

WORLD



Defining the future of digital radio

19th WorldDAB General Assembly

5-6 November 2013
Amsterdam, The Netherlands

Migrating to a digital radio future

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en **meer+++**



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Welcome to the 19th WorldDMB General Assembly



Dear colleagues and friends

Sadly this is my last WorldDMB General Assembly in my capacity as WorldDMB President. During the conference I will be handing over the WorldDMB presidency to my successor who will be announced at the event, and who I wish all the best as they take up the role of responsibility.

During my role as President for the last four years I have seen the market for the DAB family of standards reach a point of no return. More and more markets have adopted the DAB+ standard and early market adopters of the technology have set a date or are deciding on setting a date for FM switch off. The momentum of the last four years was further reinforced earlier this year with the release of the EBU Recommendation R138 which recommends DAB+ is the future for terrestrial broadcasting in Europe. In Asia, the last four years have also seen growing momentum in the uptake of the DAB family of standards, with new markets adopting DAB+ and others testing and trialling the technology.

During my presidency there has been a dramatic drop in the price of receivers, as well as growth in the number of devices that are now available. The drop in prices of receivers is significant as we now see devices on the market from as low as 20 Euro (25USD). Work is also on-going by WorldDMB and its members to bring DAB+ as a standard feature into mobile handsets and I look forward to seeing developments in this area in the near future as it is a vital platform to ensure the long term future of digital radio.

My final note is to extend a warm thank you to my colleagues, the Steering Board and WorldDMB members. I also would like to thank the Project Office for their hard work and support in helping make the future of radio broadcasting look so positively DAB+.



Jørn Jensen

Outgoing WorldDMB President

Welcome from the Project Office



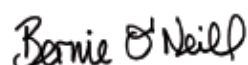
This year's General Assembly has more expert speakers and more delegates than ever before, a reflection of the growth of the standard globally. The increased interest is reflected also in the 20 workshops and seminars organised by the Project Office over the past year. We are now working on the 2014 programme which will see increased activity in Eastern Europe, the Arab States as well as further events and DAB+ demos in the Asia Pacific, Europe and South Africa.

These events provide vital opportunities for those planning a rollout to learn best practice directly from experts who can talk to real case studies – the WorldDMB members.

WorldDMB has seen an upgrade in the communications coming out of the Project Office over the past 12 months that includes a new website with easy navigation and increased information, Eureka magazine has gone online, and our popular 'Global Update' brochure has grown to include even more information that includes up-to-date comprehensive information on country rollouts, coverage maps, receiver markets and services on air.

It is noteworthy that almost all our new members in 2013 have come from the automotive sector, including four major OEMs - Jaguar Land Rover, Volvo, Daimler and Hyundai – proof that the auto industry is taking on board the need for a commitment towards integration of DAB digital radio.

The Project Office will continue to listen to the needs of the industry, and we look forwards to working with our members in 2014 on the implementation of digital radio.



Bernie O'Neill

Project Director, WorldDMB

PROGRAMME AT A GLANCE

Day 1: Tuesday 5 November 2013

11:00 13:30 **Registration and Networking Lunch**

SESSION 1: WELCOME

13:30 13:35 **Opening Welcome**

13:35 13:50 **Welcome Keynote:** NXP Semiconductors

Regional Updates

13:50 14:05 **European Broadcasting Union**

14:05 14:20 **Arab States Broadcasting Union**

14:20 14:35 **Asia Pacific Broadcasting Union**

Discussion topic

14:35 14:50 **Radio via 3G/4G instead of FM/DAB+ - how hard can it be?**

14:50 15:10 COFFEE

15:10 16:00 **General Assembly meeting of WorldDMB** (Member Only Session)

16:00 16:15 **Presentation of WorldDMB Award for Outstanding Service**

16:15 16:30 **Election Results and Statutes - WorldDMB General Assembly Committee**

18:45 22:00 **WorldDMB Networking Drinks and Gala Dinner**

Day 2: Wednesday 6 November 2013

08:30 09:00 **Registration**

09:00 09:15 **Opening:** President, WorldDMB

SESSION 1: An overview of the Dutch Digital Radio market

09:15 09:30 **Ministry of Economic Affairs**

09:30 09:45 **Digital Radio+ The Netherlands**

09:45 10:00 **Working with retailers – a manufacturer's perspective, Sony Benelux**

SESSION 2: Switchover plans – Panel Discussion

10:00 10:30 **Australia and Asia Pacific, Denmark, Germany, Norway, UK, Switzerland, EBU Eurochip Initiative**

10:30 11:00 Coffee

SESSION 3: Retail and Marketing of Digital Radio

11:00 11:15 **An update on global digital radio sales**

11:15 11:30 **Industry collaboration on the marketing and communication of digital radio in the UK**

11:30 11:45 **Pure's perspective on best practice**

11:45 12:00 **Update on Germany's major campaigns to bring digital radio to point of sale and to listeners**

12:00 12:15 **Working with advertisers to promote digital radio**

12:15 12:25 **Q&A**

12:25 12:40 **Radio since 1905 and looking to the future of radio with DAB+**

12:40 13:40 LUNCH

SESSION 4: DAB/DAB+ Transmission solutions for all

13:40 13:55 **Experiences with DAB distribution over IP using electronic data interchange (EDI)**

13:55 14:10 **Small scale solution for local broadcasters, lower-cost transmitting stations in support of DAB rollout**

14:10 14:25 **Reducing the lifetime costs of a network of broadcasting transmitters**

14:25 14:40 **Start of a new era for transmission of digital radio**

14:40 14:50 **Q&A**

14:50 15:05 Coffee

SESSION 5: Automotive Update

15:05 15:20 **Session introduction**

15:20 15:35 **Challenges and opportunities offered by the connected car**

15:35 15:50 **News from the German Automotive Working Group**

15:50 16:05 **The Italian approach to in-vehicle digital radio**

16:05 16:20 **Traffic management and data via DAB**

16:20 16:30 **Q&A**

Closing remarks: President, WorldDMB

NXP connects the car

Driving secure connected mobility

Car-to-x Communication

(802.11p via Software-defined Radio, Telematics, Authentication)

Location-based services

(Telematics, NFC, Authentication)

Broadcast Reception

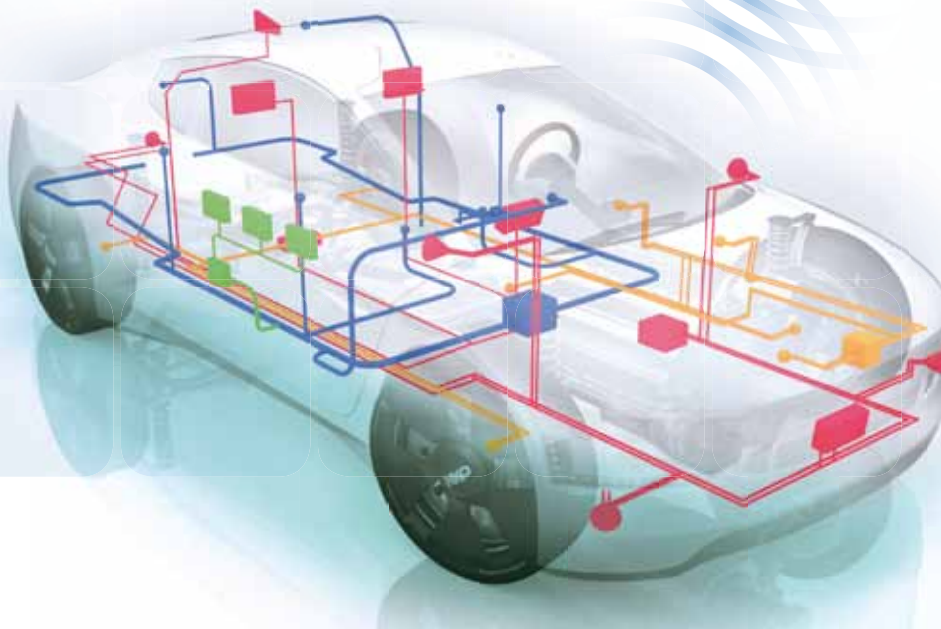
(Software-defined Radio, Digital Radio, AM/FM)

