

## WorldDMB General Assembly 5-6 November 2013

Movenpick Hotel, Amsterdam, The Netherlands

### Day 1 – Tuesday 5 November 2013

|                         |       |                                                                                                                         |
|-------------------------|-------|-------------------------------------------------------------------------------------------------------------------------|
| 11:00                   | 11:45 | <b>Registration</b>                                                                                                     |
| 11:45                   | 13:30 | <b>Networking Lunch</b>                                                                                                 |
| 13:30                   | 13:35 | <b>Moderator</b><br>Glyn Jones, General Manager, Digital Radio Platforms, Arqiva                                        |
| 13:35                   | 13:50 | <b>Welcome keynote</b><br><br>Ron Schiffelers, Director Program Management, BL Car Entertainment,<br>NXP Semiconductors |
| <b>Regional Updates</b> |       |                                                                                                                         |
| 13:50                   | 14:05 | <b>European Broadcasting Union</b><br>Simon Fell, Director of Technology, EBU                                           |
| 14:05                   | 14:20 | <b>Arab States Broadcasting Union – ASBU</b><br>Bassil Zoubi, Head of Transmission, ASBU                                |
| 14:20                   | 14:35 | <b>Asia Pacific Broadcasting Union</b><br>Amal Punchihewa, Director of Technology, ABU                                  |
| 14:35                   | 14:50 | <b>Discussion topic:</b><br>Radio via 3G/4G instead of FM/DAB+ - how hard can it be?<br>Per Borga, Teracom Sweden       |
| 14:50                   | 15:10 | <b>COFFEE</b>                                                                                                           |

**General Assembly meeting of WorldDMB (Member Only Session)**

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

## Day 2: Wednesday 6 November 2013

08:30      09:00      **Registration**

**Moderator for the morning: 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.  
**Mark Dierikx, Director-General for Energy, Telecommunications and Competition**

09:30      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. This presentation will 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**

09:45      10:00      Working with retailers – a receiver manufacturer's perspective  
**Machiel Frijters, Head of Marketing, Consumer Electronics, Sony Benelux**

### Session 2 Country Updates and switchover plans

10:00      10:30      **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

10:30      11:00      **Coffee**

**Session 3****Retail and Marketing of Digital Radio****Moderator: Patrick Hannon**

Key elements to market development are raising awareness and explaining the benefits to the consumer, educating and working with the retail trade to ensure line fit to after-market solutions of digital radio.

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|-------|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11:00 | 11:15 | An update on global digital radio receiver sales.<br><b>Barbara Schouten, Key Account Manager, GfK Netherlands</b>                                                                                                                                                                                                                                                                                            |
| 11:15 | 11:30 | Industry collaboration on the marketing and communication of digital radio in the UK.<br><b>Jane Ostler, Communications Director, Digital Radio UK</b>                                                                                                                                                                                                                                                        |
| 11:30 | 11:45 | 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.<br><b>Peter Blampied, Director of Sales, PURE</b> |
| 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 messaging is key.<br><b>Michael Reichert, ARD Project Office Digital Radio</b>                                                              |
| 12:00 | 12:15 | Working with advertisers to promote digital radio<br><b>Joan Warner, CEO, Commercial Radio Australia</b>                                                                                                                                                                                                                                                                                                      |
| 12:15 | 12:25 | <b>Q&amp;A</b>                                                                                                                                                                                                                                                                                                                                                                                                |

12:25      12:40      A round up the morning's presentations and an overview of Dutch radio from 1905 up to the present day, and looking forwards to a bright future for radio in The Netherlands with DAB+.

**Erik De Zwart, Dutch DJ, business entrepreneur and media specialist**

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 transmission solutions that have evolved along with the migration to digital radio, offering cost-effective solutions for different types of radio stations.

13:40      13:55      Experiences with DAB distribution over IP using electronic data interchange (EDI): The EDI protocol has been standardized for 4 years and there are now many products available on the market supporting EDI. However despite its obvious advantages, many operators are still reluctant to implement EDI because of its apparent complexity and perceived lack of maturity. Hear about a real-life EDI implementation to 30 transmission sites in The Netherlands with an overview about how this was achieved.

**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 in order to remain competitive in their markets. The design of the current generation of DAB transmitters significantly contributes towards reducing the lifetime costs of a network of broadcasting transmitters. This presentation gives an insight how this is achieved.

**Christian Wachter, Product Manager, 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      15:15      COFFEE

### Session 5 Automotive Update

|       |       |                                                                                                                                                                                                                                                                                                                                                                                                           |
|-------|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 15:15 | 15:30 | <b>Moderator: Lee Coleman, SBD Automotive Technology Consultancy</b><br>SBD – an independent, technical consultancy specialising in the design and development of vehicle security, telematics and ITS systems.                                                                                                                                                                                           |
| 15:30 | 15:45 | 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.<br><b>Speaker: Thomas Kusche</b> Senior Editor, Westdeutscher Rundfunk (WDR) and President, TISA                    |
| 15:45 | 16:00 | Traffic management and DAB data distribution: an overview of DAB data distribution in traffic control and management solutions. ARS Traffic & Transport Technology is a leading company in providing solutions to measure and control traffic flows including public transport in the Netherlands as well as Norway, Sweden, USA, UK, and India.<br><b>Jan Linssen, CEO, ARS T&amp;T, The Netherlands</b> |
| 16:00 | 16:15 | A broadcaster's approach to in-vehicle digital radio.<br><br><b>Mark Friend, Controller, BBC Radio &amp; Music Multiplatform</b>                                                                                                                                                                                                                                                                          |
| 16:15 | 16:25 | Q&A                                                                                                                                                                                                                                                                                                                                                                                                       |
| 16:25 | 16:30 | <b>Closing remarks: President, WorldDMB</b>                                                                                                                                                                                                                                                                                                                                                               |