

Radiodays Asia 2021 Virtual

“The Sound Future of Radio and Podcasting”

Online 24-26 March 2021

Programme

All times shown are Kuala Lumpur/Singapore/Beijing time. The conference programme is subject to change. Presentations of the four masterclasses and six workshops on Friday 26th at the end of this document.

Wednesday 24th March

10.00-10.05 (Kuala Lumpur time)

Welcome to Radiodays Asia 2021

Ezra Zaid (Host and Creator, Malaysia)

10.05-10.25

Audio Consumer Trends 2021

Tom Webster (VP Strategy and Marketing, Edison Research, USA)

How are listeners consuming radio and podcasts - and what changes are we seeing in the US and in other countries? What might the future be for audio, and what are the opportunities for content-makers and creatives?

10.25-10.35

Radio Challenges 2021

Abraham Thomas (CEO, Big FM/Reliance Network, India)

From the perspective of one of India's largest radio networks, Abraham Thomas will share his views on the state of radio today and how the radio industry needs to get right to develop the radio and audio business.

10.35-11.10

Asian-Pacific Radio Summit

Aaron Giles Pinto (Head of Content, Group Programming, Astro, Malaysia), Kim Bum-soo (Senior Producer, KBS, Korea), Jana Rangooni (CEO, Radio Broadcasters Association, New Zealand)

The Covid crisis has seen more people listening to radio, but shrinking revenue. What state is radio in and what will it take for radio to come out successfully post-Covid? What needs to change? Listen to this executive panel talk about radio's way out of the Covid crisis.

11.10-11.25

Tech Overview: What's New in Audio?

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

What's the latest technical developments in audio that you should keep an eye on? What's new in apps, digital platforms, smart speakers and in-car audio around the world?

11.25-11.30

A look at the NEW Zetta Cloud

Mike Pfeiffer (RCS AsiaPac, Support Manager, Australia)

From natural disasters to viruses taking down IT infrastructure, whatever the emergency, Zetta Cloud is a high-tech, cutting-edge safety net that gets broadcasters back on-air, easily, efficiently and quickly. Truly a Cloud-Based solution, Zetta Cloud was written on Amazon Web Services, following AWS security protocols and is not a virtual machine in the cloud. Think of Zetta Cloud as an additional station in another market - only in the cloud.

11.30-11.40 Break

11.40-11.55

Singapore: Launching New Channels

Loretta Lopez (PD, Money FM, Singapore), Jing Yun (Senior PD, Hao FM, Singapore)

When SPH Radio Singapore gained two more radio licenses, they studied the market to find the gaps and devise new formats. The result was a Chinese language station Hao FM and a business newstalk station Money FM. What was the strategy behind the formatting and the launch of these stations? How successful are they becoming in their third year of operation? Find out from two of the company's format leaders as they take you inside the radio stations.

11.55-12.05

Podcasting in India: A Growing Industry with Untapped Potential

Mae Mariyam Thomas (Journalist and Podcaster, "Made in India", India)

India is touted as the 2nd fastest growing podcast listenership in the world and the 3rd largest podcast market after China and the US. India is seeing burgeoning podcast content in the last 5 years; the biggest podcast platforms making in-roads into the country; a growing listenership base; brand interest / investment and more. So, what is the state of podcasting in India?

12.05-12.40

Christian O'Connell – How to Make it Small in Radio

Christian O'Connell (Host, Gold 104.3, Melbourne, Australia), Jack Post (Announcer, Christian O'Connell Breakfast Show, Gold 104.3, Melbourne, Australia)

Everyone wants big! Big Ideas, big cash giveaways! Big ratings. Christian has different approach to his radio shows and will share some of his wisdom in conversation with his sidekick Jack Post. Christian O'Connell quit a hugely successful national radio with 3m listeners in the UK, to move with his family to the other side of the world, Australia, to start the GOLD FM Breakfast show as a complete unknown. Within 18 months he got to Number 1. Making history and becoming the first DJ to have had number one rated shows in two different countries, Christian is passionate about his love of radio and ideas, and what radio forgets. Expect heart felt inspiration, honest opinions and a bold new perspective from a content generating machine.

