
RIGA

PERSONALIZED
RADIO: HOW TO
FIND AND SERVE
THE NICHE(S)?

In collaboration with



Latvijas
Radio



DAY 1 - TUESDAY 29 SEPTEMBER 2015

12:00

ACCREDITATION & LUNCH

13:00

INTRODUCTION

Small country but advanced:
Latvia between fast internet and a fancy radio app
Toms Grevins, Radio Latvia

13:15

THE SETTING: DATA AND MORE

Do we know who consumes us when and how?
Measurement, behaviour and challenges
David Fernández Quijada, Senior Media Analyst, EBU, Switzerland

Data protection: legal framework and implications
Measurement, behaviour, and challenges
Anne Catherine Berg, Senior Legal Advisor, EBU, Switzerland

Big data: challenges for broadcasters
Kristian Tolonen, Head of Audience Research, NRK, Norway

The RTBF “Big Data” strategy
Pierre-Nicolas Schwab, CRM Manager, RTBF, Belgium

15:00

Coffee break

15:30

PERSONALIZE YOUR RADIO - PART 1

Is it me you're looking for? Personalized radio in Europe: three cases
Christian Schalt, Radio Consultant, Germany

HbbRadio: How to add personalized services to broadcast radio?
Alexander Erk, Head of Information Services, IRT, Germany

The “Music Master Project”, let the public be your head of music
Laurent Finet, Director of Production and Digital Innovation, RTBF, Belgium

16:45

SHARPEN YOUR RADIO PROFILE(S) AND GAIN MORE AUDIENCE

“BR Homeland”: a new successful DAB+ channel
Peter Fohrwikl, ARD/BR, Germany

Czech Radio: how to select content for special niches?
Karel Zýka, Technical Director, CR, Czech Republic

17:45

END OF DAY 1

19:30

Dinner

DAY 2 - WEDNESDAY 30 SEPTEMBER 2015

09:00

NEW APPLICATIONS AND NEW NICHES

Webseismo: Detect where the new hypes emerge from the internet.
MusicBan: updated version of personalized music app
Dominik Born, Project Manager, TCP, Switzerland

Detecting niches on the GLOCAL music market
Samuel Vuillermoz, CEO, mxlab, Switzerland

09:30

PERSONALIZE YOUR RADIO - PART 2

NPR One: first experiences with a personalized radio app
Tejas Mistry, Senior Product Manager, NPR, USA

How BBC thinks about personalized radio services?
Andrew Scott, General Manager of Product/Radio, BBC, UK

What about personalized radio beyond the music?
Solutions from Scandinavia
Simon Gooch, Digital Media Director, SBS Discovery Radio, Sweden

Branding and personalized radio services: how does this fit?
Caroline Grazé, Head of Online & New Business International, Radio NRJ, Germany

11:00

Coffee break

11:30

NEW PLATFORMS AND TECHNOLOGIES

LISNR: invisible, inaudible, and smart
Eric Allen, President, LISNR, USA

Project logo, RadioDNS and other new personalized tech features
Mathias Coinchon, Senior Project Manager, EBU, Switzerland

12:15

WILL THIRD PARTY PLATFORMS EAT OUR CONTENT?

Panel discussion: Current strategies for radio

Andrew Scott, BBC, UK; Caroline Grazé, NRJ, Germany; Tomas Granryd, SR, Sweden; Laurent Finet, RTBF, Belgium

Moderator: Christian Vogg, EBU, Switzerland

13:00

Lunch

13:30

WORKSHOP

How to shape radio's future with personalized services?

Moderator: John Paul Coakley, RTE, Ireland

15:00

END OF NEW RADIO DAY 2015

SPEAKERS

TOMS GREVINS

Show host, Radio Latvia, @TomsGrevins



Since 2002 Toms Grevins has been the music tastemaker for Latvian youth, presenting to the public the newest and most interesting artists from various genres on various platforms. After a decade spent in different Latvian commercial stations, Grevins joined public radio in 2013 and helped

Latvian Radio to build the first public pop music station and large web radio network (www.pieci.lv/lv/aktuali). He is morning show host for the station as well.