Remote Car Management

(Two-way RF, Telematics, Authentication)

Personalization

(NFC, Authentication)



Making connected mobility a reality requires a variety of high-performance, automotive ready technologies. NXP Semiconductors offers exactly that. Our connectivity solutions cover multi-standard digital broadcast reception, NFC (Near Field Communication), IEEE802.11p and GPS/GSM Telematics – and we can ensure these wireless technologies integrate seamlessly with the car's internal networks. Secure communications and privacy are crucial in Car-to-x communications, location-based services, remote car management, broadcast reception and personalization applications. And as a leader for RF crypto and authentication chips, NXP brings state-of-the-art, proven security to the connected car.

Leading in High Performance Mixed Signal

www.nxp.com/connected-mobility

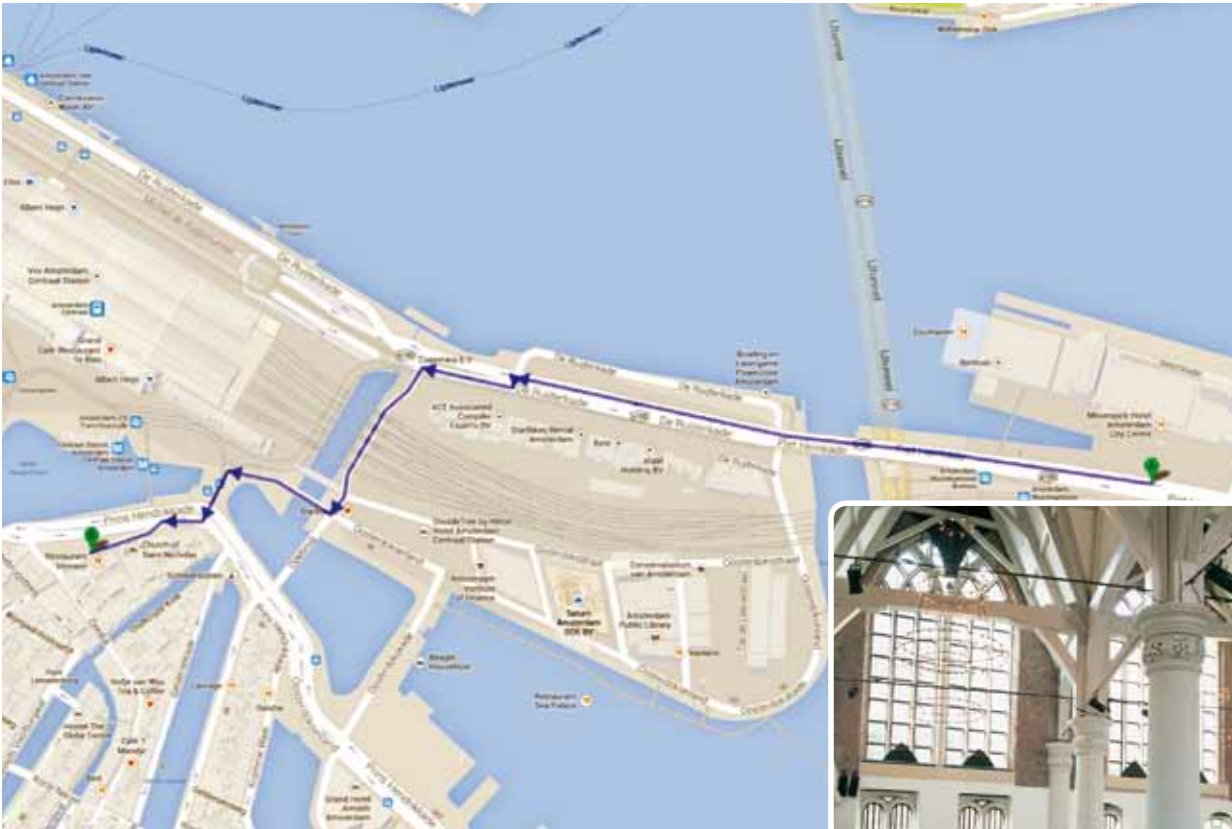


AGENDA

Day 1 – Tuesday 5 November 2013

11:00	11:45	Registration
11:45	13:30	Networking Lunch
13:30	13:35	Moderator Glyn Jones, General Manager, Digital Radio Platforms, Arqiva
13:35	13:50	Welcome keynote As digital radio offerings are expanding on a global level it is getting more important to ensure all the benefits offered by this technology can be fully experienced within the car and integrated in modern head-unit architectures. This presentation will highlight what has been achieved with automotive digital radio systems up to now, the challenges lying ahead for the industry and how NXP hopes to help address those through integrated hardware and software system solutions. Ron Schiffelers, Director Program Management, BL Car Entertainment, NXP Semiconductors
		Regional Updates
13:50	14:05	European Broadcasting Union Simon Fell, Director of Technology, EBU
14:05	14:20	Arab States Broadcasting Union Bassil Zoubi, Head of Transmission, ASBU
14:20	14:35	Asia Pacific Broadcasting Union Amal Punchihewa, Director of Technology, ABU
14:35	14:50	Discussion topic: Radio via 3G/4G instead of FM/DAB+ - how hard can it be? Per Gunnarson Borgå, Product Manager Radio, Teracom Group
14:50	15:10	COFFEE
15:10	15:20	General Assembly meeting of WorldDMB (Member Only Session)
		Report from the WorldDMB Asia Pacific Committee Joan Warner, WorldDMB Asia Pacific Committee Chair and Chief Executive Officer, Commercial Radio Australia
15:20	15:30	Report from the WorldDMB Technical Committee Lindsay Cornell, WorldDMB Technical Committee Chair and Principal Systems Architect, BBC Future Media
15:30	15:40	Report from the WorldDMB Regulatory and Spectrum Committee Hanns Wolter, WorldDMB Regulatory and Spectrum Committee Chair
15:40	15:50	Report from the WorldDMB Finance Committee Phil Laven, European Broadcasting Union (EBU), WorldDMB Treasurer
15:50	16:00	Report from the WorldDMB Steering Board Jørn Jensen, President, WorldDMB
16:00	16:15	Presentation of WorldDMB Award for Outstanding Service
16:15	16:30	Election Results and Statutes - WorldDMB General Assembly Committee Glyn Jones, General Manager Digital Radio Platforms, Arqiva
16:30		Wrap-up Day 1
18:45	19:30	Networking Drinks
19:30	22:00	WorldDMB Gala Dinner

Getting to the Networking Drinks and Gala Dinner venue



Directions for walking

From: Mövenpick Hotel **To:** NH Barbizon Palace

1. Head west on Piet Heinkade
2. Continue walking straight and Piet Heinkade will become De Ruijterkade
3. Turn left onto Oosterdokseiland, continue walking as the road curves around to the right
4. At the end of Oosterdokseiland, turn left onto Kamperbrug/Stationsplein
5. Continue to the end and take the second right turn into Prins Hendrikkade and the NH Barbizon will be on the left

18:45 - 19:30: Networking Drinks

19:30 - 22:00: Gala Dinner

The WorldDMB Gala Dinner is the social highlight of the two day conference. This year WorldDMB will host networking drinks and the dinner at the NH Barbizon Palace in the spacious, historical and columned interior of Sint Olof's Chapel (Saint Olof's Chapel).