12.40-13.00

How Radio can Beat the Top 40 CHRisis and Connect with Gen Z

Francis Currie (International Consultant, UK), Gemma Fordham (Head of Content, Hit Network, Australia), Alex Agishev (Head of Content, Virgin Radio Dubai), Lawan (Lina) Chumsay Na Ayudhya, (General Manager, Tero Radio, Thailand)

International radio Consultant Francis Currie talks to some of the best programmers in the world about how turn around the global decline in 15-29 radio listening, and how to engage younger audiences with radio they actually want to listen to.

13.00-13.05

Triton Digital: Powering the Global Audio and Podcast Industry

Richard Palmer (Director, Market Development APAC, Triton Digital, Australia)

Learn more about the global leader in digital audio and podcast technology and services. Operating in more than 80 countries, the industry's largest radio broadcasters, podcast publishers, agencies, and media buyers rely on Triton's technology and data to reach their target audiences and grow their revenue.

13.05-13.40

Meet up

Join one of the break out groups to talk with other attendees.

13.40-13.45

Welcome back to the afternoon sessions

Ezra Zaid (Host and Creator, Malaysia)

13.45-14.05

The Challenges of Disinformation during the Pandemic

Marianna Spring (Reporter, BBC News, UK), Shruti Menon (Fact checker, BBC News Online, India)

The spreading of "fake news" or disinformation on social networks is a growing challenge. In this session we will hear from Marianna Spring, specialist reporter covering disinformation and social media for BBC News, and from Shruti Menon, a reporter fact-checking disinformation about Covid vaccines in India. Both will be sharing advice from the BBC's Beyond Fake News project.

14.05-14.20

Tuning into China

Tracy Ta (General Manager, Mindshare, China)

In one of the world's largest digital economies, online audio continues to grow at more than 30% year-on-year. With most listeners being under 40, online audio has never presented a bigger opportunity to tap into China's largest spenders. Tracy Ta, will help you tune into China's online audio market.

14.20-14.25

Broadcast Development in Asia-Pacific

Philo Gnanapragasm (Director, AIBD, Malaysia)

An address from Asia-Pacific Institute for Broadcasting Development.

14.25-14.30

Meet Fabrik

Fabrik gives you progressively deeper data insights into your own community through real-time, human engagement. Offer your advertisers access to your most engaged, most activateable audience segment, and build new forms of revenue for your business.

14.30-14.50

Building the Future of Radio's Business Model

Brian Gallagher (CSO, SCA, Australia), Pete Whitehead (CCO, ARN, Australia), Peter Charlton (CEO, NOVA, Australia), Natarsha Belling (Journalist, SCA, Australia)

The vast majority of radio's revenue is made from traditional long existing sources – 30 second advertising, show sponsorship and on-air client integrations. There is now a growing area of new potential new revenue sources: most notably podcasting, but also including streaming, events, video and social media. What is the best approach to leverage radio's main business to create and grow new revenue sources? How do you build the business model, so you are fishing from new pools of revenue and not eroding into your existing sources of revenue?

14.50-15.20

Focus: Japan – the Radio Landscape

Miki Sumiyushi (Radio/TV Host, Interviewer, Narrator, Writer, Tokyo FM), Guy Perryman MBE (DJ, Voice Actor, Event Producer, Inter FM), Shuko Kuroda (Bari Bari FM, Japan), James Ross (Hong Kong, China)

Where does radio stand in the Japanese media market? How do people listen and to what? What is the future of podcasting? Get some insights into the radio landscape of Japan.

15.20-15.30

Underserved Audiences: Boom Radio

Phil Riley (Broadcaster, Boom Radio, UK)

While many radio channels are struggling to reach a younger audience, there are underserved audiences that could become loyal listeners. In the UK, Boom Radio, serving the "boomers", was launched in February. Hear about the strategy behind the new "niche" station.

End of Day 1

Thursday 25th March

10.00-10.05 (Kuala Lumpur time)

Welcome to RDA Day 2!

