

## WorldDAB General Assembly 2019 DRAFT

5-6 November, Brussels

Day 1 – 5 November 2019

11:30 – 12:30	<b>WorldDAB General Assembly (member only session)</b>
	WorldDAB Committee updates
	Steering Board
	Finance Committee
	Technical Committee
	Spectrum and Network Implementation Committee
	Asia Pacific Committee
	WorldDAB election results
	WorldDAB Award for Outstanding Service
12:30 – 13:30	<b>LUNCH</b>
13:30 – 14:40	<b>Session 1 – Political support for DAB</b>
	Belgium
	France
	Italy
	Germany
	United Kingdom
	Switzerland
14:40 – 15:00	<b>COFFEE</b>
15:00 – 16:00	<b>Session 2 – New and emerging markets</b>
	Asia Pacific
	MENA
	Sweden
	Austria
	Q&A
	<b>Spot updates</b>
	Switzerland
	Norway
19:30 – 22:30	<b>Networking drinks and Gala Dinner</b>

## Day 2 – 6 November 2019

### 09:00 – 10:00 **Session 3 – Focus on automotive**

Auto industry expert – an overview  
UX design  
An OEM perspective  
The importance of metadata

#### **Spot updates**

Germany  
The Netherlands

### 10:00 – 10:30 **COFFEE**

### 10:30 – 11:30 **Session 4 – Smart and voice-activated devices**

Receiver sales – what the data tells us  
Future trends for radio and audio  
Smart speakers and voice control – it's all about a good UX  
Smart listening – new opportunities for partnerships  
Panel discussion and Q&A

#### **Spot updates**

Italy  
United Kingdom

### 11:30 – 12:30 **Session 5 – New DAB content – new business models**

Brand extension  
New stations  
An example from France  
A case study from The Netherlands  
Q&A

#### **Spot updates**

Czech Republic  
Poland

### 12:30 – 13:30 **LUNCH**

13:30 – 14:30	<b>Session 6 – DAB Retail &amp; Advertising</b>
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Retailers
Advertisers
Auto dealerships and garages
Device manufacturers
Q&A

**Spot updates**

Denmark  
Slovenia

14:30 – 15:30	<b>Session 7 – Platforms and networks</b>
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Small-scale DAB – facilitating plurality
5G
DAB+ network planning for good road coverage
Networks and car antennas
Panel discussion - Q&A

15:30	Closing remarks
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