DAVID FERNÁNDEZ QUIJADA

Senior Media Analyst, EBU



Dr. David Fernández Quijada is Senior Media Analyst at the Media Intelligence Service of the EBU, where he leads the analysis of radio. Ph.D. in Communication & Media, before joining the EBU he was a university lecturer and author of more than 50 academic articles. His research projects focus on

radio, funding, media trends and roll-out of new technologies, among others. He is the Vice-Chair of the Media Industries and Cultural Production Working Group of the European Communication Research and Education Association (ECREA).

ANNE-CATHERINE BERG

Senior Legal Adviser, EBU



Anne-Catherine is an expert in media law and electronic communications law including net neutrality and data protection issues. Previously she worked as a Legal Adviser at the European and International Affairs Office of the Service Juridique et Technique de l'Information et de la

Communication (SJTIC) for the French Prime Minister in Paris. She has also completed internships in the European Commission in Brussels (in particular ex-DGX Audiovisual) and in the Council of Europe in Strasbourg (Media Unit of the Human Rights Directorate). She holds a LLM in European Law from the University of Strasbourg III Robert Schuman as well as an LLM in Law and Administration of Audiovisual Communication from the University of Paris I Sorbonne.

KRISTIAN TOLONEN

Head of Audience Research, NRK



Kristian Tolonen is Head of Audience Research in NRK. Started as an analyst for NRK in 1997, head of audience research since 2007.

NRKs representative in the industry committees for measurement of TV, radio and Internet. Rejoices at good data used to understand the big

picture, distraughted by uncritical use of weak data.

PIERRE-NICOLAS SCHWAB

CRM Manager, RTBF



Pierre-Nicolas Schwab is in charge of the Big Data/CRM for the public broadcasting organization of the French Community of Belgium RTBF. He is also a PhD researcher in marketing at the University of Brussels. He specializes in consumer behavior, customer satisfaction and loyalty issues.

CHRISTIAN SCHALT

Radio Consultant, Germany



Christian Schalt worked for many major radio stations in Germany and Austria (e.g. KISS FM, NRJ, 94,3 rs2, KRONEHIT), both as program director and general manager. In 2014 he spent several months in Silicon Valley studying how technology is changing the audio

and music landscape. Since then he's been working as a consultant helping radio stations master the digital transformation and tech companies enter the audio space.

ALEXANDER ERK

Head of Information Services, IRT



Alexander Erk studied Computer Science at the University of Applied Sciences in Würzburg and completed his diploma thesis at IRT in the area of virtual studio technology. Since 1998 he has been active at IRT for projects such as CustomTV (ACTS), which developed

interactive TV services based on MPEG-4 scene description. Since 2008, he is leading the Department of Information Services. He was actively involved in the specification process of HbbTV and was the chair of the HbbTV testing group until 2011. The department of Information Services at IRT is furthermore developing use-cases and technologies for purely IP based content delivery as well as the hybrid provision of broadcast and on demand services esp. in the area of digital radio.

LAURENT FINET

Director of Production and Digital Innovation, RTBF



Laurent Finet has a master as TV/ Film director, but Radio is in his heart and it is as Radio Guy that he always evolved, in private radio before joining RTBF in 1992. Dj/Journalist, musical programmer, producer, he also lead the organization side of digitization of radio production at RTBF - already 15 years

ago. After having advised the Director General of the radio on the evolution of the radio medium for the last 7 years, he's now Director for Production and Digital Innovation of Radio in the Belgian-French public service.

PETER FOHRWIKL

Consultant, ARD/BR



Peter Fohrwikl is used to get things organized ever since he started organizing classical symphonic concerts at the age of 13. The love for music drove him into Munich's campus radio station and after years of permanent online, broadcast and editorial improvisation he continued

to work with the same spirit for public youth radio programming ON3 (ARD). Since 2012 he consults for the radio director on technology and media convergence.

