

WORLD



Defining the future of digital radio

20th WorldDAB General Assembly

Driving growth through marketing and innovation

4 - 5 November 2014
Rome, Italy

in partnership with:



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#wdmbga2014

AGENDA

DAY 1 – TUESDAY 4 NOVEMBER 2014

11:30	12:00	Registration
12:00	13:30	Networking lunch
13:30	13:35	Opening welcome Patrick Hannon President, WorldDMB and Vice President Corporate Development, Frontier Silicon
13:35	13:50	Welcome keynote DAB+ as a business opportunity - the Syes perspective Nino Leuratti, Director of System Integration, Syes
		Regional Broadcasting Union updates
13:50	14:05	European Broadcasting Union Christian Vogg, Head of Radio, Media Department, European Broadcasting Union
14:05	14:20	Arab States Broadcasting Union Bassil Zoubi, Head of Transmission, Arab States Broadcasting Union
14:20	14:35	Asia-Pacific Broadcasting Union Amal Punchihewa, Director of Technology, Asia-Pacific Broadcasting Union
14:35	14:50	Discussion topic Broadcast vs IP and the battle to get into smartphones Gunnar Garfors debates the need for both broadcasting and the internet in the future of distribution. He goes through the challenges of getting DAB+/DMB into mobile phones and highlights why the radio industry needs to work not only with hardware manufacturers, but also MNOs. Gunnar Garfors, President of International DMB Advancement Group (IDAG) and Advisor on Distribution at Norwegian Broadcasting Corporation (NRK)
14:50	15:10	COFFEE

General Assembly meeting of WorldDMB (Member Only Session)

15:10	15:20	Report from the WorldDMB Technical Committee Lindsay Cornell, WorldDMB Technical Committee Chair and Principal Systems Architect, BBC Future Media
15:20	15:30	Report from the WorldDMB Asia Pacific Committee Joan Warner, WorldDMB Asia Pacific Committee Chair and CEO, Commercial Radio Australia
15:30	15:40	Report from the WorldDMB Regulatory and Spectrum Committee Hanns Wolter, WorldDMB Regulatory and Spectrum Committee Chair and Technical Director at Club DAB Italia
15:40	15:50	Report from the WorldDMB Finance Committee Phil Laven, WorldDMB Treasurer, European Broadcasting Union
15:50	16:00	Report from the WorldDMB Steering Board Patrick Hannon, WorldDMB President and Vice President Corporate Development, Frontier Silicon
16:00	16:15	Presentation of WorldDMB Award for Outstanding Service
16:15	18:15	Optional tour: visit to the Catacombs St. Callixtus
20:00	23:00	WorldDMB Gala Dinner Casina Valadier Villa Borghese Piazza Bucarest 00187 Roma, Italy

DAY 2: WEDNESDAY 5 NOVEMBER 2014

08:45	09:15	Registration
09:15	09:30	Opening address Patrick Hannon President, WorldDMB and Vice President Corporate Development, Frontier Silicon
Session 1: An overview of the Italian Digital Radio market		
		Digital radio coverage in Italy is at 65% of the population. Regular services started December 2012 in the Trentino region. Club DAB Italia and Rai have announced a network extension plan to be completed within 2015. Additional regions will be licensed throughout 2014. EuroDAB was recently awarded the second national commercial licence (in Trentino). An industry-funded heavyweight advertising campaign is now under way to inform consumers, retailers, car vendors, car dealers and all stakeholders about digital radio.
09:30	09:45	Digital Radio Italy Sergio Natucci, Chief Operations Officer, Club DAB Italia
09:45	10:00	Ministry of Economic Development Antonello Giacomelli, Under Secretary of State for Communications
10:00	10:15	Autorità per le Garanzie nelle Comunicazioni (AGCOM) Antonio Martusciello, Commissioner, AGCOM Vincenzo Lobianco, Director of Electronic Communication Network Department, AGCOM
Session 2: Country updates and switchover plans		
		Moderator: Patrick Hannon, President, WorldDMB, Vice President Corporate Development, Frontier Silicon
10:15	10:45	Norway's switch-off of FM in 2017 is on course and is having a ripple effect beyond its borders. An interactive round table session during which participants provide an update on the status of switch-over planning in their territories: Asia Pacific Joan Warner, WorldDMB Asia Pacific Committee Chair, CEO, Commercial Radio Australia Norway Ole Jørgen Torvmark, CEO, Digital Radio Norge Denmark Lars Kierkegaard, Head of Business Development, Teracom A/S Germany Reiner Mueller, Technical Director, BIM, Germany UK Ford Ennals, CEO, Digital Radio UK Switzerland René Wehrin, Project Manager, Digitisation and Convergence, OFCOM, Switzerland An invitation to Radiodays Europe, 15-17 March 2015, Milan Anders Held, Co-founder and Manager, Radiodays Europe
10:45	11:15	COFFEE