Address: Sint Olof's Chapel, NH Barbizon Palace, Prins Hendrikkade 59,
1012 AD Amsterdam, The Netherlands

Day 2: Wednesday 6 November 2013

08:30	09:00	Registration
09:00	09:15	Moderator for the morning: Erik De Zwart, Dutch DJ, business entrepreneur and media specialist Opening President, WorldDMB
09:15	09:30	SESSION 1: AN OVERVIEW OF THE DUTCH DIGITAL RADIO MARKET Ministry of Economic Affairs The Netherlands has demonstrated excellent industry collaboration in the launch of digital radio, with government support for a dynamic digital radio marketing plan. Mark Dierikx, Director-General for Energy, Telecommunications and Competition, Ministry of Economic Affairs, The Netherlands
09:30	09:45	Digital Radio+ The Netherlands The Netherlands radio industry has launched Digital Radio+, an initiative of the national commercial radio stations and NPO (Dutch public broadcaster), working together to jointly inform the public about news and information on digital radio rollout in The Netherlands. This presentation will report on the successful launch of digital radio in The Netherlands, marketing plans, ongoing work for 100% outdoor coverage by January 2014, and plans for innovative content for listeners via DAB+. Jacqueline Bierhorst, Project leader, Digital Radio + Network, The Netherlands
09:45	10:00	Working with retailers – a manufacturer’s perspective Machiel Frijters, Head of Marketing, Consumer Electronics, Sony Benelux
10:00	10:30	SESSION 2: SWITCHOVER PLANS Moderator: Helmut Bauer, Strategic Digital Radio Analyst and Consultant Key markets have seen significant developments over the past year. This session will take the format of an interactive round table session during which participants discuss the latest developments in the rollout of digital radio in the following key markets: Australia & Asia Pacific Joan Warner, CEO, Commercial Radio Australia, Chair of the WorldDMB Asia-Pacific Committee Norway Ole Jørgen Torvmark, CEO, Digital Radio Norge Denmark Lars Kierkegaard, Head of Business Development, Teracom A/S, Denmark Germany Helmut Bauer, Strategic Digital Radio Analyst and Consultant, Germany United Kingdom Patrick Hannon, VP Corporate Development, Frontier Silicon, UK Switzerland Beatrice Merlach, CEO, MCDT, Switzerland EBU Eurochip Initiative Christian Vogg, Head of Radio, EBU, Media Department
10:30	11:00	Coffee
		SESSION 3: RETAIL AND MARKETING OF DIGITAL RADIO Moderator: Patrick Hannon, VP, Corporate Development, Frontier Silicon Key elements to successful market development are raising awareness about digital radio, explaining the benefits to the consumer, educating and working with the retail trade - all of which are critical to ensure that the innovative digital radio content offered by broadcasters reaches the listener.

11:00	11:15	An update on global digital radio sales. Barbara Schouten, Business Consultant, GfK, The Netherlands
11:15	11:30	Industry collaboration on the marketing and communication of digital radio in the UK. Jane Ostler, Communications Director, Digital Radio UK
11:30	11:45	Pure's perspective on best practice Digital radio sales in the market are enabled by retail and e-commerce partners. How can we motivate them to both increase the shelf space for DAB+ products and provide better advice to the consumer at point of purchase? Pure the leading global receiver manufacturer, active in all DAB+ global markets, will share its perspective on best practice. Peter Blampied, Director of Sales, PURE
11:45	12:00	Update on Germany's major campaigns to bring digital radio to point of sale and to listeners Marketing digital radio to the listeners: this presentation will give an update on Germany's major campaigns to bring digital radio to point of sale and to listeners. Collaboration between commercial and public broadcasters, as well as consistent but simple messaging is key. Michael Reichert, ARD Project Office Digital Radio
12:00	12:15	Working with advertisers to promote digital radio Joan Warner, CEO, Commercial Radio Australia, Chair of the WorldDMB Asia Pacific Committee
12:15	12:25	Q&A
12:25	12:40	Radio since 1905 and looking to the future of radio with DAB+ A round up of the morning's presentations and an overview of Dutch radio from 1905 up to the present day, and looking forwards to a bright future for radio in The Netherlands with DAB+. Erik De Zwart, Dutch DJ, business entrepreneur and media specialist
12:40	13:40	LUNCH Moderator for the afternoon: Patrick Hannon, VP Corporate Development, Frontier Silicon
		SESSION 4: DAB/DAB+ TRANSMISSION SOLUTIONS FOR ALL Moderator: Lindsay Cornell, Principle Systems Architect for the BBC's Future Media and WorldDMB Technical Committee Chairman The needs of national, regional and local broadcasters are very different. This session looks at transmission solutions that have evolved along with the migration to digital radio, offering cost-effective solutions for different types of radio stations.
13:40	13:55	Experiences with DAB distribution over IP using electronic data interchange (EDI) Commercial Radios in The Netherlands are now on air with nationwide coverage of Digital Radio, using IP signal distribution via EDI. Hear about the first experiences of using the EDI interface as a modern and efficient distribution technology for DAB+ networks. Roland Schaller, Regional Sales Manager Transmission, Harris Broadcast
13:55	14:10	Small scale solution for local broadcasters, the potential for lower-cost transmitting stations in support of DAB rollout. Rashid Mustapha, Senior Broadcast Specialist, OFCOM, UK and Mathias Coinchon, Senior Project Manager, Technology and Innovation, European Broadcasting Union (EBU)

Low-cost localised DAB/DAB+ test demonstration

Visit the Ofcom UK exhibition stand to see first-hand the successfully tested technologies which enable DAB/ DAB+ radio broadcasting to be transmitted in small areas at low cost. Ofcom suggests that a whole new tier of small-scale radio stations could be launched on DAB digital radio using Open Source techniques. The low-power solution would be near-parity cost with a single low-power FM transmitter and would enable many small stations and community radio operators to gain a presence on the digital radio platform.



