

AGENDA

Day 1 – Tuesday 5 November 2013

11:00	11:45	Registration
11:45	13:30	Networking Lunch
13:30	13:35	Moderator Glyn Jones, General Manager, Digital Radio Platforms, Arqiva
13:35	13:50	Welcome keynote As digital radio offerings are expanding on a global level it is getting more important to ensure all the benefits offered by this technology can be fully experienced within the car and integrated in modern head-unit architectures. This presentation will highlight what has been achieved with automotive digital radio systems up to now, the challenges lying ahead for the industry and how NXP hopes to help address those through integrated hardware and software system solutions. Ron Schiffelers, Director Program Management, BL Car Entertainment, NXP Semiconductors
13:50	14:05	Regional Updates European Broadcasting Union Simon Fell, Director of Technology, EBU
14:05	14:20	Arab States Broadcasting Union Bassil Zoubi, Head of Transmission, ASBU
14:20	14:35	Asia Pacific Broadcasting Union Amal Punchihewa, Director of Technology, ABU
14:35	14:50	Discussion topic: Radio via 3G/4G instead of FM/DAB+ - how hard can it be? Per Gunnarson Borgå, Product Manager Radio, Teracom Group
14:50	15:10	COFFEE
15:10	15:20	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
15:20	15:30	Report from the WorldDMB Technical Committee Lindsay Cornell, WorldDMB Technical Committee Chair and Principal Systems Architect, BBC Future Media
15:30	15:40	Report from the WorldDMB Regulatory and Spectrum Committee Hanns Wolter, WorldDMB Regulatory and Spectrum Committee Chair
15:40	15:50	Report from the WorldDMB Finance Committee Phil Laven, European Broadcasting Union (EBU), WorldDMB Treasurer
15:50	16:00	Report from the WorldDMB Steering Board Jørn Jensen, President, WorldDMB
16:00	16:15	Presentation of WorldDMB Award for Outstanding Service
16:15	16:30	Election Results and Statutes - WorldDMB General Assembly Committee Glyn Jones, General Manager Digital Radio Platforms, Arqiva
16:30		Wrap-up Day 1
18:45	19:30	Networking Drinks
19:30	22:00	WorldDMB Gala Dinner

Day 2: Wednesday 6 November 2013

08:30	09:00	Registration
09:00	09:15	Moderator for the morning: Erik De Zwart, Dutch DJ, business entrepreneur and media specialist
		Opening President, WorldDMB
		SESSION 1: AN OVERVIEW OF THE 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, Ministry of Economic Affairs, The Netherlands
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, Project leader, Digital Radio + Network, The Netherlands
09:45	10:00	Working with retailers – a manufacturer's perspective Machiel Frijters, Head of Marketing, Consumer Electronics, Sony Benelux
		SESSION 2: SWITCHOVER PLANS
10:00	10:30	Moderator: Helmut Bauer, Strategic Digital Radio Analyst and Consultant Key markets have seen significant developments over the past year. This session will take the format of an interactive round table session during which participants discuss the latest developments in the rollout of digital radio in the following key markets:
		Australia & Asia Pacific Joan Warner, CEO, Commercial Radio Australia, Chair of the WorldDMB Asia-Pacific Committee
		Norway Ole Jørgen Torvmark, CEO, Digital Radio Norge
		Denmark Lars Kierkegaard, Head of Business Development, Teracom A/S, Denmark
		Germany Helmut Bauer, Strategic Digital Radio Analyst and Consultant, Germany
		United Kingdom Patrick Hannon, VP Corporate Development, Frontier Silicon, UK
		Switzerland Beatrice Merlach, CEO, MCDT, Switzerland
		EBU Eurochip Initiative Christian Vogg, Head of Radio, EBU, Media Department
10:30	11:00	Coffee
		SESSION 3: RETAIL AND MARKETING OF DIGITAL RADIO
		Moderator: Patrick Hannon, VP, Corporate Development, Frontier Silicon
		Key elements to successful market development are raising awareness about digital radio, explaining the benefits to the consumer, educating and working with the retail trade - all of which are critical to ensure that the innovative digital radio content offered by broadcasters reaches the listener.

11:00	11:15	An update on global digital radio sales. Barbara Schouten, Business Consultant, GfK, The Netherlands
11:15	11:30	Industry collaboration on the marketing and communication of digital radio in the UK. Jane Ostler, Communications Director, Digital Radio UK
11:30	11:45	Pure's perspective on best practice 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
11:45	12:00	Update on Germany's major campaigns to bring digital radio to point of sale and to listeners 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. Michael Reichert, ARD Project Office Digital Radio
12:00	12:15	Working with advertisers to promote digital radio Joan Warner, CEO, Commercial Radio Australia, Chair of the WorldDMB Asia Pacific Committee
12:15	12:25	Q&A
12:25	12:40	Radio since 1905 and looking to the future of radio with DAB+ A round up of 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, VP Corporate Development, Frontier Silicon
		SESSION 4: DAB/DAB+ TRANSMISSION SOLUTIONS FOR ALL
		Moderator: Lindsay Cornell, Principle Systems Architect for the BBC's Future Media and WorldDMB Technical Committee Chairman 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) Commercial Radios in The Netherlands are now on air with nationwide coverage of Digital Radio, using IP signal distribution via EDI. Hear about the 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, Senior Broadcast Specialist, OFCOM, UK and Mathias Coinchon, Senior Project Manager, Technology and Innovation, European Broadcasting Union (EBU)

Low-cost localised DAB/DAB+ test demonstration

Visit the Ofcom UK exhibition stand to see first-hand the successfully tested technologies which enable DAB/ DAB+ radio broadcasting to be transmitted in small areas at low cost. Ofcom suggests that a whole new tier of small-scale radio stations could be launched on DAB digital radio using Open Source techniques. The low-power solution would be near-parity cost with a single low-power FM transmitter and would enable many small stations and community radio operators to gain a presence on the digital radio platform.



14:10	14:25	Design of current generation of DAB transmitters contributes towards reducing the lifetime costs of a network of broadcasting transmitters 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	Start of a new era for transmission of digital radio 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, Sweden
14:40	14:50	Q&A
14:50	15:05	COFFEE
Session 5: Automotive Update		
15:05	15:20	Moderator: Lee Coleman, SBD Automotive Technology Consultancy SBD is an independent, technical consultancy specialising in the design and development of vehicle security, telematics and ITS systems.
15:20	15:35	Challenges and opportunities offered by the connected car Hear about plans for DAB in cars as standard line-fit in the UK, challenges and opportunities offered by the connected car, and why hybrid broadcast/IP will be the answer to keeping radio the No 1 listening choice in the car. Delegates will hear also about the Universal Smartphone Radio Project led by the BBC and Global Radio in the UK and others around the world including Clearchannel and EBU. Mark Friend, Controller, BBC Radio & Music Multiplatform
15:35	15:50	News from the German Automotive Working Group 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. Thomas Kusche Senior Editor, Westdeutscher Rundfunk (WDR)
15:50	16:05	The Italian approach to in-vehicle digital radio 70% of radio listening in Italy is in-car. This presentation will inform about Italy's system for marketing Digital Radio to the automotive sector through cross-industry collaboration, consistent messaging and campaigns, collaboration with auto manufacturers and education programmes to car dealerships. Eugenio La Teana, ClubDAB/EuroDAB, Italy
16:05	16:20	Traffic management and data via DAB 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. Jan Linssen, CEO, ARS T&T, The Netherlands
16:20	16:30	Q&A
Closing remarks: President, WorldDMB		