KAREL ZÝKA

Technical Director, CR



Karel Zýka is responsible for radio technology, communication technology and IT, investment research and development and new technology implementations. He has been the project manager of the DAB+ implementation strategy in the Czech Republic, which has successfully

launched full power broadcasting of "DAB Prague" on the 6th August 2015. Under Karel's supervision, the project team is also responsible for the lobbying and the execution phase including marketing and promotion of DAB+ to Czech audience. Before joining Czech Radio, Karel Zýka worked as Director of regional TV network at the multichannel television group TV Prima (part of MTG), as Director of Sales and Marketing at Czech Radio or as Managing Director of APA (Audiovisual Producers' Association). He graduated from the Czech Technical University in Prague, Faculty of Electrical Engineering.

DOMINIK BORN

Dominik Born, Project Manager, TCP, Switzerland



Dominik Born started his radio career in 1999 as a presenter for the Swiss public broadcaster SRG SSR. As talking was not enough, he soon started radio projects for museums, schools and even helped radio development in Kosovo. Along with Samuel Vuillermoz he lead mxlab

and created projects such as “backstageradio.ch” (the first user generated and controlled radio station on DAB. Now he works for the technology and production center switzerland ag - tpc as a business development project manager seeing how Radio, Television and Internet can produce wonderful babies ... One is already born: diy.fm - doityourself radio, which won the Prix Europa 2012 - Best online innovation of the year.

<https://ch.linkedin.com/in/dominikborn>

SAMUEL VUILLERMOZ

CEO, mxlab, Switzerland



Samuel has been working for 10 years at Couleur 3 (swiss national young radio program in french language from SRG SSR) as speaker/journalist since 2000 and also as project manager for the swiss music platform Mx3.ch, nationally and regionally since 2006. He now leads

mxlab.ch, a spin-off of the Swiss public service in charge to operate the Swiss Music Platform mx3, a crossroad between musicians, fans, stages, clubs, label where national radios and Tvs dicover daily new Swiss Talents and broadcast them.

TEJAS MISTRY

Senior Product Manager, NPR, USA



Tejas leads the NPR digital and editorial team in charge of building the NPR One audio experience that makes public radio personalized with news, story telling and podcast audio. His team innovates on crafting the mobile user and listening experience that plays something

listeners love. Prior to joining NPR in 2013, Tejas launched Winamp for Android, the leading music app on Android while at Aol, and previously lead product development at digital music services 7digital and The Orchard in London, UK.

ANDREW SCOTT

General Manager of Product/Radio, BBC



As General Manager of Radio Product for BBC Future Media Andrew Scott is responsible for all the BBC's Radio and Music online services, across responsive web and native apps. He runs a multidisciplinary group with Development, Test, Product and

Project teams. Andrew Scott has 19 years experience building and delivering digital entertainment services across Europe and North America.

SIMON GOOCH

Digital Media Director, SBS Discovery Radio



Simon Gooch was born in the UK but living in Stockholm for the past 15 years. He is Digital Media Director at Bauer Media (formerly SBS Radio) in Sweden and manages RadioPlay, the group's digital audio platform for Scandinavian stations.

CAROLINE GRAZÉ

Head of Online and New Business International, Radio NRJ



Caroline Grazé has worked within the music industry since 1999 and started working with Europe's first legal mp3 download platform for musicians. She has worked in content syndication, as a Webmaster and developed digital strategies in the early days of social platforms and

streaming music services. Joining Radio ENERGY/NRJ in 2007, she's now responsible for the companies international strategic approach when it comes to online and new business based in Germany. Caroline was awarded "Kress' best radio manager 2014" in KressReport. September 2014 issuing the Top Ten of Germany's best radio managers.