Ezra Zaid (Host and Creator, Malaysia)

10.05-10.20

Strategy for Commercial Talk Radio

Greg Byrnes (Group Content Director, Nine Network, Australia)

After buying some of Australia's biggest talk radio stations, Nine Entertainment undertook a rethink of the programming and advertising strategies for these stations. When 2GB Sydney's long serving, top rating breakfast presenter retired the company took a risk and decided to reinvent that program to attract a younger audience. Greg Byrnes will share insights into the programming and advertising strategies that Nine Entertainment is using to strengthen and refresh its talk formats.

10.20-10.35

Sound Advice for Powerful Radio

Valerie Geller (President, Geller Media, USA)

From one of the world's most recognised radio talent consultants, learn the three secrets of powerful radio broadcasting and make your radio show or podcast dramatically more successful. In conversation with James Cridland.

10.35-10.55

Radio Measurement & Trends in the Age of Covid:

1. Malaysia

June Pang (Head of Media Measurement Malaysia, GfK, Malaysia)

How has radio listening changed during Covid? What can we expect to be lasting trends and what will change post-Covid?

2. Australia

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

How did people listen before, during and after lockdowns in Australia? What can we learn about future listening trends? The impact of a pandemic on Australian radio audiences; the necessary agility of audience measurement and the proof that radio continues to be as vital to audiences as ever before.

10.55-11.25

Talking Covid – the Personal Experience

Daulat Pane (Section Head, Voice of Indonesia, RRI, Indonesia), Shehara Liyanage (Programme Manager, YESFM, Sri Lanka), Suman Basnet (Asia-Pacific Regional Director of the World Association of Community Radio Broadcasters AMARC, Nepal)

How has Covid affected the way we work and how we engage with audiences? Broadcasting from home, communicating with colleagues via screens? In this session we will hear from journalists and radio producers about their experiences and what innovations and changes in the way we work that are here to stay. Moderator: **Kristian Porter (Public Media Alliance, UK)**

11.25-11.30

Meet Fabrik

Fabrik gives you progressively deeper data insights into your own community through real-time, human engagement. Offer your advertisers access to your most engaged, most activateable audience segment, and build new forms of revenue for your business.

11.30-11.45 Break

11.45-12.05

How Radio Rose to the Coronavirus Challenge

Ken Benson (Partner and Co-Founder, P1 Media Group, USA)

During the pandemic, radio delivered the essential news and information and so much more to listeners. This session will take you on a journey around the world highlighting some of radio's most creative, innovative and best ideas from the "Coronavirus Radio Ideas" Facebook Group. With 3,000 members from 80 countries, the group shared hundreds of ideas spanning programming, promotion, marketing, sales, social media, podcasting during pandemic.

12.05-12.15

ABC Listen: Evolving from Radio into the Future

Alex Jarvie (Product Manager, ABC Listen & ABC Kids, Australia)

In 2018, ABC listen was an app designed primarily for livestreaming radio. Since then, the team have been experimenting with different approaches to on demand audio. This talk will reflect on the results of these experiments.

12.15-12.30

How Covid has Affected Markets

Jane Ractliffe (Managing Director, Standard Media Index, Australia)

With insights from Standard Media Index's monthly measurement data from various markets across the world, Jane Ractliffe will give a snapshot of how Covid affected advertising in 2020 and explain the outlook for 2021 as the world is expected to slowly recover from the pandemic.

12.30-12.45

Digital Media Sales Mastery – A simplified approach to the integrated sell

Jamie Wood (QLD Sales Director of oOh! Media, Australia)

In this session you will learn about how to sell the digital media as part of your radio sales strategy. Jamie Wood is not Sales Director for Queensland for the oOh! Media company, specialized in digital and outdoor sales, after spending 5 years as Sales Director for the Australian Radio Network in Brisbane.

12.45-13.00

Five Things We MUST Do in 2021 to Succeed in Direct Sales

Pat Bryson (Radio Sales Consultant, Bryson Broadcasting International, USA)

How must we change our approach to clients post-pandemic? Our clients are facing challenges never seen before. How do we help them to recover revenue lost in 2020? What new skills must we acquire? It's a new landscape in business today. We must prepare. This session outlines how to succeed in sales in 2021.

