

WorldDAB General Assembly 2018

6-7 November, Hotel Maritim Pro Arte, Berlin

Tuesday 6 November

11:00 REGISTRATION

WorldDAB General Assembly (member only session)

Session moderator: Patrick Hannon, President, WorldDAB

11:30 - 12:30 WorldDAB's five main committees report on achievements over the last year, and the strategic focus for the year ahead. The recipient of the WorldDAB Award for Outstanding Service 2018 will be announced.

This session is open to members of WorldDAB only.

- Committee reports
 - Steering Board - Patrick Hannon, President
 - Technical Committee - Lindsay Cornell, Chair, Technical Committee
 - Asia Pacific Committee - Joan Warner, Chair, Asia Pacific Committee
 - Regulatory and Spectrum Committee - Hanns Wolter, Chair, Regulatory and Spectrum Committee
 - Finance Committee - Ron Schiffelers, Chair, Finance Committee

- WorldDAB Award for Outstanding Service

12:30 - 14:00 LUNCH AND REGISTRATION

Session 1 - Why radio is robust in a competitive audio environment

14:00 - 15:00 **Discussion chairperson: Martin Liss, Media Expert, Germany**

In a dynamic and ever-evolving audio landscape, radio is in good health. The ongoing shift to digital is well under way, with DAB playing an important role in the hybrid radio mix. Broadcasters are innovating to deliver a wider diversity of programmes to the listener, while strengthening existing radio brands, and attracting more listeners and revenue.

Keynote: Michael Oschmann, CEO, Müller Media, Germany

Industry leader interviews -

Siobhan Kenny, CEO, Radiocentre, UK

Nicolas Curien, Board Member, CSA, France

Joan Warner, CEO, Commercial Radio Australia, Australia

COFFEE

Session 2 - Voice control, devices and how listeners are consuming radio at home and in the car

15:15-16:15 **Discussion chairperson: Graham Dixon, Head of Radio, EBU, Switzerland**

Tech industry predictions highlight the potential for voice-activated devices and changing listener behaviour around them to become mainstream in the near future. DAB is part of the digital mix in an ecology which is more than radio and audio. With this historic shift in the consumption of audio, how will this impact radio listening? Our experts discuss the future of radio and the threats and opportunities a change in listener behaviour offers.

Demo: Can DAB fit into a connected and interoperable world?

Consumer device trends the evolving receiver/smart speaker landscape - Jan Lorbach, Regional Senior Insights Manager, Northern Europe, GfK

Voice controls in the car - research findings and what next? - Michael Hill, Managing Director, UK Radioplayer, UK

Video: Radio & voice control devices in the connected home

Platforms & listening the myths vs reality on listening in the car on the 4G networks - Simon Mason, Head of Broadcast Radio Technology, Arqiva, UK

Q&A - Audience discussion on the future of digital radio in a changing audio landscape

Announcement of the 2018 winner of the WorldDAB Award for Outstanding Service

19:00 - 22:30 **GALA DINNER, KAFER AM BUNDESTAG, BERLIN**

Wednesday 7 November

Session 3 - Key decision makers summit

Session chairperson: Helwin Lesch, Head of Distribution and Control, Bayerischer Rundfunk, Germany

09:00- 10:15 Moving ahead with DAB+ is a collaborative effort driven on many levels, and digital radio cannot move forward without support from the highest level of government, regulators and the broadcast industry. Key decision makers discuss how they see the future of radio and their plans for DAB.

WorldDAB Vision for the future of radio: Patrick Hannon, President, WorldDAB, UK

Securing radio's future: Bob Shennan, Director of Radio and Music, BBC, UK

The future of radio is digital: Staatssekretärin Heike Raab, Plenipotentiary for Federal and European Affairs, for Media and Digital Affairs of the Land of Rhineland-Palatinate, Germany

10:15 - 10:45 COFFEE

Session 4 - Digital radio in the car - the best driver experience

Session chair: Ron Schiffelers, NXP, the Netherlands

10:45 - 12:00 The car industry is watching the increasing speed of DAB deployment and is playing a key part to accelerate the roll out of DAB. Working closely with the car industry is important to ensure the experience of DAB for drivers continues to improve. The key areas of focus for DAB in car are user experience, performance, aftermarket devices and collaboration is needed to get these areas 'right'.

Update on WorldDAB User Experience Guidelines, DAB performance receivers & antennas, and working with the car industry - Laurence Harrison, Chairman of WorldDAB Automotive Working Group and Market Development Director, Digitalradio UK

Demo: Building the WorldDAB UX Guidelines - putting it into practise

'What's on the street' - an overview: Frank Nowack, Function Owner Multimedia, Ford Motor Company, Germany

DAB and the connected car: new services, enriched engagement and listener insights: Joe d'Angelo, Senior Vice President Broadcast Radio, Xperi

Aftermarket devices, how can the quality level in the aftermarket be measured and ensuring it is reached & the real life installers experiences

Have you forgotten the screen? Creating safe visuals in the car for your DAB radio (and what the driver wants to see) - broadcasters working with OEMs

Q&A

12:00 - 13:00 LUNCH

Session 5 - Country marketing updates - quick fire forum

13:00 - 14:15 The most important part of the WorldDAB General Assembly is an overview from each market on their current and future plans. Learnings, marketing, opportunities, threats, plans all in five minutes with the opportunity for questions from the audience.

Keynote: Norway - 1 year on, key lessons

EU Markets Update: Session Moderator- Jacqueline Bierhorst, VP, WorldDAB Europe

- Germany – marketing DAB+ across the Bundesländer
- UK - fresh challenges to marketing in a developed market
- Switzerland - marketing for DSO
- France - new regions and nationwide roll out
- Italy - renewed commitment and receiver legislation
- The Netherlands & Belgium - two markets, two updates

Markets beyond Europe: Session Moderator - Joan Warner, VP WorldDAB Asia Pacific Committee and CEO Commercial Radio Australia

- What DAB means for South Africa: Pinky Kekani, Deputy Minister for Communications, South Africa
- Moving ahead with DAB+ in Thailand: Col Natee, NBTC, Thailand
- An overview of Australia and the rest of Asia: Joan Warner, VP WorldDAB Asia Pacific Committee and CEO Commercial Radio Australia

Q&A

Session 6 - DAB for success - new content, new brands, new markets

Session chairperson: Ole Moelgaard, Media Consultant, Denmark

14:15 - 15:00 Broadcasters on-air with DAB are enjoying the opportunity to launch new services, extend brands and grow audiences, with a corresponding growth in revenue. This session showcases examples of where DAB is allowing innovative programming to reach new audiences.

DAB vs analogue - why incumbents remain the winners - Nick Piggott, Project Director, RadioDNS, UK

From local FM no.1 in Germany - Petra Lemcke, CEO, Sunshine Live, Germany

Creating a market for DAB+ in Italy - Eugenio LaTeana, Head of Research & Development, RTL 102.5 Hit Radio

How DAB saved my life - Gabby Sanderson, Radio Presenter and DJ, UK

Discovering new talent with DAB+ - Antoine Baduel, President Director General, Radio FG, France

Q&A

15:15

Networking coffee - END