

# Radiodays Asia 2024

## Radio - Audio - Podcast

**Royale Chulan Hotel, Kuala Lumpur 2<sup>nd</sup> - 4<sup>th</sup> September 2024**

### Preliminary Conference Programme

*Draft programme is subject to change. More topics and speakers will be added. Final programme schedule will be released in early August 2024.*

#### **Producing a World Class Breakfast Show**

Learn from the best in the world as the Senior Producer on the Long Running Success story that is the Hamish and Andy Show, Chris Marsh shares the secrets to motivate talent and achieve the best at breakfast.

#### **Cutting through: Reaching audiences with News & Information**

In a cluttered and fragmented information ecosystem, how can radio networks provide clarity to audiences by providing trusted and accurate news and information? And as the ways in which people access news shifts to digital forms, while among many audiences, news avoidance only grows, how can radio cut through, providing essential news and information reaches audiences? In this session, we'll explore how radio stations are devising new programmes, new formats, and new technologies to ensure journalism and news reaches audiences.

#### **Leveraging Radios power to deliver results for Audiences and Advertisers**

Newly appointed Chief Commercial Officer for the CRA, **Jo Dick** will present on the latest innovations, research and findings from the CRA in a session that will answer industries burning questions about the resilience of radio in a digital world.

#### **AI - 10 Amazing Tools you didn't know existed**

AI is already impacting the audio & radio business in ways that have not yet been measured. Now more than ever, new tools are available – what do radio stations and audio businesses need to do to make sure that they stay ahead of the curve? Listen as the **UKs Mike Russell** informs us of everything we need to know to help us navigate this new arena.

#### **RCS : Evolving The World of Audio**

To stay competitive, it's vital to integrate intuitive design and consumer feedback into the media experience. However, preparing for a constantly changing environment and emerging trends can be challenging. Philippe Generali, President and CEO of RCS, will explore these challenges. He will share global examples and best practices, demonstrating how companies can effectively adapt to new business models. Join us to gain valuable insights on incorporating Software as a Service (SaaS) as audio consumption evolves

#### **Successful radio strategies – Spotlight on Asia**

Hear about successful radio cases from India, China and Indonesia. What can we learn from these successful cases? This session will help you bring back ideas, innovations and proven strategies to implement at your own radio station.

## **Audio books, Apps and innovative Digital Platforms**

How can innovative apps and new digital platforms be used to reach new audiences, to have them listen more and to make more revenue? In this session, we will have a look at some of the most successful audio innovations from India, New Zealand and China. We will delve into the world of audio books with **Siddhanta Pinto, India**, Radio Drama from **CGTN** and Indigenous storytelling with a digital twist from **RNZ** to show how dynamic and adaptable the world of audio is across the Asian and Pacific region.

## **Producing your Podcast - a Winners Guide!**

Come listen and learn from this years winners of Podcast Asia Awards. Led by **RadiInfo's Steve Ahern**, join us in this session to hear what goes into making an award winning podcast and how you can support and grow a podcast team.

## **The Big Discussion**

Join us for a thought-provoking session titled 'The big discussion!' as we delve into the future of radio strategies, innovations, and challenges on a global scale. This session will explore the latest trends and technologies shaping the radio industry and the key strategies needed to navigate the evolving landscape. Stay ahead of the curve and be part of the conversation that will shape the future of radio broadcasting.

## **The Automotive market in Asia - Threats and Opportunities**

The in-car entertainment experience is seeing unprecedented change driven by internet connectivity and new technology. Radio has been the unchallenged star of in-car entertainment, but new apps and services are changing everything. How can broadcasters stay in control of the radio experience and keep radio listening top of mind? Hear from those at the forefront of change in how we listen to radio in-car.

## **When two become one; the intersection of content & marketing for radio**

For all of the creative energy that pumps out of the speakers each day, radio marketing can be fairly mundane. For radio marketers, there is a real dilemma; stick to category conventions and deliver on ticks in diaries or, break category conventions with more conceptual thinking for a longer-term benefit. But what if you used the content to sell the content as a way of achieving both? In this session Lauren Joyce talks to approaching radio marketing like a content director and the ingredients you need, to make the approach work.

## **Youth - New Audiences New Opportunities**

How do you successfully engage with younger, future audiences? How do you reach this elusive audience and grow them into avid listeners that engage with your station. This session will look at the potential for reaching and growing new audiences and will feature key players from youth stations in the region including Malaysia, Australia and beyond.

## **Research Listening Trends in Radio Audio and Podcasting - Europe & Asia**

This session will focus on researching the listening trends in radio, audio, and podcasts in Asia. Learn about the latest insights and data on how audiences in Asia engage with various audio content. Gain valuable knowledge to inform your strategies and decisions in the audio industry.

## **Build a brand: Strategy and Management**

This session will explore why linear radio remains vital and how DAB+ reenergizes broadcast radio and its revenues. It will also show how countries around the world are using DAB+ to future proof broadcasting, through innovations such as Automatic Safety Alerts. Featuring **President of World DAB+ Jacqueline Bierhorst** in conversation.

## **What your station can learn from the Melbourne Radio Wars**

In April this year, Melbourne (Australia) became one of the most watched radio markets in the world. Australia's biggest Breakfast show Kyle & Jackie O were simulcast in from Sydney for the first time. To do so,

the previous breakfast show was axed and were picked up by a competitor. All the while - another station was the long-time market leader. It has been a tight battle between three stations all going after the same audience. **Hosts of the podcast 'Gamechangers: Melbourne Radio Wars'**: Craig Bruce, Irene Hulme, and Wade Kingsley have tracked the shows and stations closely since April and **Wade Kingsley** will be on the stage to present lessons you can learn from this radio war in an exclusive session for Radio Days Asia.