14:10	14:25	<p>Design of current generation of DAB transmitters contributes towards reducing the lifetime costs of a network of broadcasting transmitters</p> <p>Today's network operators are aiming to decrease their total cost of ownership in order to remain competitive in their markets. The design of the current generation of DAB transmitters significantly contributes towards reducing the lifetime costs of a network of broadcasting transmitters. This presentation gives an insight how this is achieved.</p> <p>Christian Wachter, Product Manager, Terrestrial Transmitter Systems, Rohde & Schwarz GmbH & Co. KG</p>
14:25	14:40	<p>Start of a new era for transmission of digital radio</p> <p>When the first virtual DAB+ system was launched live by Factum at Teracom in Sweden earlier this year it was the start of a new era for transmission of digital radio. The purpose of this presentation is to show that Digital Radio is for all. The carry-forward of head end equipment on virtual machines or cloud computing in a traditional industry is made easy.</p> <p>Patrik Olsson, CEO, Factum Electronics, Sweden</p>
14:40	14:50	Q&A
14:50	15:05	COFFEE
<p>Session 5: Automotive Update</p>		
15:05	15:20	<p>Moderator: Lee Coleman, SBD Automotive Technology Consultancy</p> <p>SBD is an independent, technical consultancy specialising in the design and development of vehicle security, telematics and ITS systems.</p>
15:20	15:35	<p>Challenges and opportunities offered by the connected car</p> <p>Hear about plans for DAB in cars as standard line-fit in the UK, challenges and opportunities offered by the connected car, and why hybrid broadcast/IP will be the answer to keeping radio the No 1 listening choice in the car. Delegates will hear also about the Universal Smartphone Radio Project led by the BBC and Global Radio in the UK and others around the world including Clearchannel and EBU.</p> <p>Mark Friend, Controller, BBC Radio & Music Multiplatform</p>
15:35	15:50	<p>News from the German Automotive Working Group</p> <p>The German automotive working group will present results from a recent research study and will give a report on the current status of availability of Digital Radio on an OEM basis in Germany. Topics will include the hybrid approach adopted by some car manufacturers in Germany.</p> <p>Thomas Kusche Senior Editor, Westdeutscher Rundfunk (WDR)</p>
15:50	16:05	<p>The Italian approach to in-vehicle digital radio</p> <p>70% of radio listening in Italy is in-car. This presentation will inform about Italy's system for marketing Digital Radio to the automotive sector through cross-industry collaboration, consistent messaging and campaigns, collaboration with auto manufacturers and education programmes to car dealerships.</p> <p>Eugenio La Teana, ClubDAB/EuroDAB, Italy</p>
16:05	16:20	<p>Traffic management and data via DAB</p> <p>Traffic management and DAB data distribution: an overview of DAB data distribution in traffic control and management solutions. ARS Traffic & Transport Technology is a leading company in providing solutions to measure and control traffic flows including public transport in The Netherlands as well as Norway, Sweden, USA, UK, and India.</p> <p>Jan Linssen, CEO, ARS T&T, The Netherlands</p>
16:20	16:30	Q&A
Closing remarks: President, WorldDMB		

Major Sponsors



Digital Radio+ The Netherlands is the Dutch platform for digital radio. It is an initiative of the national commercial radio stations and NPO (Dutch Public Broadcaster). Together they use the platform to jointly inform consumers about DAB+ digital radio.



Harris Broadcast is a market leader in content management and network infrastructure serving more than 3,000 broadcasters, cable networks, MSOs and mobile and IPTV providers spanning 140 countries. Harris Broadcast has been awarded 240 patents and has received eight Emmy Awards from the National Academy of Television Arts and Sciences. For more information, please visit harrisbroadcast.com



NXP is an independent semiconductor company with a fifty-year history of providing engineers and designers with semiconductors and software that deliver better sensory experiences for mobile communications, consumer electronics, security applications, contactless payment and connectivity, and in-car entertainment and networking.



Rohde & Schwarz is an independent group of companies specializing in electronics. It is a leading supplier of solutions in the fields of test and measurement, broadcasting, radiomonitoring and radiolocation, as well as secure communications. Established almost 80 years ago, Rohde & Schwarz has a global presence and a dedicated service network in over 70 countries.

Supporters



For more than 30 years, Broadcast Partners has provided broadcast technology products and services, frequency planning and customized solutions for radio stations, production companies and government authorities. Our most important service is the building and maintenance of broadcast transmission networks for a substantial number of national private and national public radio stations in The Netherlands, Belgium and Denmark. On behalf of these and other customers, Broadcast Partners manages over 350 FM transmitters, a number of AM transmitters, a DAB+ network and a DMB network. Besides that, Broadcast Partners realizes worldwide turn-key radio projects and supplies professional broadcast equipment. Studio design solutions and the in-house developed radio automation system 'PC-Radio' are the top selling items in our portfolio. For more information, please visit broadcastpartners.com.



KPN Broadcast Services provide services in three areas:

Preparation for distribution – we prepare your programmes for any type of distribution: radio, TV, internet or mobile, adapted to your own style, graphics and tone. We provide you with a totally digital workflow that can grow as your channel grows. KPN Broadcast Services handles all distribution of radio and TV content across the various broadcast networks (FM, AM, DAB), but also via digital terrestrial TV (DVB-T, Digitenne) and the internet. KPN Broadcast Services supplies temporary, fixed and satellite links for exchanges of content. Our national Media Exchange Network (MExNet) is a fibre-optic network developed specially for the secure transmission of high-quality video, audio and data. We also have extensive facilities for satellite and temporary microwave links.



MTVNL is a Dutch DAB/DMB Network Operator providing Data, Radio and TV distribution services via the DMB standard with nationwide coverage in The Netherlands.



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Delegate Bag Sponsor



Silicon Labs is a leader in high-performance, analog-intensive, mixed-signal integrated circuits (ICs). Silicon Labs' diverse portfolio of highly integrated, patented solutions was developed by a world-class engineering team and is marketed to customers worldwide. The company has consistently introduced best-in-class mixed-signal products implemented in CMOS that simplify the customer design process and speed time-to-market by leveraging cutting-edge architectures.

Silicon Labs' diverse portfolio of both application-specific and general-purpose products includes high-performance, mixed-signal 8-bit and 32-bit microcontrollers, AM/FM/SW multi-band radio receivers, broadcast video solutions, sub-GHz wireless ICs, Ember ZigBee wireless solutions, digital isolators, touch-sense controllers, proximity and ambient light sensors, relative humidity sensors, access products, and clocks and oscillators. Silicon Labs' solutions serve a broad set of applications and markets, and are designed into consumer, industrial, automotive and communications products worldwide including wireless handsets, digital video recorders and central office equipment.

The company continues to expand upon its existing product portfolio, address new markets and provide customers with innovative solutions. The goal of the company is to offer customers highly integrated solutions in CMOS that ease the design and manufacturing process while improving performance and reducing the size and bill of materials.

Lanyard Sponsor



Paneda's vision is "Digital TV and RADIO for everyone" The business idea is "Deliver digital telecommunication services through application of cost efficient technology". Paneda is a provider of services related to broadcasting of digital television and radio signals. Specialized in broadcasting in rural areas, with small transmitters with small effects, as well as DAB/DMB with Disaster Break-in solutions for tunnels.

Exhibitors



DIGIDIA develops, manufactures, distributes and markets products for digital radio and synchronous FM technology. The DAB product range includes multiplexers, encoders, EDI/ETI IP gateways, monitoring equipment, professional receivers and tunnel break-in products. The compact and straight forward design of its products is appreciated by customers all over the world. DIGIDIA's proven field experience and technical expertise makes it the ideal partner for any DAB broadcast project.



Radiowinkel is a specialised webstore www.radiowinkel.com founded in 2004 with a focus on radio and radio only. In the beginning selling only DAB radios, later also AM models and even later WIFI radios as well. Nowadays 90% of the sales are various DAB+ models.



Offering an integrated entertainment experience through its electronics, mobile, music, pictures, game and the Sony Entertainment Network, Sony is uniquely positioned to be one of the world's leading consumer brands. Sony is renowned for its audio-visual products in both the consumer and professional markets, such as the BRAVIA™ LCD high-definition (HD) television, Cyber-shot™ digital camera, Handycam® camcorder, "α" (pronounced Alpha) digital SLR camera, Xperia™ Tablet and Walkman® MP3 player as well as its VAIO™ personal computers and 3D HD professional broadcast equipment. For more information on Sony Europe, please visit www.sony-europe.com. For more information on Sony Corporation please visit www.sony.net. "Sony", "WALKMAN", "VAIO", "Cyber-shot", "Handycam", "α", "BRAVIA" and "Xperia" are registered trademarks or trademarks of Sony Corporation. All other trademarks or registered trademarks are the property of their respective owners.

