

**WorldDAB General Assembly 2016**  
**New content, new markets**

**D R A F T   A G E N D A**

**9-10 November 2016**

**Austria Trend Hotel Savoyen, Vienna, Austria**

**Day 1 – Wednesday 9 November 2016**

12:30	13:30	<b>Registration and networking lunch</b>
13:30	13:35	<b>Opening welcome</b> Patrick Hannon President, WorldDAB and Vice President Corporate Development, Frontier Silicon
13:35	13:50	<b>Creating a digital future</b>  <b>Graham Dixon, Head of Radio, European Broadcasting Union</b>
13:50	14:05	<b>Newscorp’s acquisition of Wireless Group</b>  <b>Jimmy Buckland, Director of Strategy, Wireless Group GB</b>
14:05	14:20	<b>DAB in the bigger picture</b>
14:20	14:35	<b>DAB+ in smartphones – one down, the rest to go</b>  IDAG shares lessons learned in the process of negotiating with LG for the world's first DAB digital radio enabled smartphone, and explains how the industry can convince other handset manufacturers to do the same. They'll explain OMRI (Open Mobile Radio Interface) and showcase various DAB+ apps that are now available to broadcasters.  <b>Gunnar Garfors, President, IDAG</b>
14:35	14:45	<b>Industry presentation:</b> Rohde & Schwarz
14:45	15:10	<b>COFFEE</b>

**General Assembly meeting of WorldDAB (Member Only Session)**

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|-------|-------|--|
| 15:10 | 15:20 | <b>Report from the WorldDAB Steering Board</b><br>Patrick Hannon, WorldDAB President and<br>Vice President Corporate Development, Frontier Silicon                             |
| 15:20 | 15:30 | <b>Report from the WorldDAB Technical Committee</b><br>Lindsay Cornell, WorldDAB Technical Committee Chair and<br>Principal Systems Architect, BBC Future Media                |
| 15:30 | 15:40 | <b>Report from the WorldDAB Asia Pacific Committee</b><br>Joan Warner, WorldDAB Asia Pacific Committee Chair and<br>CEO, Commercial Radio Australia                            |
| 15:40 | 15:50 | <b>Report from the WorldDAB Regulatory and Spectrum Committee</b><br>Hanns Wolter, WorldDAB Regulatory and Spectrum Committee Chair and<br>Technical Director, Club DAB Italia |
| 15:50 | 16:00 | <b>Report from the WorldDAB Finance Committee</b><br>Phil Laven, WorldDAB Treasurer, European Broadcasting Union   |
| 16:00 | 16:10 | <b>Presentation of WorldDAB Award for Outstanding Service</b>  |
| 17:00 | 18:30 | <b>Optional tour: Radiokulturhaus, Vienna</b>  |
| 19:00 | 22:30 | <b>WorldDAB networking drinks and gala dinner</b><br><br>"Dachfoyer"<br>Hofburg Vienna<br>Heldenplatz<br>1010 Vienna<br>Austria  |

## Day 2: Thursday 10 November 2016

08:30 09:00 **Registration**

09:00 09:15 **Opening address**  
Patrick Hannon, President, WorldDAB and Vice President Corporate Development,  
Frontier Silicon

### Session 1 – Keynote speeches

DAB has established itself as the core future platform for radio across Europe and 56% of European citizens are now able to receive DAB services. With Norway soon to make history as the first country to switch off FM and go fully digital with DAB, and other markets considering potential switchover scenarios, this session looks at progress of DAB across Europe and the role that the European Commission can play within its Digital Single Market Strategy.

