



Programme - Friday, 6 July 2018

New Spaces

09:00 – 09:40

In Music Technology We Trust: A regular contributor and friend to Radio Days Africa, **Arthur Goldstuck (CEO: World Wide Worx)** shares his thoughts on the space where music and technology meet.

Just One Leap: **Simon Brown (Investor, Trader, Podcaster)** speaks about the Just One Leap podcast series. The strategy behind it, the humble beginnings and why he does it.

The Zim Sessions: **Taurai Mabhachi Kufa** is a displaced media activist fighting for change and reform in his native Zimbabwe. Radio Days Africa provides a platform for the Media Technology Trust to share its ideas on the changing face of media in Zimbabwe.

09:45 – 10:25

What Your Job In Radio Will Look Like In 20 Years: Buzz words like the fourth industrial revolution, industry 4.0 and tech revolution have created a great deal of uncertainty in many industries across the world. While tech giants appear to have it all together, the African context is largely different. Given the hype, it is important to pause and evaluate the realistic application of digital to radio. This discussion **with Trinisha Vanderyar (Digital Content Editor: Kaya FM)** will focus on the skills needed within radio to participate in the global change. It will also look at the broader picture of content and storytelling and how this affects skills building within radio, and the opportunities available for the industry to leverage technological transformation and lead the change for Africa.

Audio Pride: **Hendrik Baird (Gay Radio SA)** gives an update on the development of the station after two years of going on-line.

In-Store, On-Air: The retail radio space has been quietly developing over the last decade with several retail giants employing radio broadcasting as part of their in-store experience. **Justine Smit (Adsat)** tells us more about the psychology of retail radio.

10:25 – 10:55

Break

11:00 – 11:40

Analog In A Digital World: With the advent of digital platforms and social media, in particular, we all know that radio has to change as a business to accommodate these new challenges. **Lance Claasen (MD: The Un-Told Media)** has done research on business models for radio in the digital age. He has come up with modelling that looks to reinvent the way we look at radio.

The Digital Blur: By adding digital metrics to a radio campaign or promotion, the lines between digital and traditional media blur even more. **Jonathan Lumley (Kagiso Media)** will explain the harnessing of digital platforms, mixed campaigns exploring the creative synergies, and highlight the power and effectiveness of radio campaigns.

Master Class - Podcasting: Join **Brad Brown (The Podcast Academy)** as he shares all the essential skills, tips and equipment needed to create your own podcast.

11:45 – 12:25

Strategies To Derive Maximum Advertising Revenue From Producing Podcasts - A Broadcaster's Guide: **Ross Sergant (IONO FM)** says that globally, and in South Africa, we are seeing a trend of increased listeners of podcasts. Is it radio? Is it an audio blog? Some are deriving advertising revenue but nothing like the levels of radio or, even, digital display. What should broadcasters consider in-order to maximise revenue through podcasting? How does generating ad revenue from podcasts differ from generic radio (or digital display)? How can broadcasters step-change their game to get ready for what looks to be a major growth in audio.

It's Not On-Air, It's On-Line! **Emma Jane Robson (Awake On-Line)** discusses the exciting opportunities around selling on-line radio. As a newly established agency specialising in the on-line radio field, she shares common misconceptions about this versatile platform.

Master Class - Podcasting: Join **Brad Brown (The Podcast Academy)** as he shares all the essential skills, tips and equipment needed to create your own podcast.

12:30 – 13:10

The Innovation Panel: **Paul McNally (www.volume.africa)** wraps up #RDA18 with a discussion around innovating radio. Join the session and give your inputs.

13:10 – 14:10

Lunch