13.00-13.30

Meet up

Join one of the break out groups to talk with other attendees.

13.30-13.40

Understanding Podcasting: The Global Podscape

James Cridland (Editor, Podnews, Australia)

Podcasting around the world. How do people listen to podcasts in different countries? What are the current trends? Is podcasting a friend or foe to radio?

13.40-13.50

How Podcasting Makes Money

Bryan Barletta (Founder & Editor, Sounds Profitable, USA)

What are the ways podcasts earn money? How does podcasting's ad-tech work? How is it different to radio and what are the opportunities?

13.50-14.15

Podcasting in Asia

Ron Baetiong (Podcaster & Entrepreneur, Podcast Network Asia, Philippines), Anita Xu (B2B Content Marketer, Pod Fest China), Norman Chella (Chief of Business Development, Renegade Radio & Podlovers Asia, Malaysia)

Discover what's different in Asia, and where podcasting is growing and popular already (and where it is yet to take off). Discover about podcast networks and why they're important; and learn about different ways to grow revenue in South East Asia. Then, take a trip to China to discover how podcasts work there, and whether China's experience in paid podcasts might mean a new future for the medium.

14.15-14.45

Australia: Collaborating to Grow the Podcast Industry

Rachel Corbett (Head of Podcast and Digital Content, NOVA, Australia), Henrik Isaksson, (Regional Managing Director, Acast, Australia), Corey Layton (Head of Digital Audio, ARN/iHeart, Australia), Tanya Nolan (Head of Audio News, ABC, Australia)

Podcasting is growing fast in Australia, and the industry is working together to ensure podcasting's success. Discover how the country is collaborating as well as competing, how Australians are listening, and how it works with advertisers across audio to offer more opportunities.

14.45-15.00 Break

15.00-15.10

How to Count a Podcast as 'Successful'

Richard Palmer (Director, Market Development APAC, Triton Digital)

A key ingredient to enable the growth of podcast advertising is trusted and consistent audience measurement. In this session, Richard Palmer will provide an overview of how podcast measurement works, how Triton's public Reports of the Top Podcasts are used in the industry today, and how measurement will continue to evolve to support media buying.

15.10-15.15.40

Creative Podcasting: Fact and Fiction

Nikesh Murali (Podcaster, Indian Noir, India), Anna Priestland (Podcaster and Writer, Australia), Jon Manel (Podcast Commissioning Editor, BBC World Service, UK)

How can you "catch the ear" of your listener? What are good ways to write and produce podcasts to make them a real hit? The right creative treatment for factual and fiction podcasts as well as news reporting to keep your listeners subscribed and downloading.

15.40-15.55

Stories with Brands

Remahtullah Sheikh (Producer, Pacific Content, Canada)

What's the right way to work on podcasts with clients - so you don't just make long adverts? What should you think about when planning a show and pitching an idea? What makes brand storytelling work best?

15.55-16.30

Meet up - Podcasters

Join one of the break out groups to talk podcasting with other attendees.

End of day 2.

Masterclasses and Workshops on the 26th of March

There are two tracks. In track 1 you find the interactive masterclasses. They will be on Zoom for 1,5 hours. You can choose one of these. A certificate is issued to those attending.

In track 2 you find workshops on different topics offered by our commercial partners. They also run on Zoom, each of them for 40 minutes. You can attend as many as you want.

Track 1 - Masterclasses

10.00-11.30

1. The Art of the Interview

Fyona Smith (Head of Radio), Tony Rasmusen (Senior Lecturer), Jess Campanaro (Senior Lecturer Radio & Podcast), (Australian Film, Television and Radio School, AFTRS, Sydney)

Whether you're a seasoned professional or just starting out on your radio or podcast journey we guarantee that in this hands-on practical workshop you'll take away some tips on how to prepare, research and conduct better interviews. This session will be delivered by AFTRS Head of Radio Fyona Smith and Senior Lecturers Tony Rasmussen and Jess Campanaro.

