



WorldDAB session at IBC 2019

Radio distribution strategies for a connected world

Monday 16 September 2019, 09:00 – 10:30
Emerald Room

The migration to broadcast digital radio offers broadcasters opportunities and challenges. Digital offers broadcasters the ability to reduce costs, increase audiences and revenue, while offering more choice and clearer sound to the listener. Hybrid radio - combining broadcast with connectivity - enables an enhanced experience to the listener. The challenge is to develop a radio distribution strategy that will balance the budget and safeguard audience and business models in the face of digital giants. This session looks at broadcast digital radio's place in the distribution mix with recommendations on how broadcasters can assess all digital distribution platforms to make informed investment choices today to safeguard broadcast radio for tomorrow.

Moderator: Patrick Hannon, President, WorldDAB

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| 09:00 – 09:10 Radio's digital migration across Europe |
| Graham Dixon, Head of Radio, European Broadcasting Union (EBU) |
| 09:10 – 09:20 The value proposition of radio in a connected world – a view from North America |
| Michael McEwen, Director General, North American Broadcasters Association (NABA) |
| 09:20 – 09:30 Case study: Norway's multi-platform digital radio strategy |
| Jørn Jensen, Senior Advisor to Director of Distribution, NRK Norway |
| 09:30 – 09:40 Key considerations in planning a distribution network for the future |
| Simon Mason, Head of Broadcast Radio Technology, Arqiva |
| 09:40 – 10:00 Broadcast 5G trials – UK and Germany |
| Andrew Murphy, Lead Research Engineer, BBC R&D Jordi Gimenez, Project Leader / 5G, Institut für Rundfunktechnik (IRT) |
| 10:00 – 10:10 The importance of metadata for radio's future in the car |
| Jacqueline Bierhorst, Jacky-B Entertainment Solutions, on behalf of Radioplayer Worldwide |
| 10:10 – 10:20 Bringing it all together – planning a distribution strategy for the future |
| Patrick Hannon, President, WorldDAB |
| 10:20 – 10:30 Q&A |