WORLD



Defining the future of digital radio



Solutions to help in the switch to DAB+ Digital Radio

WorldDMB offers solutions to broadcasters, regulators and government in the switch to digital radio.

Through workshops, on-air demonstrations and on the ground technical support we provide you with expertise to assist you with:

- regulation
- technical trials
- production of new digital radio content
- licensing
- network build out
- marketing

radio • multimedia • traffic data

For more information contact the Project Office
projectoffice@worlddab.org

MOBILE TV NL

The logo for MOBILE TV NL. The word 'MOBILE' is in black, 'TV' is in white inside a pink rounded square, and 'NL' is in black. Below the text are three pink rounded squares of varying sizes, arranged in a cluster.

Speakers and Moderators

Helmut G. Bauer, Strategic Digital Radio Analyst and Consultant



Helmut studied law, journalism, politics and ethnology in Heidelberg and Mainz. He served as CEO in various media companies and is one of the pioneers of private broadcasting in Germany. His current work focuses on broadcasting infrastructure and new media technologies, particularly for radio. As a senior analyst for digital radio he advises and supports manufacturers, governments and regulators. Since 2012 he has been a member of the Board of Directors of EMR Institute of European Media Law. Helmut is the author of numerous publications and was for many years a lecturer at several universities and is a lawyer based in Cologne.

Jacqueline Bierhorst, Project leader, Digital Radio+ Network, The Netherlands



Jacqueline Bierhorst has been a pioneer in commercial radio since 1987, specialized in distribution, marketing and content, she has become an all rounder. She has a strong track record in launching and leading successful commercial television and radio channels in The Netherlands and Belgium. She inspires her teams to embrace their talent and get the best out of themselves. Since 2011 she has been project leader on the roll out of the Digital Radio+ Network in The Netherlands for all commercial broadcasters, which was launched the 1st of September 2013. In this role she is also closely involved in the cooperation between public and commercial broadcasters on behalf of the joint roll out and marketing of DR+ in The Netherlands. She is also content director and marketing at Caiway, a cable and fiber services company in The Netherlands.

Peter Blampied, Global Director of Sales, PURE



Peter Blampied is the Global Director of Sales for Pure, the division of Imagination Technologies that launched the first affordable Digital Radio receivers, has supplied Digital Radio receivers to all DAB+ trials and is the leading global brand for portable DAB+ receivers. Pure is also driving the revolution in multiroom audio and entertainment cloud services with the Pure Connect apps. Peter joined Pure in April 2010 and brings over 12 years senior leadership experience in the international sales and marketing of consumer electronics, broadcast and computing products and services.

Per Gunnarsson Borgå, Product Manager Radio, Teracom Group



Per Borgå is a passionate broadcast professional with more than 20 years of experience within radio and TV broadcasting. He holds today the overall product management responsibility for Radio at Teracom Group. Per has been leading product management teams for more than ten years and was in charge as acting product manager TV during the historical analogue to digital TV switchover in Sweden. In his field of work Per has gained broad experience, from product management to business development, strategy and marketing. On a regular basis he meets, negotiates and collaborates with broadcasters, receiver and automotive manufacturers, retailers, transmission equipment suppliers, regulators and politicians. Per has also been engaged in implementing the WorldDMB Strategy, to ensure the forum's vision of a successful roll out of digital radio.

Lee Coleman, SBD Automotive Technology Consultancy



Lee is a senior specialist in the Connected Car division of SBD, an independent technical consultancy specialising in the design and development of vehicle security, telematics and ITS systems. He provides strategic and technical consultancy to car makers, their suppliers and service providers on all aspects of the connected car ecosystem. For more than 20 years, Lee has been designing and commercialising products in the automotive, telecoms and telematics service provider sectors.

Mathias Coinchon, Senior Project Manager, Technology & Innovation, European Broadcasting Union (EBU)



At EBU, Mathias coordinates the activities on the future of radio and organises the Radio Week and Summit, Radiohack workshop. He is also Vice-Chairman of WorldDMB Technical Committee, Secretary of RadioDNS (hybrid radio) and follows DRM consortium's activities. He has an M.Sc. degree in Communication Systems Engineering from EPFL, Switzerland, and the Eurecom Institute in France. He developed his diploma thesis at BBC R&D on Digital Radio Mondiale. Before joining the EBU, Mathias worked for the Swiss broadcasting corporation (SRG-SSR/RSR) on networks and the re-launch of Digital Radio in Switzerland. In his spare time, he is involved in helping community radio stations and runs a non-profit association and website on open techniques for Digital Radio (opendigitalradio.org).

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Lindsay Cornell, Principal Systems Architect for the BBC's Future Media division and WorldDMB Technical Committee Chairman



Lindsay leads the work on 'The Future of Radio' which provides technical leadership to the development of radio technologies that will maintain and extend the reach of the BBC's radio services, both in the UK and across the globe. The work is highly collaborative, partnering with a wide range of industry groups. Lindsay has considerable knowledge of creating standards through his work as a Specialist Task Force leader at ETSI and his roles as Chairman of the World DMB and DRM Technical Committees. Lindsay brings a rare combination of scientific understanding, technical experience, project management and people skills to bear upon the topic of global radio development.

Erik De Zwart



Famous Dutch DJ, business entrepreneur, specialized in media. Winner of Live time Achievement Award 2009.

Mark Dierikx, Director General for Energy, Telecommunications and Competition, Ministry of Economic Affairs.



Mark Dierikx (1953) studied chemistry with minors in biochemistry and economics at the VU University Amsterdam. After graduation he worked several years in marketing at ESSO Chemicals. Then he chose a career at the Ministry of Economic Affairs. Initially his work concerned industrial and technology policy. In 1992 he transferred to the Directorate-General for Foreign Economic Relations, where in 1994 he became Director of the Economic Cooperation and Export Policy Department. In 1996 he moved to the Ministry of Foreign Affairs as Director Asia Pacific, to return to the Ministry of Economic Affairs in 2000 as Deputy Director General for Foreign Economic Relations. Since 2004 Mr. Dierikx worked at the Ministry of Transport, Public Works and Water Management as Director General for Water Affairs and from 2008 as Director General for Civil Aviation and Maritime Affairs. In 2011, Mr. Dierikx was appointed as Director General for Energy, Telecommunications and Competition at the Ministry of Economic Affairs.

Simon Fell, Director of Technology & Innovation, European Broadcasting Union (EBU)



Simon Fell is the Director of Technology & Innovation at the EBU, a position he took up in August 2013. Mr Fell has more than 35 years' experience in senior broadcasting technology roles, including at British broadcaster ITV, where he was Director of Future Technologies (2008-2009) and Controller of Emerging Technologies (2004-2006). From 1991-2004 Mr Fell worked for Carlton Television, the ITV franchise holder for the London region, where he held several executive roles linked to operations and emerging technologies. Mr Fell was until August 2013 the Chairman of the Technical Council at the Digital Television Group, the industry association for digital television in the UK. His career had previously brought him into contact with the EBU, where he sat on the Technical Committee on behalf of UK broadcasters between 2006 and 2009. He is now responsible for steering EBU Technology & Innovation in its mission of being an indispensable partner to EBU Members, driving media innovation and integration, setting standards and defining and sharing best practices in media production and delivery.

