



DAB+ Digital Radio Workshop - understanding the business case

Monday 4 March 2019
14:00 – 17:00
Room: Taming Sari 1

Opening welcome

Joan Warner, Asia Pacific Chair, WorldDAB
and CEO Commercial Radio Australia

DAB+ business case studies

- Private broadcaster perspective: Grant Blackley, Southern Cross Austereo
- Public broadcaster perspective: Cath Dwyer, Australian Broadcasting Corporation
- What distribution is best for the business? - The technical business case: Dr Les Sabel

DAB+ Asia Pacific developments

- Thailand
- Vietnam
- Malaysia

Panel Session: what broadcasters need to do to ensure their place in the connected dash

- WorldDAB Automotive Group – update on user experience best practice and what the vehicle manufacturers need from broadcasters
- Voice activation – opportunity or threat for radio?
- Why hybrid radio (DAB & IP) makes more sense than just IP
- Metadata and metrics
- How Asia Pacific broadcasters can ensure their future in the connected dash

International update

- EU Directive on digital terrestrial radio in vehicles
- Progress with Digital Switch Over in Europe
- WorldDAB Asia Pacific Committee
- Latest WorldDAB technical developments