



## Joint WorldDAB and ABU webinar

# DAB+ Digital Radio Technology - Implementation and Rollout

20, 21 and 22 October 2020, 12:00 - 13:30 Kuala Lumpur time (04:00 – 05:30 UTC)

**Day 1 – 20 October**

**Webinar 1a – DAB+ overview**

**12:00 – 12:05 Opening remarks**

Speakers: Ahmed Nadeem, Director of Technology and Innovation , Asia-Pacific Broadcasting Union and Joan Warner, CEO Commercial Radio Australia and Vice-President, WorldDAB

**12:05 – 12:15 DAB global status and APAC status**

Speaker: Joan Warner, Chair, Asia-Pacific Committee, WorldDAB

**12:15 – 12:30 DAB system features**

- Basic and advanced features
- Receivers overview
- Hybrid radio

Speaker: Dr Les Sabel, S-Comm Technologies / WorldDAB

**Day 1 – 20 October**

**Webinar 1b – Business case**

**12:30 – 12:50 Commercial business case**

- Multi-platform world
- Remaining competitive
- Incumbents are winners
- Why radio is essential during emergencies

Speaker: Joan Warner, CEO, Commercial Radio Australia / WorldDAB

**12:50 – 13:00 Brand extension strategy case study**

- How brand extension can increase revenue

Speaker: Adam Williscroft, Content Director, Hit and Triple M Digital Radio, Southern Cross Austereo

**13:00 – 13:10 Using DAB+ to provide multi-language programs**

- How DAB+ offers opportunities for new language content

Speaker: Andrew Bolton, Head of Arabic 24 DAB+ channel, Special Broadcasting Service

**13:10 – 13:20 Technical business case**

- Operational cost efficiency
- Impact and use of 5G

Speaker: Dr Les Sabel, S-Comm Technologies / WorldDAB

**13:20 – 13:30 Q&A**

**Day 2 – 21 October**

**Webinar 2a – DAB Receivers**

**12:00 – 12:10 Establishing the DAB market**

- Stakeholders
- Key messaging
- Opportunities and challenges in APAC

Speaker: Kathryn Sabel Brown, S-Comm Technologies

**12:10 – 12:25 Receiver examples – Home**

- Receiver types - kitchen, living, clock radios
- Receiver capabilities - basic, visual, hybrid
- Example products and pricing
- Support for local characters, e.g. Thai

Speaker: Albert Tseng, CEO, Keystone Semiconductor Corporation

**12:25 – 12:40 Car Connectivity Changes Content Consumption**

- Greater variety of content sources and types
- New in-vehicle user interfaces – voice, touch screens, gesture recognition
- Contextual awareness – personal preferences, location, destination
- Digital radio enables searchability of broadcast radio – new forms of integration and discovery

Speaker: Roger Lanctot, Director Automotive Connected Mobility, Strategy Analytics

**12:40 – 12:45 Q&A**

**Day 2 – 21 October**

**Webinar 2b – Headend systems**

**12:45 – 13:10 Encoding and multiplexing systems**

- Overall signal flow, components and control
- Implementation options and virtualisation
- Emergency/air quality alert systems
- Example implementations

Speaker: Lars Peder Lundgren, Marketing Director, Paneda

**13:10 – 13:25 Thailand Bangkok DAB+ trial implementation**

- System overview
- Coverage and field testing
- Feature testing
- Lessons learned

Speaker: Orasri Srirasa, Director, Satellite and Orbit Management Bureau, Digital Broadcasting Bureau, Office of the National Broadcast and Telecommunications Commission, Thailand

**13:25 – 13:30 Q&A**

**Day 3 – 22 October**

**Webinar 3a – Transmission systems**

**12:00 – 12:15 Transmission system overview**

- Transmitter input to antenna output
- Monitoring

Speaker: Dr. Les Sabel, S-Comm Technologies / WorldDAB

**12:15 – 12:40 Modern transmitters**

- Transmitter types and uses
- Latest technologies and efficiency
- Redundancy options

Speaker: Rich Redmond, President, Gates Air International

**12:40 – 12:45 Q&A**

**Day 3 – 22 October**

**Webinar 3b – RF Network design and modelling**

**12:45 – 13:10 Coverage and interference planning**

- Coverage requirements and field strength reference levels
- Multi Frequency Networks and Single Frequency Networks
- High power vs low tower implementations
- SFN design and performance

Speaker: Dr. Les Sabel, S-Comm Technologies / WorldDAB

**13:10 – 13:15 WorldDAB Asia Pacific Technical Group**

- WorldDAB support for the Asia Pacific region
- Technical Group activities overview

Speaker: Dr. Les Sabel, S-Comm Technologies / WorldDAB

**13:15 – 13:30 Closing remarks and series Q&A**

Ahmed Nadeen, ABU) and Dr. Les Sabel (WorldDAB)