Mark Friend, Controller, Multiplatform, BBC Radio, United Kingdom



Mark runs the multiplatform services for BBC Radio and for the BBC's music output across digital radio, desktop, TV and mobile platforms. This includes services such as iPlayer Radio, the World's most popular podcast service, big music events such as Glastonbury, Red Button services, social media and archive. These services deliver to a wide range of audiences from Radio 1, whose audience expect it to be visual, social and playful to older audiences who want easy access to more on demand and archive content to mainstream music lovers who want fully digital music festival experiences with full access to live streams and all the performances throughout. Mark was previously the BBC's Controller of Strategy where he led the Charter settlement in 2005 and developed the BBC's new services vision which underpinned it. Before joining the BBC, Mark spent several years launching and running new businesses at ITN and riding a motorbike across the former Soviet Union and North America.

Machiel Frijters, Head of Marketing, Sony Benelux



Machiel Frijters was appointed Marketing Head of Sony Benelux in September 2012. Machiel joined Sony in 1998, working in supply chain and product manager functions for Home Video Europe. He then transferred to Sony Germany in 2002 to be in charge of product marketing. From mid-2004 onwards, he worked at Sony Benelux in TV marketing & sales functions, and lately as the General Marketing Manager Home Entertainment & Sound + Essentials. Machiel has a degree in International Marketing from the school of higher education in economics and management.

Patrick Hannon, Vice President Corporate Development, Frontier Silicon



Patrick Hannon is VP Corporate Development at Frontier Silicon, the leading provider of technology solutions for digital radio. His role is to work with policy makers, regulators and industry players (including public and private broadcasters, network operators, device manufacturers, retailers and automotive manufacturers) to ensure that digital radio is successfully rolled out in as many territories as possible. Before joining Frontier, Patrick was a strategy consultant focused on broadcast / digital media. Previously, he held senior strategy / commercial roles at the BBC / BBC Worldwide.

Jørn Jensen, WorldDMB President and Chief Advisor for the Director of Distribution, NRK



Jørn has more than 20 years of experience in radio broadcasting. He has worked at Norway's public broadcaster NRK since 1986, after a 10 year career as a musician. After starting by making radio programmes at NRK's Radio Music department he became increasingly involved in programme production and development, and the creation of new digital stations. In 1995 he created NRK's first DAB-only station, with 24 hour classical music. Since then, Jørn has been a Chief Advisor for different NRK departments and is currently Chief Advisor for the Director of Distribution, dealing with the strategy for NRK's digital future on all NRK platforms. Jørn has been President of WorldDMB for four years since 2010. Before that he had been an active member of the WorldDMB Technical Committee and Steering Board.

Glyn Jones, General Manager Digital Radio Platforms, Arqiva



Glyn Jones runs the UK's national commercial multiplex, Digital One, and a network of local multiplexes. Glyn's role includes managing relationships with customers (the radio stations and data companies which broadcast on the multiplexes) and negotiating contracts with new customers. He started his working life as a radio reporter and programme maker. Prior to joining the commercial radio industry, he worked for the BBC. Glyn Jones was involved in EuroDAB and Eureka 147 (the organisations that preceded WorldDMB). Having been on the Steering Board since the 1990s, Glyn has decided to step down this year and hopes he will be replaced by someone who is more innovative, intelligent and entrepreneurial. In his spare time he sells earplugs on the internet at www.snorestore.co.uk to customers across the world. Arqiva is a €950 million communications infrastructure and media services company. It's central to the vital connections people in the UK make every day whether they're using mobile phones, radio, television or the internet. Arqiva will continue working energetically with WorldDMB to deliver a great technology to consumers and the radio industry.

Lars Kierkegaard, Head of Business Development, Teracom A/S

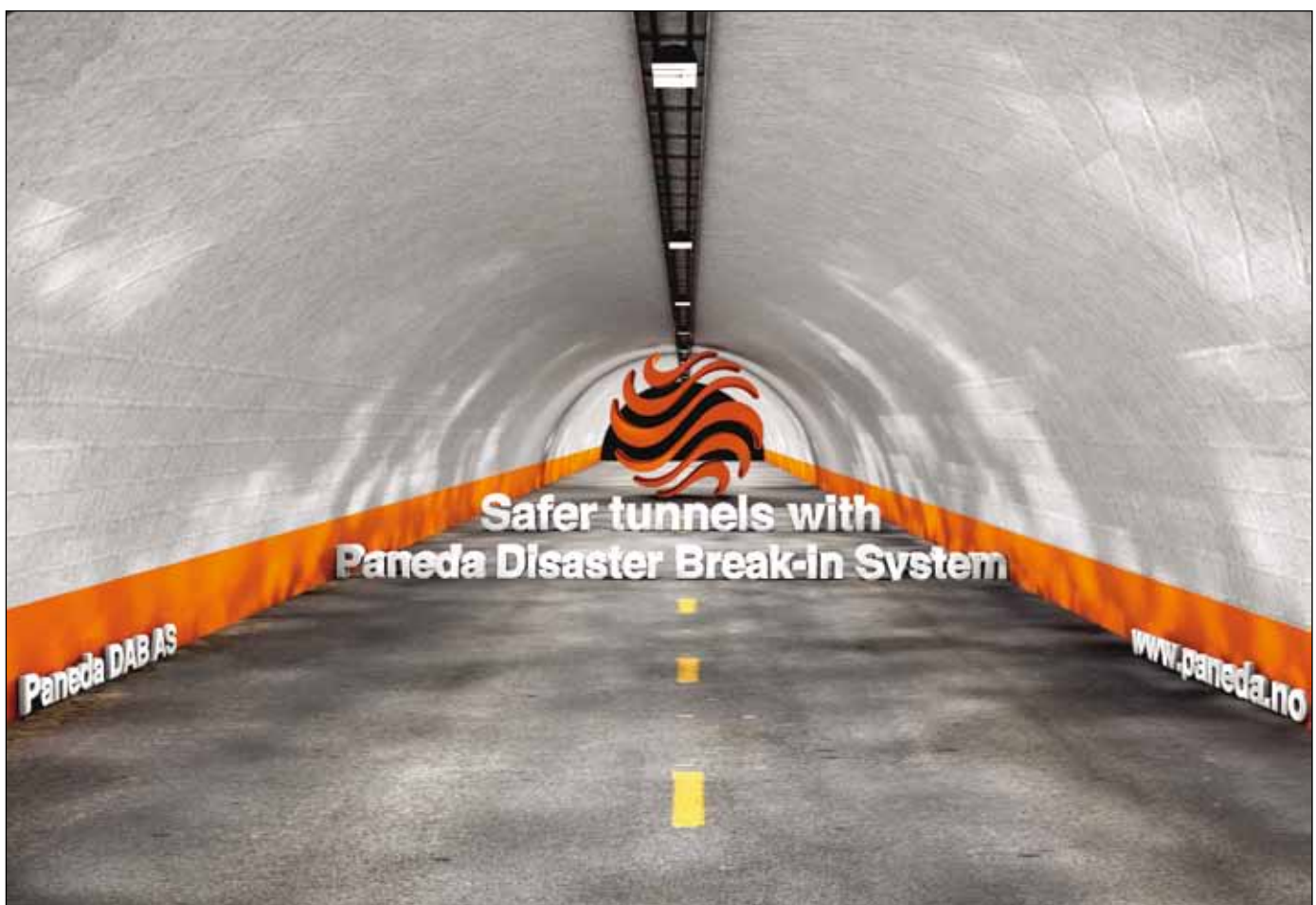


He joined Teracom Denmark in 2010 as Product Manager and in 2013 Lars was appointed with the responsibility to head a new business innovation department to drive growth initiatives through exploration and development of new markets. Lars has a 15 years background from international high-tech companies within media broadcast infrastructure (TV and radio), telecommunications and public safety industries. Prior to his employment at Teracom he has held senior product management and business development positions in Terma, Anritsu and Ericsson with Information and Communication Technology (ICT) being the "red thread". Lars is a member of the advisory board at Center for Communication, Media & Information & Communication Technologies at Aalborg University. He holds a M.Sc. degree in Civil Engineering from the Technical University of Denmark, as well as a Master's degree in Information and Communication Technology from Aalborg University in Denmark.

