

**Maximizing Radio and Mobile TV
In the Digital Age**

**Venue: Renaissance Brussels Hotel
Hosted By: The WorldDMB Forum**

8th April 2008

09.00 Registration with Welcome Coffee

09.30 Welcome & Introduction

Quentin Howard, President, WorldDMB

09.50 Panel Discussion – State of play: Lessons learned from Mobile Services

Commercial mobile TV services have been launched in a few countries throughout Europe, however there has been limited feedback regarding the success of such services. During this discussion panellists will have the opportunity to share experiences and ideas regarding consumer response to such services as well as ways in which other countries can better prepare for their commercial launches.

- *Bernd Langeheine, Director Information Society, European Commission*
- *Ignasi Guardans, MEP, European Parliament*
- *Martin Liss, Content Director, Mobiles Fernsehen Deutschland*
- *Hyacinth Nwana, Managing Director Mobile Media Solutions, Arqiva*

10.35 -- Coffee Break ---

11.00 Panel Discussion – Future of Digital Radio and its prospects for Mobile Multimedia?

The transition to digital radio does not mean pure audio services. This session will look into how broadcasters can use multimedia to create new content as well as enhance the user listening experience. Panellists will explain various multimedia applications and debate on the future of digital radio across Europe.

- *Marianne Mikko, MEP, European Parliament (tbc)*
- *Mark Friend, Multi-platform and Interactive Controller, BBC*
- *Charles Emmanuel Bon, Director of Development, RTL*
- *Helwin Lesch, General Manager, Bayerische Rundfunk*

11.45 Panel Discussion – Technology Challenge: Implications of spectrum policy and standards

What spectrum is currently available for digital radio and mobile TV and what will be the implications if this is lost to other platforms? This session looks into the impact of radio and provides delegates an overview of the current spectrum policy throughout Europe.

- *Rudolf Strohmeier, Cabinet, European Commission*
- *Daniel Pataki, Chair, European Regulatory Group (tbc)*
- *Phil Laven, Former Technical Director, European Broadcasting Union*
- *Malcolm Harbour, MEP, European Parliament*

12:30 --- Lunch ---- Demonstrations

Demonstrations By:

Demonstrations to include DAB/DAB+/Traffic and Travel information/DMB

- *Fraunhofer / Audi*
- *Somerdata*
- *Iriver*
- *Pure Digital*