

WorldDAB DAB+ Digital Radio Workshop

DAB+ - Understanding the Business Case

Monday 4 March 2019

13:30	14:00	Workshop Registration - The Royale Chulan Hotel, Kuala Lumpur
14:00	14:15	Opening welcome & announcement Joan Warner, Asia Pacific Chair, WorldDAB and CEO Commercial Radio Australia
14:15	15:15	DAB+: Business Case studies <ul style="list-style-type: none"> • Private broadcaster perspective Grant Blackley SCA • Public broadcaster perspective – Cath Dwyer ABC • What distribution is best for the business? - The technical business case: Dr Les Sabel • Moderator: Joan Warner
15:15	15:40	Asia Pacific Developments Thailand – progress with the DAB+ trial Vietnam – Do Anh Duc, Centre of Radio and Television Broadcasting, Voice of Vietnam
15:40	16:00	Afternoon Break & Networking
16:00	16:30	Panel Session: Connected Vehicles – what do broadcasters need to do to ensure their place in the dash <ul style="list-style-type: none"> • WorldDAB Automotive Group – <ul style="list-style-type: none"> ○ user experience best practice Vs 2 ○ what the vehicle manufacturers need from broadcasters • Why Hybrid DAB makes more sense than straight IP • Voice activation – opportunity or threat for radio? • Metadata and metrics • How Asia Pacific Broadcasters and vehicle manufacturers can ensure their future in the dash: <p>Aaron Alphonso – CTO Macquarie Media Limited Nick Piggott, Project Director, RadioDNS Kath Brown and Les Sabel – WorldDAB Automotive User Group Moderator: Steve Ahern AMT</p>
16:30	17:00	International update <ul style="list-style-type: none"> • EU Directive on digital terrestrial radio in vehicles • Progress with Digital Switch Over in Europe • Latest WorldDAB technical developments <p>Speakers: Bernie O'Neill, Project Director, WorldDAB, Lindsey Cornell, Technical Committee Chair WorldDAB / Principal Architect, BBC</p>