



Report from the Presidency and the Project Office

13th WorldDMB General Assembly

Quentin Howard
President, WorldDMB Forum

World DMB Forum Objectives

- Ensure Eureka 147 remains a stable and trusted standard within industry
- Continually raise the profile of DAB open standards
- Providing the networking environment needed for members' DAB/DAB+/DMB business to thrive
- Advocate and promote primary and essential characteristics to allow for DAB/DAB+/DMB implementation in different countries i.e. policy, spectrum, standards etc

Aims for 2007

- Increase and broaden membership
- Fulfil new remit - delivery mechanism for audio, data & multimedia
- Enhancing and empowering WorldDAB's lobbying voice
- Integration of new audio coding
- Gathering sales figures and sales forecast for markets worldwide
- Growth in the Asia / Pacific Region
- Focus on the Americas (Central/South America and Canada)
- Continue cooperation with other technologies
- Continue lobbying to keep spectrum from the RRC06 I-band and band III
- Continue to raise the profile of DAB
- Continue to offer more to members (discounts, country analysis etc..)
- Continue to pursue new opportunities (countries and industries)

Achievements since GA 2006

- New remit has been embraced:
 - many new members from multimedia backgrounds, no longer a pure audio focus within the forum
 - participating in various multimedia conferences/exhibitions
 - new Members from China
- Cooperation with EU - MODIBEC
- Lobbying the Commission: successful press releases
- Audio Coding - DAB+ now ETSI standardized
- 4 Editions of Eureka- WorldDMB Newsletter

Achievements since GA 2006

- China: DAB is the only European industrial standard in China, already being used for DAB/DMB
- RRC -
 - Lobbying to keep the spectrum -FM P45
 - L-Band Position Paper
- WorldDMB is now a one-stop shop for DAB speaker recommendations and attendance - **up to 40 events in 2007!** (broadcast, mobile/telecoms, networks, data/infocasting...)
- Pavilions: Stronger Presence at key broadcasting shows
 - CCBN
 - IBC
- EAC Committee: found a new Chair

Achievements since GA 2006

- Asia Pacific region
 - increased membership & representation from Asia Pacific
 - To date four Asia DMB Committee meetings:
 - DEMO EVENTS & ESTABLISHING TRIALS IN NEW COUNTRIES
 - SUPPORT & DEVELOPMENT OF TRIALS IN EXISTING COUNTRIES
 - MARKET GROWTH ACTIVITY IN COUNTRIES ROLLING OUT DAB
 - DMB (RECEIVER MANUFACTURERS/BROADCASTER)
 - EVENTS IN THE REGION
 - DATA SERVICES AND OTHER DEVELOPMENTS
 - TECHNICAL ISSUES
 - MANUFACTURER ISSUES
 - IN DEPTH COUNTRY ANALYSIS AND POINTS OF CONTACT

Achievements since GA 2006

- Publications
 - Eureka Newsletter (4 Editions)
 - RSC Brochure
 - Coverage Maps
 - European DAB/DAB+ research document
 - DAB+ Video: English, German, Chinese
 - DAB+ brochure: English, French and Chinese
 - China Reports: 3 versions
 - DAB+ brochure: English and German
 - Bi-Monthly DAB/DAB+/DMB Country Reports

Events in 2007

January:

- Marketing Event with Telcos: Itlay

February:

- Le Radio (PARIS); CSTB (MOSCOW); 3GSM (Barcelona)

March:

- CCBN, Beijing, China: Pavilion, speaking slots, meetings with European Commission and Chinese key stakeholders

April/May:

- Marketing Event with Telcos: Spain and Portugal
- Mobile Video Summit: Seoul
- DMB Symposium: Seoul

Events in 2007

June/July:

- BroadcastAsia/ RadioAsia (SINGAPORE);
- Retailer Roadshows: Malaysia and Brunei
- London Radio Show (London); Anacom and DigiTag Workshop, Portugal
- MTVNL Launch: The Hague

August/September:

- MODIBEC Workshops: Beijing, Guangzhou, Shanghai
- IBC (Amsterdam)

October/November:

- European NAB; HKES (Hong Kong); European Radio Symposium
- EIF Breakfast Debate on Mobile TV: Brussels

Aims for 2008

- Increase and broaden membership
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- Gathering sales figures and sales forecast for markets worldwide
- Growth in the Asia / Pacific Region
- Focus on the Americas (Central/South America and Canada)
- Continue cooperation with other technologies
- Continue lobbying to keep spectrum in the I-band and band III
- Continue to raise the profile of DAB/DAB+/DMB
- Continue to offer more to members (discounts, country analysis etc..)
- Continue to pursue new opportunities (countries and industries)



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WORLDDMB HAS BEEN SUCCESSFUL THANKS TO ALL ITS ACTIVE MEMBERS

- ACTIVE PROGRESS AND NEWS
- MEMBERS' LOBBYING
- MEMBERS' ACTIVE PROMOTION
- MEMBERS' PROACTIVE APPROACH ON COMMITTEES