Thomas Kusche, Senior Editor, Westdeutscher Rundfunk (WDR) and President, TISA



Thomas works as Senior Editor at Westdeutscher Rundfunk (WDR) in Cologne, Germany, where he takes responsibility for Strategy and Planning of Traffic Telematics. He co-ordinates Traffic Telematics activities also within ARD. Thomas represents the interests of Public Service Broadcasters within the German National Traffic Information Platform. He is also Chairman of the Content and Services Provision Committee and Treasurer within TISA and is a Member of the ERTICO Strategy Committee.



Eugenio La Teana, ClubDAB Italia/EuroDAB



Eugenio La Teana currently work as “Head of Research & Development” in RTL 102.5 Hit Radio. While studying engineering at the university, he worked as a consultant to restyle the website for a media company, where his passion for radio began. Eugenio joined RTL 102.5 in 2000, he received the task to create “Interactivity” on a Television Channel, which became the 102.5 Hit Channel, the first real Multimedia Interactive Music Channel. He spent two years discovering new ways of integrating RADIO-TV-INTERNET and Mobile Phones, after which he focused once again on Radio, and launched the TMC (Traffic Message Channel) on RTL network. Eugenio has been involved in digital radio, when he became RTL project leader and today he is one of the best known European experts on “Services over DAB network”. To date, continues to work to optimize the concept of multi-platform multimedia radio. It ‘also struggling with the testing of the TPEG.

Philip Laven, European Broadcasting Union (EBU)



Philip Laven has been Treasurer of the World DMB Forum since 2005. He has played an active role as a member of the Steering Board since 1997. He is also Chairman of DVB which develops standards for digital TV. In April 2013, he became Chairman of the FOBTv initiative, which aims to develop a global harmonised standard for digital terrestrial TV. Between 1997 and 2007, he was Technical Director of the European Broadcasting Union based in Geneva, Switzerland. Before joining the EBU, he worked for the BBC in various senior posts including Chief Engineer R&D and Controller of Engineering Policy, thus playing a leading role in the development of the BBC’s policy on many technical developments, such as the introduction of digital audio broadcasting and digital television.

Jan Linssen, CEO, ARS T&T, The Netherlands



Jan Linssen is an entrepreneur and Chief Executive Officer at ARS Traffic and Transport Technology BV. He has nearly twenty years of experience in research and development in information technology. He holds a PhD in Mathematics and Physics. Jan worked in the public and private sector throughout Europe. His professional interests and expertise are in the industry, logistics, transport and telecom domain. Jan has an international reputation in development of international IT strategy and research for public and private organisations in the industry, in particular in the field of market driven R&D and strategic innovation with new technology. Jan Linssen combines a hands-on technical knowledge of information technology and ITS with organizational and business expertise of emerging markets and software development strategy in ITS.

Rashid Mustapha, Senior Broadcast Specialist, OFCOM UK



Rashid has worked in broadcasting for over twenty years and has a broad skill-set from having held engineering positions in local and national radio, and with studio and transmission providers. He was also a pioneer Internet radio in the late 1990s as both a broadcaster, and as the designer of one of the UK’s first online CDNs for streaming live radio and video. Rashid also has considerable experience in electronics, UMTS (RNC/RAN), microwave transmission, IP networking, digital audio coding and wireless. In his regulatory role at Ofcom, he is responsible for spectrum planning and is often a member of the UK delegation at international meetings concerning broadcast spectrum use. Mentored by some great engineers, Rashid has an old-school, practical approach and an insatiable enthusiasm for finding more efficient and effective ways to make and deliver broadcast content.

Beatrice Merlach, CEO, MCDDT



Beatrice Merlach has more than 15 years of management experience in marketing, communications and sales in Switzerland and abroad, including 10 years as an executive board member. She has worked for the past 3 years with SRG SSR, with responsibility for all activities surrounding the switch-off of the Beromünster medium-wave transmitter and the launch of DAB/DAB+ in Switzerland. For 3 years she was a member of the Steering Board of WorldDMB and Head of the Marketing Committee.

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Patrik Olsson, CEO Factum Electronics Sweden



Factum is the main supplier of head end equipment to the digital radio industry around the world and in his role as CEO Patrik Olsson oversees sales and marketing activities, product strategy and planning, and participation in several industry campaigns. Patrik spent several years early in his career as sales manager of IPTV set top box manufacturers Arris, Google and Motorola and has been CEO of Factum for over three years and has worked at Factum for a total of 10 years.

Jane Ostler, Communications Director, Digital Radio UK



Jane is Communications and Marketing Director at Digital Radio UK and chairs the Market Preparation Group as part of the Government-Industry Digital Radio Action Plan. Jane also manages industry monitoring and research for digital radio. Previously she led the digital division at MindShare and was MD of digital@JWT, during which time she also consulted with Government on the action plan for digital TV switchover, developing the communications strategy and budget for the switchover programme. She moved to Digital UK in 2005, managing communications, retail, the digital tick mark and consumer support for the successful switchover to digital TV.



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DAB station name transmitted via RDS text



Selection of UK Digital Radio Stations...



Amal Punchihewa, Director of Technology, Asia Broadcasting Union (ABU)



Amal graduated from Engineering, specializing in Electronics and Telecommunication Engineering, from the University of Moratuwa in Sri Lanka, with honours. He completed a Master of Electronics Engineering at the Technical University of Eindhoven, The Netherlands, focusing on digital video signal processing. Amal has worked as an engineer in both academia and industry over the past twenty eight years, starting as a computer engineer. He moved to the broadcast industry, worked as a research engineer and then head of Engineering for the national television broadcaster in Sri Lanka. His PhD was on framework for rapid objective evaluation of image and video compression artefacts. He has published over 100 scholarly articles in reputed journals and conference proceedings. Amal is a CEng, Fellow of the IET, Senior Member of IEEE, Member of IPENZ, New Zealand, and a life member of the Sri Lanka Association for Advancement of Science. He was awarded the Wimalasurendra award in recognition of the contribution he made to the broadcasting development by the Institution of Engineers Sri Lanka.

Michael Reichert, Head of Project Office Digital Radio, SWR Germany



Michael has been with SWR Radio HQ in Baden-Baden since 2007 and is responsible for the coordination of the future radio projects and head of ARD project office. He represents SWR and the ARD network in EBU and RadioDNS working groups. Since July 2011, he's led the Digitalradio project – involving commercial and public radio – with the aim of launching and establishing Digital radio in Germany.

Roland Schaller, Regional Sales Manager, Harris Broadcast



Roland Schaller has worked at Harris Broadcast for over three years and is in charge of selling Transmitters. Previously he worked in the Mobile TV, Satellite and IP Networking industry, holding various technical positions in Product Management, Presales, Training and Support. Roland holds a degree in Electrical Engineering from Aachen Technical University, Germany and a Master in Management from SKEMA business school, France.

