



WorldDAB at IBC 2019

Radio distribution strategies for a connected world

Monday 16 September 2019, 09:00 – 10:30

The migration to broadcast digital offers radio broadcasters opportunities and challenges. Digital offers broadcasters the ability to reduce costs while increasing audiences and revenue, while offering more choice and clearer sound to the listener. Hybrid radio - combining broadcast with connectivity - enables an enhanced experience to the listener. The challenge however is to develop a radio distribution strategy that will balance the budget and safeguard audience and business models in the face of digital giants. This session looks at broadcast digital radio's place in the distribution mix and will offer recommendations and advice on how broadcasters can assess all digital distribution platforms to make informed investment choices today to safeguard broadcast radio for tomorrow.

Radio's digital migration across Europe

The value proposition of radio in a connected world – a view from the US

Case study: a multi-platform digitisation strategy for radio

Key considerations in planning a distribution network for the future

Evaluating 5G broadcast

Broadcast 5G trials

The importance of metadata for radio's future in the car

Bringing it all together – how should broadcasters plan their distribution strategy for the future?