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#### **CEO ROUNDTABLE: LETS GET THE BIGGER PICTURE**

Finally its good news! 2012 will witness rapid growth and development with the rolling out of FM radio expansion Phase III. The government will auction about 820 new radio licenses and FM radio will reach every nook and corner of India. This will bring variety in programming, consolidation in the industry and move towards international broadcasting standards as the FDI allows international players to enter the Indian markets. The Phase III expansion is expected to create interesting opportunities, more innovation in content and lend robust growth to the industry. Join our panel of industry leaders as they look at the industry's current strengths and weaknesses and discuss strategic options, how the radio situation can be improved in the coming years and what are their expectations for the next 3 years.

*Moderated by Atul Phadnis, CEO, What's-On-India*

*Asheesh Chatterjee, CFO, Big FM*

*Apurva Purohit, CEO, Radio City*

*B Surendar, Sr. VP & National Sales Head, Red FM*

*Harish Bhatia, CEO, My FM*

*Harshad Jain, Business Head, Fever FM*

*Hitesh Sharma, COO, Radio Mirchi*

*Joy Chakraborty, CEO, Oye FM*

#### **PETE'S CAFE**

A varied menu will be served: from deconstructing recent work as it grows from doodles to fully-realised. Included will be clips from Car Horn Orchestra, maybe bit of advice on How to Destroy the World. And a walk through some ideas... And some visual stuff Pete has enjoyed...

*Pete Bishop,*

*The Shop*

#### **IT'S THE MESSAGE, NOT THE MEDIUM: GROWING YOUR ADVERTISING REVENUE**

RadioGAUGE is the global standard for measuring radio advertising effectiveness. Launched by the UK's Radio Advertising Bureau (RAB) in 2007, the system has contributed more than \$USD45million of advertising revenue each year to the UK radio industry. RadioGAUGE works by convincing advertisers that it's the message and not the medium at fault when radio campaigns don't produce results. It does this by using research to isolate the 'radio effect' in brand campaigns, and shows advertisers how to get better results from radio.

Jason Brownlee leads the international development of RadioGAUGE. He will review new insights from 600 radio campaign tests made in the UK, South Africa, Ireland and Canada. Jason will also reveal the most important creative attributes that make radio commercials more effective and explain what this teaches us about the unique qualities of radio as an advertising medium.

#### **THE RADIOGAUGE HALL OF FAME**

Since 2007 RadioGAUGE has tested more than 600 radio advertising campaigns in the UK, South Africa, Ireland and Canada. Jason Brownlee, International Development Director for RadioGAUGE, will showcase some of the most successful and inspiring radio commercials tested by RadioGAUGE from around the world that have generated fantastic results for brands and advertisers.

*Jason Brownlee,*

*Founder,*

*Dollywagon Media Sciences*

#### **SOCIAL MEDIA AND RADIO**

Social media is changing the way we communicate with our target audience, create content and share information. A huge part of our listener's everyday lives – whether it's a poke, a tweet, or a pin - social media platforms enable people to connect in new ways, and businesses to work more innovatively. Join in this discussion and find out what this change means for radio.

*Moderated by Suman Srivastava, Founder & Innovation Artist, Marketing Unplugged*

*Premjeet Sodhi, COO, Lintas Media Group*

*Raj Nayak, CEO, COLORS - Viacom18*

*Satbir Singh, Managing Partner & Chief Creative Officer, Euro RSCG*

*Tushar Vyas, Managing Partner, GroupM South Asia*

#### **MAXIMISING RADIO'S ASSETS: HOW TO GAIN SHARE OF MARKET SPEND**

With an increasingly diversified media landscape and new planning strategies before us, there are considerable opportunities for radio to command a larger share of voice and to become an integral medium in the overall marketing mix. Hear from key clients, media buyers and planners and gain advertiser insights on how radio can gain a greater share of the total media spend. Don't miss this opportunity to participate in a power packed discussion on Radio's critical role in meeting these market challenges and the opportunity they present in achieving a better ROI and sales goals.

*Moderated by Apurva Purohit, CEO, Radio City*

*Arpita Menon, Head - Media Planning & Buying, STAR TV*

*Kartik Sharma, Managing Partner, Maxus*

*Shubha George, COO, MEC*



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[\(http://www.rcs.in/en/\)](http://www.rcs.in/en/)



[\(http://www.big927fm.com/\)](http://www.big927fm.com/)

*Shubhranshu Singh, Marketing Director India & South Asia, VISA*  
*Vinay Bhatia, Sr VP Marketing, Shopper's Stop Limited*

**THE RADIO PITCH CHALLENGE**

In its second year, planning teams from media agencies are invited to pitch a compelling and effective presentation to our distinguished judges. As part of the pitch, the teams has to demonstrate a clear understanding of the objective, challenges, highlighting the use of media platform and the effective role of radio in the campaign. Each team will talk about that one product or service in 5 minutes or less. They will present 16 slides with only 15 seconds per slide, ending with a radio promo not more than a minute long. Fire Away!!! The winning team will be awarded 2 tickets worth over INR1,00,000 to the 2012 Singapore Formula1 Grand Prix.