Workshop: DAB+ understanding the business case

14:00 - 14:15 Opening welcome and announcement
Joan Warner, Asia Pacific Chair, WorldDAB and CEO Commercial Radio Australia

14:15 - 15:15 DAB+ business case studies
- 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, CEO, Commercial Radio Australia

15:15 - 15:40 Asia Pacific developments
Thailand – progress with the DAB+ trial - Orasri Srirasa, NBTC
Vietnam – planning for DAB+ - Do Anh Duc, Voice of Vietnam

15:40 - 16:00 Afternoon break and networking

16:00 - 16:30 Panel session: connected vehicles – what do broadcasters need to do to ensure their place in the dash
Report from the WorldDAB Automotive Group on what vehicle manufacturers need from broadcasters:
- Why Hybrid DAB makes more sense than straight IP
- Voice activation – opportunity or threat for radio?
- Metadata and metrics

Aaron Alphonso, CTO Macquarie Media Limited
Nick Piggott, Project Director, RadioDNS
Kath Brown and Les Sabel: WorldDAB Automotive Working Group
Moderator: Steve Ahern, AMT

16:30 - 17:00 DAB+ international update
- EU Directive on digital terrestrial radio in vehicles
- Progress with Digital Switch Over in Europe
- Latest WorldDAB technical developments

Bernie O’Neill, Project Director, WorldDAB
Lindsay Cornell, Technical Committee Chair WorldDAB / BBC