11.45-13.15

2. How to Start a Podcast

Rachel Corbett (Head of Podcasts and Digital Content, NOVA, Australia)

This is the ABC of podcasting. If you haven't been involved with podcasting yet and want to start your own podcast, here are the basics you need to know about how it works and how to be successful. Rachel Corbett created her own online podcast training "Podschool" and was Head of Podcasts at Mamamia until last year joining NOVA Entertainment as Head of Podcasts and Digital Content.

13.30-15.00

3. Radio Content Management and Leadership

(Barry Keohane, Australian Film, Television and Radio School, AFTRS, Sydney)

In this sample 'Industry Certificate' session designed for professionals moving into leadership positions, you will be introduced to key strategies for creating high performing teams, a discussion of what motivates people and exploration of the attributes needed to lead your team. Presented by experienced radio Professional and Leadership Executive, Barry Keohane.

Included in the discussion:

1. What does the modern-day Programme / Content Director do?
2. What qualities make up a great Content Director?
3. Why do people work?
4. 'Leadership' vs 'Management'. What is the difference?
5. What qualities do great leaders possess?

15.15-16.45

4. Podcasting – Episodic Factual Storytelling

Jon Manel (Podcast Commissioning Editor, BBC World Service, UK)

How do you draw in listeners to your story and keep them with you over multiple episodes? What are the techniques for making storytelling podcasts work? With Jon Manel.

Jon is a multi-award winning podcast creator and commissioner and is Podcast Commissioning Editor at the BBC World Service. This workshop will be interactive, with all participants invited to become involved and contribute ideas.

Track 2 - Workshops

10.00-10.40

Triton Digital - Hear What's Next: The Future of Podcasting

Sharon Taylor, (Managing Director, Triton Digital, Australia)

Awareness of podcasting and the rate of consumption continues to grow around the globe, with advertising revenues projected to surpass USD\$1 billion by 2021. Hundreds of millions of dollars are being spent in the space by tech giants and big corporates alike, and with over 1,000,000 podcasts to choose from, podcasting is now mainstream. So, what does the future hold from here? Join Sharon Taylor, Managing Director of Triton Digital, as we explore upcoming technology, consumer trends, programming, monetization, measurement and more in the space!

10.45-11.30

Bentztown - How to Create World-Class Radio Imaging in Seconds

Andreas Sannemann (CEO, Bentztown, Germany), Masa Patterson (VP of Sales and Operations Bentztown, USA)

Join Andreas Sannemann and Masa Patterson as they share Bentztown's insights on how to utilize the music library to make some of the best radio imaging in the world.

11.45-12.10

Fabrik - Unlock the Power of Your Community

Jonathan Lumley (Head of Clients, Channels and Markets, FABRIK, South Africa)

By digitizing your broadcast business with the innovative platform FABRIK, which is specifically designed for community engagement, you can build your audience into a highly leveraged, loyal community, provide an immersive experience that transcends geographic and language divides, and connects one another digitally using easy, cloud-based technology. Learn how FABRIK works, and make use of the Q&A part of this webinar to discover what FABRIK can do for your station and your community.

12.30-13.10

Xperi - What Your Station Looks Like on Digital Platforms

Richard Phelps (Senior Digital Producer, Xperi, Australia)

Listeners can choose to listen to radio on a growing number of connected digital devices, and the importance of how your station is presented on these platforms continues to increase. Join Richard Phelps from All In Media to explore these platforms, understand how they work, and how you can improve your stat

13.30-14.10

Triton Digital - From Ad Insertion to Programmatic Monetization: The Journey to Increasing Your Revenue

Aditya Summanwar (Director of Market Development, Triton Digital)

Description: In this fireside chat, Triton Digital's Aditya Summanwar and Simon Lee will sit down with Varsha Khandelwal from PayTunes to discuss the frictionless environment that exists today for the global monetization of online audio. This session will provide valuable insight into how a radio broadcast can be monetized online, both in a streaming environment and as a podcast. From spot

replacement for streaming audio, the 'broadcast to podcast' conversion, how DSPs are leveraging metadata from playout systems to streamline transactions, and more, this session will both inform and inspire your online audio strategy.

15.15-16.00

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