09:15 10:15 **Digital radio in Europe**  
Andreas Geiss, Head of Unit – Radio Spectrum Policy, DG CONNECT, European  
Commission

#### **Digital radio in the United Kingdom**

Ian O'Neill, Head of Radio and Television Policy, Department of Culture, Media and  
Sport (DCMS), United Kingdom

#### **Digital radio in France**

Patrice Gélinet, Member of the Council, Conseil supérieur de l'audiovisuel (CSA)

#### **Digital radio in Germany**

#### **Digital Radio in Austria**

#### **Digital radio in Norway**

10:15 10:30 **COFFEE**

## Session 2 – Developed DAB markets – best cases

DAB development is now in three phases across Europe: mature markets, developing markets and markets which are pre-launch or in the planning phase. During each stage of DAB roll-out there are ideas, innovations and best practices which can be shared, providing valuable lessons learned to help new DAB market roll-outs.

10:30 11:30

### **UK – how to bring all players in the market together**

Digital Radio UK's work has been invaluable to digital radio development not only in the UK but also in other countries emulating the success of the UK. This session looks at how DRUK continues to bring together stakeholders in a diverse and mature market.

Ford Ennals, CEO, Digital Radio UK

### **Italy – a diverse market**

The Italian radio market is large, and with many players. Each region has to develop in a way which suits the local radio market and offers the best of digital radio to the listener. The Rundfunkanstalt Südtirol (RAS) is a public broadcasting service with over 30 Italian, German, Austrian and Romansh services on air.

Georg Plattner, Director, Rundfunkanstalt Südtirol (RAS)

### **Netherlands – best case marketing and tick mark**

The speed of uptake and the future success of DAB+ requires further planning and implementation within key areas, including the introduction of the Dutch digital radio tick mark. This session looks at how the Netherlands is addressing its own unique issues and what their future plans are to ensure the continued success of digital radio roll-out.

Jacqueline Bierhorst, Project Director, Digital Radio Netherlands

### **Switzerland – how the DSO plan was devised**

Switzerland has led the way in the rollout of DAB and has already shown how to make a success of switching from DAB to DAB+. Now bringing together a group of players through DigiMig, this session explores how Switzerland are planning DSO.

### **Germany – collaboration across the Laender**

Digital radio in Germany is making good progress. Political commitment at a Federal level and amongst the Laender is growing. Broadcaster offerings are getting stronger and listening figures are on the increase. This panel looks at how the German Laender are collaborating to move forward with digital radio including the possibility that DAB will be required in all receivers.

Moderator: Helmut Bauer, Lawyer, Germany

Bayerischer Rundfunk (BR)

Landesmedienanstalten (DLM)

Digital Radio Deutschland GmbH

### Session 3: Emerging markets – applying lessons learnt

11:30 12:30 The launch of DAB+ in Germany in 2011 was the catalyst for further expansion in The Netherlands and Italy. In this session we look at some of the third wave emerging markets in the V4 nations Austria, The Czech Republic and Slovakia and Slovenia, the most recent country to have launched national DAB+ services.

#### **Belgium**

#### **Turkey**

Turkey has seen trials of DAB+ and continues to be a large market for future digital radio development. The main players in the market are still working towards a digital future and this session looks at the current situation today in this digital radio development.

#### **V4 nations: Czech Republic, Hungary, Slovakia**

Core DAB markets are now established, and lessons learned are now being applied in emerging DAB markets, including the Visegrad 4 countries Czech Republic, Poland, Hungary and Slovakia

#### **Czech Republic**

Karel Zýka, Technical Director, Head of DAB switchover, Czech Radio

#### **Hungary**

Maria Kissné-Akli, Head of Frequency Planning and Coordination Unit, National Media and Infocommunications Authority, Hungary

#### **Slovakia**

Villiam Porhorsky, Director, Electronic Communications Department, Ministry of Transport, Construction and Regional Development (MDVRR SR), Slovakia

#### **Slovenia**

Bojan Ramšak, Head of Transmission, RTV Slovenia

12:30 13:30 **LUNCH**

## Session 4 – Broadcasters: new content and new audiences

A key benefit of DAB over FM is the space to create innovative new content, which has been highlighted by both broadcasters and the automotive industry as something which ‘sells’ digital radio to listeners. This session presents success stories with regard to content creation and innovation from DAB markets around the world from both commercial and public broadcasters.

