

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	Moderator Glyn Jones, Arqiva
13:35	13:55	Welcome keynote NXP Semiconductors [Sebastian to send few lines describing this presentation] Ron Schiffelers, Director Program Management, BL Car Entertainment, NXP Semiconductors
		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: Radio via 3G/4G instead of FM/DAB+ - how hard can it be? Per Borga, Teracom Sweden
15:10	15:40	COFFEE

15:40	15:50	General Assembly meeting of WorldDMB (Member Only Session)
		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
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 201308:30 09:00 **Registration****Welcome Day 2****Moderator for the morning: Erik De Zwart**09:00 09:10 **Opening**
President, WorldDMB**Session 1****An overview of Dutch Digital Radio market**09:10 09:25 **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.

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

09:25 09:45 **Digital Radio+ The Netherlands**

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+.

Jacqueline Bierhorst, Digital Radio+ The Netherlands

Session 2**Country Updates and switchover plans**09:45 10:15 **Moderator: Helmut Bauer**

Key markets have seen significant developments over the past year. An interactive round table session during which participants discuss the latest developments in the rollout of digital radio in key markets:

Australia & Asia Pacific

Joan Warner, CEO, Commercial Radio Australia

Norway

Ole Jørgen Torvmark, CEO, Digital Radio Norge

Denmark

Lars Kierkegaard, Head of Business Development, Teracom A/S, Denmark

Germany

Helmut Bauer, Media Consultant, Germany

UK

Patrick Hannon, VP Corporate Development, Frontier Silicon, UK

Switzerland

Beatrice Merlach, CEO, MCDT, Switzerland

EBU Eurochip Initiative

Christian Vogg, Head of Radio, EBU

10:15 10:45 **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.

10:45 11:00 Bringing the Digital Radio industry together and creating the marketing mix for digital radio

Jane Ostler, Digital Radio UK

11:00 11:15 Digital radio sales in the market are enabled by retail and e-commerce partners. How can we motivate them to both increase the shelf space for DAB+ products and provide better advice to the consumer at point of purchase? Pure the leading global receiver manufacturer, active in all DAB+ global markets, will share its perspective on best practice.

Peter Blampied, Director of Sales, PURE

11:15 11:30 Working with advertisers to promote digital radio

Joan Warner, CEO, Commercial Radio Australia

11:30 11:45 Working with retailers – a receiver manufacturer's perspective

Machiel Frijters, Head of Marketing, Consumer Electronics Benelux, Sony

11:45 12:00 Marketing digital radio to the listeners: this presentation will give an update on Germany's major campaigns to bring digital radio to point of sale and to listeners. Collaboration between commercial and public broadcasters, as well as consistent but simple messages are key.

Michael Reichert, ARD Project Office Digital Radio

12:00	12:15	Update on global digital radio receiver sales Barbara Schouten, Key Account Manager, GfK Netherlands
12:15	12:25	Q&A
12:25	12:40	Radio since 1905 and looking to the future of radio with DAB+ Erik De Zwart
12:40	13:40	LUNCH

Moderator for the afternoon: Patrick Hannon, Frontier Silicon
**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.

13:40	13:55	First experiences of using the EDI interface as a modern and efficient distribution technology for DAB networks. Roland Schaller, Regional Sales Manager Transmission, Harris Broadcast
13:55	14:10	Small scale solution for local broadcasters, the potential for lower-cost transmitting stations in support of DAB rollout. Rashid Mustapha, Ofcom, UK and Mathias Coinchon, EBU
14:10	14:25	Today's network operators are aiming to decrease their total cost of ownership to keep competitive in their markets. The design of the current generation of DAB transmitters significantly contributes to reduce the lifetime costs of a network of broadcasting transmitters. This presentation gives an insight how this is achieved. Christian Wachter, Product Management, Terrestrial Transmitter Systems, Rohde & Schwarz GmbH & Co. KG
14:25	14:40	When the first virtual DAB+ system was launched live by Factum at Teracom in Sweden earlier this year it was the start of a new era for transmission of digital radio. The purpose of this presentation is to show that Digital Radio is for all. The carry-forward of head end equipment on virtual machines or cloud computing in a traditional industry is made easy. Patrik Olsson, CEO, Factum Electronics
14:40	14:50	Q&A

14:50 15:10 COFFEE

Session 5 Automotive Update

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| 15:10 | 15:25 | 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. |
| 15:25 | 15:40 | Traffic management and DAB data distribution: an overview of why DAB data distribution in traffic control and management solutions. ARS Traffic & Transport Technology is a leading company providing solutions to measure and control traffic flows including public transport in the Netherlands as well as Norway, Sweden, USA, UK, India
Jan Linssen, CEO, ARS T&T, The Netherlands |
| 15:40 | 15:55 | The German automotive working group will present results from a recent research study and will give a report on the current status of availability of Digital Radio on an OEM basis in Germany. Topics will include the hybrid approach adopted by some car manufacturers in Germany.

Speaker: Thomas Kusche |
| 15:55 | 16:10 | A mobile telecommunications operator's perspective on hybrid radio.
Speaker tbc |
| 16:10 | 16:25 | Traffic & Travel via DAB – Update
Speaker tbc |
| 16:25 | 16:30 | Q&A |

Closing remarks: President, WorldDAB