MATHIAS COINCHON

Senior Project Manager, EBU



Mathias Coinchon is Senior Project Manager at EBU Media Technology&Innovation department. Mathias activities concentrate on the future of radio, open source software in broadcasting, sustainability, A/V over IP. Mathias is also vice-chairman of WorldDMB TC, secretary

of RadioDNS (hybrid radio). He has an M.Sc. degree in communication systems engineering from EPFL, Switzerland, and the Eurecom Institute in France. He developed his diploma thesis at BBC R&D on Digital Radio Mondiale. Before joining the EBU, Mathias has been working for the Swiss broadcasting corporation (SRG-SSR/RSR) on networks and the re-launch of Digital Radio in Switzerland.

2015 PARTICIPANTS

Laurent	Finet	RTBF	Belgium
Nicolas	Bresou	RTBF	Belgium
Pierre-Nicolas	Schwab	RTBF	Belgium
Wim	Moortgat	VRT	Belgium
Milen	Dimitrov	BNR	Bulgaria
Zoran	Mihajlovic	HRT	Croatia
Ivanka	Zoric	HRT	Croatia
Jadranka	Rilović	HRT	Croatia
Karel	Zýka	CR	Czech Republic
Tiiia	Teder	ERR	Estonia
Riina	Rõõmus	ERR	Estonia
Laura	Teder	ERR	Estonia
Kaj	Backman	YLE	Finland
Matthieu	Beauval	SRF	France
Bärbel	Moser	RFI	France
Michael	Reichert	ARD/SWR	Germany
Steffen	Moratz	ARD/MDR	Germany
Peter	Fohrwikl	ARD/BR	Germany
Caroline	Grazé	Radio NRJ	Germany
Andreas	Loeffler	ARD/WDR	Germany
Walburga	Fleischer	ARD/WDR	Germany
Tobias	Gehle	ARD/WDR	Germany
Christian	Schalt	Consultant	Germany
Alexander	Erk	IRT	Germany
Andrew	Scott	BBC	Great-Britain
John Paul	Coakley	RTÉ	Ireland
Luigi Maria	Aliberti	RAI Way	Italy
Gunda	Vaivode	LR	Latvia
Linda	Rulle	LR	Latvia
Aldis	Paulins	LR	Latvia
Inese	Matjusunoka	LR	Latvia
Dace	Kezberē	LR	Latvia
Dainis	Mjartans	LR	Latvia

2015 PARTICIPANTS

Ilona	Madesova	LR	Latvia
Inga	Saksone	LR	Latvia
Andris	Kenins	LR	Latvia
Mirdza	Lele	LR	Latvia
Linda	Rulle	LR	Latvia
Zane	Predele	LR	Latvia
Rita	Ruduša	LTV	Latvia
Toms	Grēviņš	LR	Latvia
Krišs	Priede	LR	Latvia
Andris	Morkans	LR	Latvia
Jānis	Erts	LR	Latvia
Sergejs	Nesterovs	LTV	Latvia
Guoda	Litvaitiene	LRT	Lithuania
Guoda	Litvaitiene	LRT	Lithuania
Jean/Paul	Hoffmann	ERSL	Luxemburg
Kristian	Tolonen	NRK	Norway
Krzysztof	Łuszczewski	PR	Poland
Alexander	Matusevich	Radio Orpheus	Russia
Manuel Jesus	Gomez Zotano	RTVE	Spain
Anders	Held	SR	Sweden
Tomas	Granryd	SR	Sweden
Pia	Kalischer	SR	Sweden
Mats	Åkerlund	SR	Sweden
Christian	Vogg	EBU	Switzerland
David	Fernández Quijada	EBU	Switzerland
Dominik	Born	TPC AG	Switzerland
David	Goodman	EBU	Switzerland
Anne-Catherine	Berg	EBU	Switzerland
Samuel	Vuillermoz	MXLAB	Switzerland
Mathias	Coinchon	EBU	Switzerland
Alina	Akulenko	NRCU	Ukraine
Eric	Allen	LISNR	USA
Tejas	Mistry	NPR	USA

EUROPEAN BROADCASTING UNION

L'Ancienne-Route 17A

PO Box 45

1218 Le Grand-Saconnex

Geneva, Switzerland

T +41 (0) 22 717 21 11

www.ebu.ch