**Moderator: Ole Mølgaard, Digital Radio Expert, Denmark**

13:30 14:45

### **United Kingdom: Absolute Radio**

Absolute Radio continues to be a leading brand in the digital radio arena and has been cited on many occasions for its work on developing new content, which appeals to both its core audience, and enables it to increase its reach to new audiences.

**Paul Sylvester, Director of Content, Absolute Radio**

### **Norway**

Early in 2017 Norway will make history by becoming the first country to start shutdown of FM radio. The switchover process starts in January 2017 and takes place over a 12-month period, progressing region by region. How is the public broadcaster creating new content to attract new audiences at this time of change?

**Marius Lillelien, Head of Radio, NRK**

### **Australia**

Australia’s commercial stations continue to use DAB+ as a test bed for some of the most innovative digital content in the radio market today. Australian broadcasters are taking full advantage of the technology.

**Joan Warner, Commercial Radio Australia**

### **UK – small scale DAB**

Angel Radio is a community station in the UK that recently expanded its coverage from one to four cities, thanks to the ongoing small-scale DAB trials. The UK Government has announced it will look at introducing legislation for the regulation of small-scale DAB multiplex services, following the successful Ofcom trials, offering local broadcasters the opportunity to upgrade to digital at an affordable cost.

**Ash Elford, Angel Radio, United Kingdom**

### **Panel discussion:**

Paul Sylvester, Director of Content, Absolute Radio

Marius Lillelien, Head of Radio, NRK

Joan Warner, Commercial Radio Australia

Ash Elford, Angel Radio, UK

14:45 15:00 **COFFEE**

## **Session 5 – Next steps for receivers**

15:00 16:30 **New developments with DAB chips and receivers**

LN2 is a privately held company with offices in Vienna, Virginia, US and Athens, Greece. LN2 employs experts worldwide for targeted research and development initiatives and integrated circuits intellectual property. LN2 is providing unmatched, state-of-the art designs for communications, broadcast, signal processing and magneto-optical recording/storage systems. Our solutions and products provide competitive edge in the market place to our customers.

### **Domestic DAB receiver sales: GfK**

An update on the latest GfK sales figures for receiver sales of DAB/DAB+. GfK will also give an update on the status of the CE market in Europe post-Brexit and a view on where the market is heading during the Christmas period and beyond.

**Martina Huerbinger, Manager, GfK**

### **Automotive DAB receiver sales: JATO**

An update on the latest figures for cars with digital radio as standard and for the automotive brands with DAB+ as an option across key markets. A further look at the current trends for infotainment, entertainment and receivers in the automotive sector.

**Andreas Kral, Country Manager Austria, JATO Dynamics**

### **Automotive Panel: DAB in the connected and autonomous vehicle**

The fight for share of ear in the car is increasing. The connected car especially is making automotive manufacturers think more about exactly what their car will connect to in terms of entertainment. Radio, which has held prominence in the car, is now under threat from the new connected vehicle something which may only increase in the autonomous car. This panel will discuss its views on DAB+ in the connected car today and the SWOT for digital radio in the autonomous vehicle of tomorrow.

**Moderator: Richard Robinson, Strategy Analytics**

Andreas Gorsak, JVC

Mark Friend, BBC

Nick Piggott, RadioDNS

Ron Schiffllers, NXP

**WorldDAB Automotive User Experience Group**

The WorldDAB Automotive User Experience Group has been formed to assist in improving the user interface for in-car digital radio. Its purpose is to bring together broadcasters and the automotive industry to achieve this goal. At the current time the group is working on a best practise guide. This session will give an update on this work from the Chairman of the group.

Laurence Harrison, Technology and Market Development Director, Digital Radio UK

**Closing remarks**

Patrick Hannon, President, WorldDAB and Vice President Corporate Development, Frontier Silicon