

WorldDMB General Assembly 5-6 November 2013

Movenpick Hotel, Amsterdam, The Netherlands

DRAFT PROGRAMME

Day 1 – Tuesday 5 November 2013

11:00	11:45	Registration
11:45	13:30	Networking Lunch
13:30	13:35	Introduction Glyn Jones, Arqiva
13:35	13:55	Welcome keynote NXP Speaker - TBC
		Regional Updates
13:55	14:10	European Broadcasting Union Simon Fell, Director of Technology
14:10	14:25	Arab States Broadcasting Union – ASBU Speaker tbc
14:25	14:40	South Africa - SADIBA Speaker tbc
14:40	14:55	Asia Pacific Broadcasting Union Amal Punchihewa, Director of Technology, ABU
14:55	15:10	Discussion topic: “Broadcasting vs. Mobile Internet” - a strong case for Broadcasting Per Borga, Teracom Sweden
15:10	15:40	COFFEE

General Assembly meeting of WorldDMB (Member Only Session)

15:40	15:50	Report from the WorldDMB Asia Pacific Committee Joan Warner, WorldDMB Asia Pacific Committee Chair and Chief Executive Officer, Commercial Radio Australia
15:50	16:00	Report from the WorldDMB Technical Committee Lindsay Cornell, WorldDMB Technical Committee Chair and Principal Systems Architect, BBC Future Media
16:00	16:10	Report from the WorldDMB Regulatory and Spectrum Committee Hanns Wolter, WorldDMB Regulatory and Spectrum Committee Chair
16:10	16:20	Report from the WorldDMB Finance Committee Phil Laven, European Broadcasting Union (EBU) WorldDMB Treasurer
16:20	16:30	Report from the WorldDMB Steering Board Jørn Jensen, President, WorldDMB
16:30	16:45	Presentation of WorldDMB Award for Outstanding Service Keynote by award winner
16:45	16:55	Election Results and Statutes - WorldDMB General Assembly Committee Glyn Jones, Digital One and Now Digital
16:55	17:00	Wrap-up Day 1
18:00	19:00	Networking Drinks
19:00	22:00	WorldDMB Gala Dinner

Day 2: Wednesday 6 November 2013

08:30 09:00 **Registration**

Welcome Day 2

Moderator for the day: Erik De Zwart

09:00 09:15 **Opening**
President, WorldDMB

Session 1

An overview of Dutch Digital Radio market

09:15 09:30 **Ministry of Economic Affairs**

The Netherlands has demonstrated excellent industry collaboration in the launch of digital radio, with government support for a dynamic digital radio marketing plan.

Speaker: Mark Dierikx, Director-General for Energy, Telecommunications and Competition

09:30 10:00 **Digital Radio+**

The Netherlands radio industry has launched Digital **Radio+**, an initiative of the national commercial radio stations and NPO (Dutch public broadcaster), working together to jointly inform the public about news and information on digital radio rollout in The Netherlands. Both organisations report on the successful launch of digital radio in The Netherlands, marketing plans, ongoing work for 100% outdoor coverage by January 2014, and plans for innovative content for listeners via DAB+.

Speaker: NPO - Public Radio Sector

Speaker: VCR – Commercial Radio Sector

Session 2

Country Updates and switchover plans

Moderator: Helmut Bauer

More countries have made announcements about their switchover and plans. A quick roundup on latest status.

10:00 10:05 **Norway**

10:05	10:10	Denmark
10:10	10:15	Germany
10:15	10:20	UK:
10:20	10:25	Switzerland
10:25	10:30	Update on the Eurochip Initiative: Christian Vogg, Head of Radio, EBU
10:30	10:35	Australia
10:35	11:05	Coffee

Session 3

Retail and Marketing of Digital Radio

Moderator: Patrick Hannon

The three key elements to market development are raising awareness and explaining the benefits to the consumer; educating and working with the retail trade and bringing on board the automotive sector to ensure line fit to after-market solutions of digital radio.

11:05	11:20	Bringing the Digital Radio industry together and creating the marketing mix for digital radio Jane Ostler, Digital Radio UK
11:20	11:35	Working with retailers – a receiver manufacturer's perspective PURE
11:35	11:50	Working with advertisers to promote digital radio Joan Warner, Commercial Radio Australia
11:50	12:05	Marketing digital radio to the listeners – Germany's approach Michael Reichert
12:05	12:20	Update on global digital radio receiver sales GfK
12:20	12:30	Q&A

12:30	13:30	LUNCH
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SESSION 4**DAB/DAB+ Transmission solutions for all**

Moderator: Lindsay Cornell

The needs of national, regional and local broadcasters are very different. This session looks at solutions that have evolved along with the migration to digital radio.

13:30	13:45	Harris Broadcast
13:45	14:00	Small scale solution for local broadcasters, the potential for a lower-cost transmitting stations in support of DAB rollout. Rashid Mustapha, Ofcom, UK & Mathias Coinchon, EBU
14:00	14:15	Rohde & Schwarz
14:15	14:25	Q&A
14:25	14:45	COFFEE

Session 5**Automotive Update**

14:45	15:00	Moderator: Lee Coleman, SBD Automotive Technology Consultancy SBD – an independent, technical consultancy specialising in the design and development of vehicle security, telematics and ITS systems.
15:00	15:15	Traffic management and DAB data distribution: an overview of projects and the reasons why DAB data distribution should be a structural part in traffic control and management solutions. ARS Traffic & Transport Technology (www.ars.nl) is a leading company providing all kind of solutions to measure and control traffic flows including public transport in the Netherlands as well as Norway, Sweden, USA, UK, India and others. Jan Linssen, CEO, ARS T&T, The Netherlands
15:15	15:30	Germany's engagement with the automotive sector: German automotive working group Speaker: Thomas Kusche
15:30	15:45	A car manufacturer's on beginning a new market for digital radio
15:45	16:00	Traffic & Travel via DAB - Update
16:00	16:10	Q&A
16:10	16:15	Close