

Tunisia: promoting DAB+ services and receivers

ASBU Headquarters, Tunis
10 October 2019

09:30 – 10:20	Welcome and opening
09:30 – 09:40	ASBU welcome addresses: - ASBU President and Chairman ASBU Director of Technology, Bassil Zoubi
1st session: Tunisia Commitment & Policy to introduce DAB	
09:40 – 10:10	Tunisia Policy Ministry of Communications, Ministry of Commerce, Telediffusion, Tunisia Speaker Dhaker ONT
10:10 – 10:20	Tunisian Audio Visual Regulator Speaker Mr Hisham Elsanousi
2nd session: DAB Implementation Worldwide & in Tunisia	
10:20 – 10:30	DAB+ Global Update Bernie O’Neill, Project Director, WorldDAB
10:30 - 10:40	ONT Network Coverage and future plan
10:40 – 10:55	Europe case study of DAB+ rollout and receiver regulation: Italy Speaker: Sergio Natucci, Chief Operating Officer, DAB Italia WorldDAB member (Network Operator)
10:55 – 11:15	break
3rd session: Receivers Marketing policies and incentives	
11:15 – 11:30	DAB+ benefits for broadcasters and listeners Speaker: Jean-Marc Dubreuil, WorldDAB Manager, France



11:30 - 11:50	DAB+ marketing toolkit and working with the receiver retail sector to promote DAB+ Speaker : Jean-Marc Dubreuil, WorldDAB Manager, France
11:50 - 12:05	Tunisia retail sector
12:05 - 12:20	Receiver manufacturer
12:20 - 12:30	Tunisia automobile association
12:30 - 12:40	Automobile after-market products Speaker: Stan Baaijens, CEO, Funke NL
Round Table Discussion	
12:40 - 13:00	Conclusions and workshop close: Bassil Zoubi, Director of Technology, ASBU