



Europe's largest radio conference is coming to Barcelona!

Barcelona, Spain: At a press conference on Thursday 18th January in Barcelona, Spain it was officially announced that the Spanish and Catalan radio industry supports the **2012 Radiodays Europe event**, the largest annual radio conference of its kind in Europe. Official Spanish partners and co-hosts include **AERC, ACR, RNE, Catalunya Radio and Obs!** represented at the press conference.

Support from the Spanish industry is important as this year's Radiodays Europe event which will be held in **Barcelona from 14-16 March 2012**. It is the first time this important radio media event will be held in Southern Europe!

Radiodays Europe is a showcase for the best radio of today as well as a forum for discussions about the challenges and the future of radio.

Olga Rodriguez, Director, National Radio of Spain and Catalunya (RNE) "Today RNE Celebrates it's 75th anniversary, we are radio with a history and a past but also a station with a future. RNE will be presenting some innovations in radio across platforms at the Radiodays event".

Senior figures from the international world of radio and radio personalities will present at the event. Joining them will be speakers from outside the radio industry giving views from other sectors such as automotive, advertising, research think tanks and much more. A full list of speakers can be found at: <http://www.radiodayseurope.com>

Josep Maria Martí, Director, Radio Observatory of Catalunya, "Radiodays Europe is a meeting point for the public and private broadcasters. The quality of speakers and the audience attending is increasingly more interesting as Radiodays grows. The Spanish radio industry needs to support this event".

One of the hot topic's at this year's **Radiodays Europe conference programme will focus on the business of radio**. Radios ability to create close relationships with listeners makes it able to compete at a time when traditional media is challenged by internet and other services bringing listeners new ways to consume news and entertainment.

Ramon Matteu, Director, Catalunya Radio & Television "I would like to thank the organisers of Radiodays Europe for bringing this event to Barcelona. In these difficult financial times there is a need to think of the future of radio and the business models which will help to keep radio competitive. The financial problems many are working on are really a background for radio today and we need to look at ways to solve them".

The conference will also focus on the **strategy for the future of radio including new platforms**, “One of the challenges for radio is being available on new devices such as smart phones which are now seeing widespread adoption and allow consumers to access their media channels in new ways and on the move. It is also important for radio to be innovative and continue to develop quality content, which is what drives listening” Anders Held, Project Manager, Radiodays Europe.

Francesc Robert, Association of Catalan Radio (ACR) “Consideration must be given to all areas of importance in the Spanish radio industry and to the European industry as a whole”.

Radiodays encourages broadcasters to share their experiences in order to learn, innovate, grow or hold market share and for the commercial sector increase revenue. The best of radio is here....

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**Radiodays Europe, 14-16 March 2012, venue: CCCB, Barcelona, Spain
For further information & to register go to: www.radiodayseurope.com**

This event is supported by the Ajuntament, Deputacio and Generalitat of Barcelona.

Press contacts:

Anders Held, Project Manager – andersheld@sr.se

Rosie Smith, Press Officer - rosiesmith@radiodayseurope.com

Tel: +44 777 909 79 38

Notes to Editors:

Radiodays Europe is a true pan-European event and European radio organisations such as the EBU, AER, egta and national radio organisations in 14 countries are partners. More than 700 radio leaders and professionals from 50 countries are expected to attend this year’s Radiodays Europe event. The event has 40 different sessions in four tracks over one and a half days. The conference language is English, but with translation into Spanish and Catalan making it an important meeting point for Spanish and Catalan radio professionals. During the conference, there will be live broadcasts from our Spanish partners, a local transmitter will be broadcasting digital radio over DAB+, live shows of hybrid radio broadcasting and much more...