Barbara Schouten, Business Consultant, GfK, The Netherlands



Barbara has 11 years of GfK experience in Retail & Client Management within various sectors. As a Business Consultant for Consumer Electronics, Car and Photo in the Benelux she is responsible for all GfK's commercial activities. Being in the midst of Industry, Retail and Distributors she plays a pivotal role for everyone interested in market developments. Due to rapid changes in the market where IT, Telecom and Entertainment are more and more closely integrated she continuously expanding her knowledge, resulting in a digital convergence approach. Manufacturers and retailers ask her to be involved in their product development, new business plans and strategic issues at hand. She furthermore enhances the authority of GfK by regularly speaking at seminars and client events and by writing articles in trade magazines and issuing press releases. By doing this she tries to scale down complexity towards down-to-earth core take-aways.

Ron Schiffelers, Director Programme Management, BL Car Entertainment, NXP Semiconductors



Ron Schiffelers, Director Program Management, works for NXP within the Business Unit Automotive. NXP is a semiconductors company and leader in the Car Infotainment IC market. Ron is driving the R&D for digital radio within the NXP automotive business. He has been working on car radio products for the past 7 years and has a total experience of up to 18 years in the semiconductors and embedded software industry. Leading the digital radio program Ron oversees the development of both the IC's and accompanying embedded software for digital radio from product definition to design-in at the customers. Besides that, he is active in the digital radio market development through his customer contacts and actively involved through his work with partner companies and consortia for digital radio.

Ole Jørgen Torvmark, CEO, Digital Radio Norge (DRN)



DRN is owned by the Norwegian radio industry, represented by P4 and NRK. DRN is the operator of one of the two national as well as several local DAB multiplexes. On behalf of the broadcasters DRN also has the overall responsibility for information activities related to the digitization of radio. Ole Jørgen Torvmark has worked with radio and digital media since 1992. In recent years he has also worked for companies in the telecom and music industries. Relevant companies are TeliaSonera Norway, IFPI, Aspiro (Wimp), Radio 2 Digital, Nordic Web Radio and Radio 1 Norway.

Christian Vogg, Head of Radio, Media Department, European Broadcasting Union (EBU)



Prior to joining EBU, Christian Vogg worked with EBU German Member WDR, where he was an editor, reporter and presenter, being engaged mainly with radio but also with TV and deployed as a Foreign Correspondent in the Arab World. He then became Senior Advisor for the Director General, and was involved also in developing the organisation's digital strategy. Christian led the project to create the new online audio and video portal WDR Mediathek, including a video portal for the young radio program 1LIVE. In his last position with WDR, he coordinated the organisation's metadata-related projects.

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Christian Wachter, Product Manager Terrestrial Transmitter Systems, Rohde & Schwarz GmbH & Co. KG



Christian Wachter is the Product Manager of the current generation of air-cooled terrestrial broadcast transmitters within the Rohde & Schwarz broadcasting division. Christian works in the broadcasting industry since 2006, both in the fields of TV and Radio Broadcasting. Before joining Rohde & Schwarz in 2008, Christian was working as systems engineer at SES Platform Services, an SES subsidiary. In this position he was responsible for digital satellite receivers and hybrid broadcasting systems. Christian holds a degree in media engineering from the University of Applied Sciences Deggendorf and an MBA of the Technical University Munich.

Joan Warner, Chief Executive Officer, Commercial Radio Australia and WorldDMB Asia Pacific Committee Chair



Commercial Radio Australia represents all commercial radio broadcasters across Australia and in her role as CEO Joan Warner oversees industry marketing campaigns, strategy, planning, rollout and marketing of DAB+ digital; all regulatory and legislative issues including the Commercial Radio Codes of Practice, radio audience survey contracts and industry copyright agreements and negotiations. Joan is responsible for the annual National Commercial Radio Conference, Siren Creative Awards, Australian Commercial Radio Awards and New Artist to Radio Showcase. She has worked for State and Federal Government Ministers and at senior executive levels in the private and Government sectors. She holds four degrees including a Master of Business Administration and a Master of Education and has received a Lifetime Achievement Award from the Asia Pacific Broadcasting Union (ABU).

Hanns Wolter, Technical Director, Club DAB Italia



Hanns Wolter started in the DAB world in 1999 as Project Manager for Club DAB Italia, where he presently works. Club DAB Italia is a Consortium of eight private national commercial radio stations, representing media companies, independent radio brands, political and religious stations. During this time he has worked on all issues regarding DAB (spectrum, multimedia, audio), at both national and international level. He is involved in network planning and spectrum issues and also works closely with hardware manufacturers for the deployment of a comprehensive DAB environment. He is responsible for the management of the ongoing roll-out of Club DAB Italia's network and all issues related to the creation, distribution and transmission of the multiplex.

Bassil Zoubi, Head of Transmission, Arab States Broadcasting Union (ASBU)



Bassil Zoubi graduated in 1987 as a communication Engineer. Since 1989 he has worked in various fields of broadcast Engineering (News & Sports production, satellite and Terrestrial Transmission). Bassil is a member of the planning exercise team (PXT) that was responsible for preparing the tools for the Planning of VHF/UHF in the broadcast spectrum. Bassil is Currently Head of Transmission at the ASBU Technical Department.

About WorldDMB

WorldDMB is responsible for defining the digital radio standards DAB and DAB+ for digital radio and DMB for radio and mobile TV.

Our goal is to promote the standard around the world. We work with sound and data broadcasters, network providers, car, receiver, chip and equipment manufacturers, governments and official bodies to encourage international co-operation and a smooth, coordinated roll-out of services.

Through our network of more than 85 companies and organisations from across the industry and from over 25 countries, WorldDMB is in the best position to assist the transition from analogue to digital radio.

WorldDMB Member Representatives – Linking the Experts on Digital Radio

Member Representatives are the backbone of WorldDMB membership. They are key staff from member organisations involved in digital radio – country or regional managers, sales, technical, strategic, marketing, press- who are connected to the WorldDMB network. Member representatives receive regular industry updates, discounted or free registration to WorldDMB events and access to valuable members only information via the WorldDMB website.

WorldDMB Committees – Involving Members

Only WorldDMB members can join and attend WorldDMB Committee meetings and access all current and past committee documents. The committees provide opportunities for international networking, sharing information and skills and making valuable professional business contacts. They are core vehicles for issue-based interaction on technical, regulatory and spectrum issues. The committees are member-led and self-managed, each with its own programme of meetings, task forces and internal communications.



WorldDMB Technical Committee

- oversees the standardisation of the DAB family of standards
- ensures that receiver equipment and broadcast technologies are compatible
- upgrades and advances the standard in line with technical developments
- looks to the future-proofing of receiver and broadcast equipment

WorldDMB Regulatory and Spectrum Committee

- lobbies to ensure the availability of sufficient frequencies for digital radio
- identifies problems related to frequency availability and works to resolve them
- provides guidance on what works best in the regulatory framework

WorldDMB Asia Pacific Committee

- supports the implementation of digital radio in the Asia Pacific region
- advises on regulation, licensing, technical trials, network build out, marketing and production of new digital radio content
- offers information on business case scenarios, retailers & manufacturers, affordable receivers, marketing & PR strategies

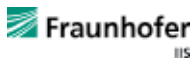
WorldDMB Events

Facilitating exchange on best practice for rollout of digital radio Every year WorldDMB organises over 20 events, conferences, tailored workshops and seminars bringing together industry stakeholders for information exchange and valuable networking opportunities. These include the WorldDMB General Assembly, our automotive workshops in Europe and Asia Pacific and several digital radio workshops that are a part of the industry's major global events and exhibitions (IFA, GSMA, IBC, Telematics Munich, Broadcast Asia). Through these events WorldDMB offers members the opportunity to share best practise, sponsor and promote their products and services.

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