## **What can we learn from Radio's success in Australia?**

The Australian radio market is one of the most robust in the world. In this Lauren Joyce, from ARN Australia, will look at the reasons behind radio's success in Australia and will offer up ideas that could be adapted for your market. Live content, creativity, marketing, audience measurement and digitization will all be discussed.

## **Future Proofing Audio and Radio**

This session will look into strategies for future proofing radio, audio, and podcast markets. Experts will discuss the challenges and opportunities in the world of audio content consumption. Learn how to adapt to changing technologies and listener preferences to stay ahead of the curve. Discover approaches to content creation, distribution, and monetisation that will ensure the long-term success of your radio, audio, or podcast business. Hear from cases in the region and from our host country Malaysia from **Mediha Mahmood**.

## **The biggest Audio marketing trends**

How can you make your station more successful with clever marketing, using events, social media and building communities? What works and what doesn't? What's the next in reaching new audiences and engaging your loyal listeners? How do you get clients and agencies to understand the strength in advertising with radio brands? This session will provide insights and tips for you to improve your marketing and grow your brand strength.

## **PODCAST DAY ASIA 2024: All these sessions are also part of RADIODAYS ASIA as a whole:**

### **Global Consumption - How Are People Listening to Podcasts?**

Where are the opportunities for podcasting? How are people listening: what can we expect to see grow this year, and where should we be focusing our time? Hear global consumption trends from **James Cridland, the editor of Podnews**; how people in Japan consume podcasts with **Shuka Muranishi from Otonal**, **1UpMedia Guang Jin Yeo from Singapore** and **Triton Digital's Simon Lee** to get a full picture for South East Asia and beyond.

### **Longform Reporting: Keynote**

In this keynote from **American National Public Radio's Emily Kwong**, we'll hear how long-form science reporting can be made more accessible through podcasting, and how one of the biggest science podcasts in the world, NPR's Short Wave, is put together. Emily will also cover the process behind her latest show, Inheriting, which focuses on Asian-American and Pacific Islander families who now reside in California. A deep-dive into production techniques for an established podcast and pitching a new show, this is a session everyone will gain value from.

### **Mowpod - Expanding your Podcast - Commercial Session**

Giving your podcast reach is key to your success. Here is how you make your podcast easy to discover and how you successfully market your podcast.

### **Radio Info Podcast Awards**

The 2024 Radioinfo Asia Podcast Awards recognise the most outstanding individuals, teams and organisations working within the medium from across the Asian media and marketing landscape. In this

session, the **Publisher of RadiInfo, Steve Ahern**, unveils some of the winners - and we'll hear from the winner of Podcast of the Year.

## **Podcast Production**

In this session, we hear about production companies who are making shows across Asia. Learn more about the Indian podcast market, and how to launch new shows into the country. Then - what happens if you're making a great show in your local language, but want others to hear it? We'll learn about how to take your great show into other territories, from someone who's successfully done it. And learn about how to use video in podcasts, too - is it a benefit, or a distraction, to your show? Speakers include: **Roshni Baroni, Citra Dyah Prastuti and Emma Lawson from ABC (tbc)**.

## **Monetization and More**

How does your podcast make money? In this session, our speakers will look into monetization options for your podcast: from ad sales and networks, to sponsorships, subscriptions, and other ways of earning revenue. Hear from **Global Podcast Publisher Acast Key Account Director Timi Sytangco, Neil McPhedron, President of Podium Podcasts** and for tips and tricks to make your podcast more revenue.

## **The Future of Podcasting**

In this panel to round off the day, we look at where the future might take us. Podcasting is only 21 years old - so what will the future be, now we're entering into adulthood? What is the future of RSS, and are the download's days numbered? And the next for podcast measurement. Join James Cridland, Editor of Podnews, and a panel (including Norman Chella, Kym Treasure and Timi Sytangco) to prepare us for what's next.

## **FINALE for ALL -30 ideas in 45 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, sending you home with lots of inspiration and new ideas to bring to life in your radio station!

*Main Conference Finishes 5pm Tuesday*

## **WEDNESDAY 4<sup>th</sup> of September**

### **Educational Workshops**

#### **9am – 12noon – AI for Radio**

This practical workshop will focus on the very latest AI tools you can use right now to enhance and promote content for radio, podcasts and social video clips such as YouTube shorts. This workshop will focus on audio and video production assisted by free and paid AI tools.

#### **12noon – 1pm – Lunch**

#### **1pm – 4pm AI for Podcasting**

This practical workshop will focus on how you can incorporate AI Tools and programmes to enhance your podcast production. Recommended to bring mobile phone or laptop as practical demonstrations will be used in this workshop

Track 2:

#### **9am – 12noon Sustainability Workshop: Future-Proofing Your Media Company**

The workshop will include examples of how broadcast companies are saving money on transmission and how they are thinking bigger as they formulate plans to sustain their business models into the future. Sustainability encompasses planet, people, processes and passion, learn how to harness all the important elements for success in the face of continued competition in the media industry.

## **12noon – 1pm – Lunch**

1pm – 2pm Branding your Audio Business (Pure Jingles Workshop) Description TBC

2pm – 4pm Women in Radio & Audio (Description TBC)

## **Educational Workshops finish 4pm**