



WorldDAB General Assembly 2019 DRAFT

5-6 November, Brussels

Day 1 – 5 November 2019

11:30 – 12:30	WorldDAB General Assembly (member only session)
	Moderator: Ron Schiffelers, Treasurer, WorldDAB
	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	LUNCH
13:30 – 14:40	Session 1 – Political support for DAB
	Belgium
	France
	Italy
	Germany
	United Kingdom
	Switzerland
14:40 – 15:00	COFFEE
15:00 – 16:00	Session 2 – New and emerging markets
	Austria
	Sweden
	MENA
	Asia Pacific
	Q&A
	Spot updates
	Switzerland
	Norway
19:30 – 22:30	Networking drinks and Gala Dinner

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**

GfK - 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

The Netherlands

Q&A

Spot updates

Czech Republic

Poland

12:30 – 13:30 **LUNCH**

13:30 - 14:30 Session 6 - DAB Retail & Advertising

Retailers

Advertisers

Auto dealerships and garages

Device manufacturers

Q&A

Spot updates

Denmark

Slovenia

14:30 - 15:30 Session 7 - Platforms and networks

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
