

# WorldDAB General Assembly 2018

6-7 November  
Berlin, Germany

## WorldDAB General Assembly 2018

6–7 November, Maritim proArte Hotel Berlin

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### Day 1

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, WorldDAB

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 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

### **Views from industry leaders**

Siobhan Kenny, CEO, Radiocentre, UK

Nicolas Curien, Board Member, CSA, France

Joan Warner, CEO, Commercial Radio Australia, Australia

### **Q&A**

**15:00 15:15** Coffee

## Session 2 Voice control and how listeners are consuming radio

**15:15 16:30** Discussion chairperson: **Graham Dixon, Head of Radio, EBU, Switzerland**

Technology industry predictions highlight the potential for voice-controlled devices and changing listener behaviour as they 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.

Consumer device trends in the evolving receiver and smart speaker landscape – Jan Lorbach, Regional Senior Insights Manager, Northern Europe, GfK

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

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

Radio and voice-controlled devices in the connected home

Platforms and 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**

**16:20 16:30** Announcement of the 2018 winner of the WorldDAB Award for Outstanding Service

19:00 22:30 Gala Dinner, Käfer Am Bundestag, Berlin

## Day 2

Wednesday 7 November

### Session 3 Key decision makers summit

**9:00 10:00** Session chairperson: Helwin Lesch, Head of Distribution and Control, Bayerischer Rundfunk, Germany

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 DAB radio: Patrick Hannon, President, WorldDAB, 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

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

Q&A

**10:00 10:30** Coffee

### Session 4 Digital radio in the car – the best driver experience

**10:30 12:05** Session chair: Ron Schiffelers, NXP, the Netherlands

The car industry is watching the increasing speed of DAB deployment and is playing a key part in accelerating the roll-out. 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 and aftermarket devices, and collaboration is needed to get these right.

**Keynote:** A DAB story: the FCA case, Claudio Nervi, Product Planning and Institutional

Relations, Feature Portfolio Planning, FCA Italy S.p.A.

Update on WorldDAB User Experience Guidelines, DAB performance receivers and antennas, aftermarket devices 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 practice – Michael Hill, Managing Director, UK Radioplayer, UK

‘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, USA

Have you forgotten the screen? DAB and the in-car screen – Ben Poor, Project Manager, EBU and Martin Koch, Head of Development Multimedia, AUDI, Germany

Automotive receiver specifications, Italy – Hanns Wolter, ClubDAB Italia, Italy

**Announcement: 2019 WorldDAB Auto event country and venue**

**12:05 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. In this session, key DAB markets share their latest developments, key learnings and marketing activities.

**Keynote:** Norway – one year on, key lessons – Ole Jørgen Torvmark, CEO, Norsk Radio, Norway

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

Germany – marketing DAB+ across the Bundesländer, Carsten Zorger, Digitalradio Büro Deutschland

UK – fresh challenges to marketing in a developed market, Ford Ennals, Chief Executive, Digital Radio UK

Switzerland – marketing for DSO, Iso Rechtsteiner, Project Manager DSO Switzerland

France – new regions and nationwide roll-out, Jean-Marc Dubreuil, WorldDAB France

Italy – renewed commitment and receiver legislation, Hanns Wolter, Technical Director, DAB Italia

The Netherlands and Belgium – two markets, two updates, Jacqueline Bierhorst, Project Director, Digital Radio NL and Vice President, WorldDAB Europe

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

What DAB means for South Africa: Pinky Kekana, 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**

**14:15 15:20 Session Chairman: Nick Piggott, Project Director, RadioDNS, UK**

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 to 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

DAB making classical music modern – Ragnhild Veire, Head of NRK Klassik/NRK Jazz, Norway

How DAB saved my career – Gabby Sanderson, Radio Presenter and DJ, UK

**Q&A**

**15:20 Networking coffee – END**