Session 3: Retail and Marketing of Digital Radio

		<p>Moderator: Béatrice Merlach, CEO, MCDT</p> <p>Key elements to market development are raising awareness and explaining the benefits to the consumer, educating and working with the retail trade.</p>
11:15	11:25	<p>An update on global and Italian radio receiver sales</p> <p>Trends for consumer electronic sales including an update on audio products and digital radio receiver sales in Italy over the past 12 months.</p> <p>Duccio De Santis, Senior Account Executive, Consumer Electronics GfK</p>
11:25	12:25	<p>Marketing showcase – new and ongoing digital radio consumer campaigns</p> <p>Italy – industry collaboration on marketing and communications Fabrizio Savorani, Marketing Consultant, Club DAB Italia</p> <p>Germany – a holistic approach to marketing Michael Reichert, Head of ARD Project Office Digital Radio, SWR Germany</p> <p>The Netherlands – how to be proactive in the early stages of launch Jacqueline Bierhorst, Project Leader, Digital Radio+ Network, The Netherlands</p> <p>Norway – planning products for a digital switch over (tablets, mobile phones, auto) Jarle Ruud, Marketing Manager, Digital Radio Norge</p> <p>Switzerland – DAB to DAB+ and marketing towards a DSO announcement Béatrice Merlach, CEO, MCDT</p> <p>Australia – campaign case study Joan Warner, WorldDMB Asia Pacific Committee Chair, CEO, Commercial Radio Australia</p>
12:25	12:45	<p>Digital radio receiver showcase</p> <p>A look at the latest and upcoming DAB+ digital radio receivers with some of the major manufacturers:</p> <p>Paul Smith, Executive Vice President and General Manager, PURE</p> <p>Matthew Allen, Sales and Marketing Director, View Quest</p> <p>Kenneth Wong, President, Kensen Technologies Hong Kong</p> <p>Rolando Paludo, Digital Broadcasting Technology Manager, Sony Europe Limited (Italy)</p>
12:45	12:55	<p>Launching the digital radio tick mark in the UK</p> <p>Ford Ennals, CEO, Digital Radio UK</p>
12:55	13:00	<p>Q&A</p>

Radio Vaticana – from Marconi to DAB

Fr Federico Lombardi SJ, Director General of Vatican Radio and Director of the Holy See Press Office

Set up in 1931 by Guglielmo Marconi, today Vatican Radio's programmes are offered in 44 languages, and are sent out on short wave, FM (analogue and digital terrestrial), satellite, internet and other digital platforms (mobile, app). Programming is produced by over 200 journalists from over 60 countries. Vatican Radio produces more than 25,000 hours of simultaneous broadcasting covering international news, religious celebrations, in-depth programmes, and music.

13:15

14:15

LUNCH

Session 4: Innovations

		Moderator: Lindsay Cornell, WorldDMB Technical Committee Chair and Principal Systems Architect, BBC Future Media
14:15	14:30	Innovations in radio Every day, technology developments create even more interesting and competing media experiences for consumers. What can radio do to harness technology to turn threats into opportunities, and adapt to new ways of delivering entertainment and information to people? Nick Piggott, Head of Creative Technology, Global Radio, Chair of the RadioDNS Project
14:30	14:45	Case study on innovative content on DAB How digital radio is part of LBC's transformation from a London radio station to a national brand that's leading Britain's conversation. James Rea, Managing Editor, LBC, Group Head of News, Global Radio
14:45	14:55	Update on local DAB+ broadcasting in Switzerland Regular DAB+ transmissions for local and community radio started in 2014 in Geneva and Zurich. An update on how these transmissions have been organised, the technical infrastructure and current status. Mathias Coinchon, Senior Project Manager, Technology & Innovation, European Broadcasting Union
14:55	15:05	Superior sound quality with DAB DAB+ offers a never-before-achievable level of listening pleasure. An overview of technical aspects and a "listen and feel the difference" session. Davide Moro, Broadcast Consultant, Italy
15:05	15:15	The first tunnels in Italy with DAB+ and Emergency Warning System trial Johann Silbernagl, Technical Director, Rundfunk - Anstalt Südtirol (RAS)
15:15	15:20	Q&A
15:20	15:35	COFFEE

Session 5: Automotive Update

		Moderator: Eugenio La Teana, Head of Research and Development, RTL 102.5 Hit Radio
15:35	15:50	Radio's place in today's car dash board An overview of where radio sits within the dashboard on new cars coming off the production line. Michael Hill, Founder and Managing Director, UK Radioplayer Ltd
15:50	16:00	The user interface in-car – the Australian perspective Joan Warner, WorldDMB Asia Pacific Committee Chair, CEO, Commercial Radio Australia
16:00	16:05	The user interface in-car – the UK perspective Ford Ennals, CEO, Digital Radio UK
16:05	16:15	Traffic and Travel over DAB Infoblu supports Autostrade per l'Italia in providing traffic news via radio, and is developing services using DAB. Fabio Pressi, CEO, Infoblu
16:15	16:25	Garmin nüvi - personal navigation devices featuring TPEG via DAB+ A look at Garmin's product, quality requirements, customer benefits and plans for product rollout. Olaf Meng, Senior Product Manager, Traffic Solutions EMEA, Garmin
16:25	16:35	The impact of the progressive "softwarization" of radio functions on new car infotainment architectures This presentation will have a specific focus on modular multi standard and multi-tuner solutions. Marco Carbone, Director of Radio Products (Automotive Product Group), STMicroelectronics
16:35	16:40	Q&A
16:40	16:45	Closing remarks Patrick Hannon President, WorldDMB and Vice President Corporate Development, Frontier Silicon