

SET EXPRESS | RADIO

Moderator: Ronald Almeida - Technical Manager – Engineering | O Povo – Communication Group / Representative SET Nordeste

Speakers:

RADIO YEAR 101 – RELEVANCE FOR GENERATING NEW BUSINESS

Juliana Paiva, *Partner-director Radiodata*

130 million people consume some type of audio in Brazil.

Consumption is broad and ranges from the housewife's radio to the mobile application of a multinational executive

There is nothing to question about the strength of radio communication in the country. The growth in the consumption of podcasts further reinforces the relevance of the radio medium with the possibility of on-demand distribution.

Investment in the sector increases with programmatic digital media and the migration from AM.

Why then does a small group of broadcasters take most of the advertising budget?

The 10 broadcasters that earn the most in the Brazilian market are those that customize their programming and focus on specific audiences.

All of them have a niche programming and audience profile, which gives them a repertoire to compete in the market with other media.

In these stations, the sponsor is a partner within a business project. The relationship with sponsors must always be long-term.

The audience is increasingly personalized. It's not a matter of the number of listeners, but the type of listener the market wants to talk to.

The difficulty in the medium is precisely in seeking this customization since 3 out of 5 radio stations in the country broadcast exactly the same type of content. The discussion is no longer on which device we are going to deliver the content, but what we are going to deliver to our listener.

THE AUDIENCE RELATIONSHIP MANAGEMENT AS KEY TO MODERN RADIO SUCCESS

Carolina Sasse, *Partner and Director of Marketing and Sales - Cadena*

Since its origins, radio has sought to deliver relevant content to its audience. In most of its centenary in Brazil, interaction with listeners was essentially one-way. As it is a mass medium, programming sought to reach the maximum number of listeners and feedback from surveys gained strength from the 1940s onwards. In the advertising context, radio shared the audience and the total media budget with only a few players.

In the last 15 years, significant changes in technology have transformed people's behavior and expectations, increasing their power of choice and the way they consume, interact and engage with content and advertising. Some of the factors that contributed the most: the arrival of smartphones; the expansion of internet access; the rise of streaming services and the boom of social networks.

The wide range of options and the ease of access on demand require radio stations to think of new formats to connect listeners to programming and brands.

At the same time, the evolution of technology and marketing brought new metrics for ROI analysis, which made negotiating contracts and presenting results/campaign check more complex.

Giants like Netflix, Amazon, Meta and Google have invested in getting to know their customers in depth to deliver more results. Radio broadcasters need to follow along. Actions, tools and options to qualify the audience and turn other media into allies are the focus of this lecture.

HOW PROGRAMMATIC MEDIA PUTS RADIO IN TUNE WITH THE ADVERTISING MARKET

Thiago Fernandes, *founder of Nextdial*



Ronald Almeida - Technical Manager – Engineering | O Povo – Communication Group / Representative SET Nordeste

Engineer with more than 17 years of experience in Broadcasting, working for TV, radio and web portal stations. Developing activities related to Telecommunications, Engineering and IT. Acting mainly in management, planning, maintenance, implementation of new projects, among others.

Director of External Relations of ACERT – Ceará Association of Radio and Television Broadcasters (2nd Biennium)

Worked in the operation and technical implementation of affiliated stations of TV Cultura, Canal Futura, SBT and Band, radios CBN, Nova Brasil and Globo, in the city of Fortaleza/CE.



Juliana Paiva - Partner-director Radiodata

Experience in production audio and video content. Management of integrated projects for media companies with an emphasis on expansion and consumption for companies such as Rádios CBN and Globo, CNN Rádio/Rede Transamerica, UOL, Nova Brasil and Antagonista.

I have more than 20 years of experience in audio, with stints on Jovem Pan, CBN and Rádio Globo radio stations.



Carolina Sasse - Partner and Director of Marketing and Sales - Cadena

Carolina Sasse has a degree in Business Administration and is currently Marketing & Sales Director at Cadena, a company for over 20 years providing software solutions for management, automation and audience intelligence for radio stations.

Since 2007, she has been in contact with thousands of radio professionals throughout Brazil to learn more about their routines, daily challenges and how to help them simplify

processes, increase listeners' engagement and sales of radio and its advertisers, with tools and content. She believes in the power of radio to connect people and brands. She worked for 10 years in Quality and Customer Success in Brazil & Latin America leading teams and projects.

She has already spoken at the main events in the field, such as SET EXPO 2018, ACAERT Congresses 2018/2022, Regional Seminars and Meetings SERT/SC 2016-2022, AESP Talks, Regional Meetings and Lives from AMIRT and AESP, Fala Norte and Nordeste.

In addition to being a guest columnist for TudoRadio.com, she periodically provides content and lives with radio experts at Cadena's blog and YouTube channel.

She regularly participates in Radio and Marketing events like NAB Show, RD Summit and other.



Thiago Fernandes - founder of Nextdial

Thiago Fernandes, founder of Nextdial (@nextdialbr), a technology startup that is making life easier for radio professionals, agencies and advertisers. He was a Microsoft Evangelist and holds a degree in Computer Science, an MBA in Software Engineering from ITA and a specialization in Marketing from ESPM.