

TRT 50th Anniversary Seminar: How to implement DAB+ Digital Radio

Saturday 14 June 2014
Halic Congress Centre, Istanbul, Turkey

All sessions in this workshop will have simultaneous translation Turkish – English and English - Turkish

08:45 – 09:15	Registration
09:15 – 09:45	<p>Workshop Moderator: Patrick Hannon, President, WorldDMB</p> <p>Keynote Presentations</p> <p>An overview of status of radio industry in Turkey Speaker: Mevlut Tacyildiz, , Adviser, R&D Manager, Strategy Development Department, TRT - Türkiye Radyo ve Televizyon Kurumu (Turkish Radio and Television Corporation)</p> <p>Digital Radio Broadcasting in Turkey Speaker: Erdem ÇAKMAK, Supreme Council Expert, RTÜK - Radyo ve Televizyon Üst Kurulu (Radio and Television Supreme Council)</p> <p>Digital Radio in Turkey: a private radio broadcaster's perspective Murat Duran, Director of Radios for Doğan Media Group, RATEM - Radyo Televizyon Yayınları Meslek Birliği (Professional Union of Broadcasting Organisations) [this presentation will be presented in Turkish]</p>
09:45 – 10:05	<p>1: Global overview of DAB / DAB+ services</p> <p>An overview of DAB / DAB+ services around Europe to include number of nationwide public and commercial programmes, regional and local programmes, traffic and travel via DAB/DAB+ and other added value and ancillary services in DAB/DAB+/DMB networks</p> <p>Speaker: Patrick Hannon, President, WorldDMB and Vice President Corporate Development, Frontier Silicon</p> <p>Q&A</p>

10:05 – 10:30	<p>2: Regulatory framework and switch off plan: Norway case study</p> <p>An overview on Norway’s rollout of digital radio and framework for a successful rollout of digital radio.</p> <p>Speaker: Ole Jorgen Torvmark, CEO, Digital Radio Norge (Norway)</p> <p>Q&A</p>
10:30 – 11:00	Coffee
11:00 – 11:20	<p>3: The business case for DAB+</p> <p>The business case for broadcasters – including benefits for listeners and opportunities for advertisers.</p> <p>Speaker: Patrick Hannon, President, WorldDMB and Vice President Corporate Development, Frontier Silicon</p> <p>Q&A 5 minutes</p>
11:20 – 11:40	<p>4: Why terrestrial radio goes digital - advantages of DAB+ and Smart Radio</p> <p>Speaker: Christian Vogg, Head of Radio, EBU Media Department, EURORADIO</p>
11:40 – 12:00	<p>5: DAB+ receivers and Emergency Warning Systems</p> <p>Emergency Warning capabilities of DAB+ including a demonstration of EWS on a DAB+ receiver. DAB+ digital radio receivers available for use on DAB+ network for table top, car, handheld, phone, visual traffic and travel information in-vehicle.</p> <p>Speakers: Bernd Linz, Senior Engineer, Fraunhofer-Institute for Integrated Circuits (IIS) Bernie O’Neill, Project Director, WorldDMB</p> <p>Q&A 5 minutes</p>
12:00 – 13:00	Lunch
13:00 – 13:30	<p>6: Technical considerations for DAB+ network and coverage planning</p> <p>Lessons learned from real-world planning, deployment and operation of digital radio networks.</p> <p>Speaker: David Peters, Broadcast Radio, Arqiva</p> <p>Q&A 5 minutes</p>

13:30 – 14:00	<p>7: DAB+ practical considerations and cost savings – the DAB+ transmitter’s perspective</p> <p>Why DAB+ is more green and cost effective than analogue; multiplex network design considerations; technical solutions for increased cost effectiveness of DAB+.</p> <p>Speaker: Christian Wachter, Product Manager Terrestrial Transmitter Systems, Rohde & Schwarz</p> <p>Q&A 5 minutes</p>
14:00 – 14:30	Networking Break
14:30 – 15:00	<p>8: Marketing DAB+ to the listener</p> <p>Best practice marketing campaigns from United Kingdom for rolling out DAB/DAB+ digital radio.</p> <p>Speaker: Sam Bonham, Technology Development Manager, Digital Radio UK</p> <p>Q&A 5 minutes</p>
15:00 – 15:30	<p>9: DAB+ IMPLEMENTATION – HOW TO BRING IT ALL TOGETHER</p> <p>Key factors to ensure success: bringing stakeholders together – regulators, broadcasters, suppliers, retailers, manufacturers</p> <p>Speaker: Patrick Hannon, President, WorldDMB and Vice President Corporate Development, Frontier Silicon</p> <p>Q&A 5 minutes</p>
15:30 – 15:45	<p>Closing remarks</p> <p>TRT and WorldDMB</p>
15:45 – 16:00	<p>iTVF conference closing remarks</p> <p>Prof Dr Mehmet Kesim, Anadolu University, Turkey</p>

About TRT

The Turkish Radio and Television Corporation, TRT (Türkiye Radyo ve Televizyon Kurumu), is the national public broadcaster of Turkey and was founded in 1964. Affectionately known to local consumers as the "School", it was for many years the only television and radio provider in Turkey. Before the introduction of commercial radio in 1990, and subsequently commercial television in 1992, it held a monopoly on broadcasting. Today, TRT broadcasts around the world, especially in Europe, Asia, Africa and Australia.

About RATEM

RATEM (Professional Union of Broadcasting Organisations), was established to produce permanent solutions for Radio and Television Broadcasting. There are 252 television organisations in total including 23 national, 16 regional and 213 local organisations and 1090 radio organisations in total including 36 national, 102 regional organisations and 952 local organisations applied for license for terrestrial broadcasting to Radio and Television High Council. RATEM embraces 800 of these radio and television organisations as members of the Union.

About RTÜK

RTÜK - Radyo ve Televizyon Üst Kurulu - (Radio and Television Supreme Council), is the Turkish state agency for monitoring, regulating, and sanctioning radio and television broadcasts. RTÜK was founded in 1994 and is composed of nine members elected by the Grand National Assembly of Turkey.

About iTVF

iTVF - Istanbul TV Forum and Fair - is the largest event in Eurasia for broadcasting industry. iTVF gathers companies and constitutions from broadcasting technologies, content producers, associations and public institutions from across the world.

About WorldDMB

WorldDMB is the global industry forum for digital radio, facilitating the adoption and implementation of broadcast digital radio based on DAB, DAB+ and DMB, the digital radio standards of choice for broadcasters across Europe, Asia Pacific and other regions. WorldDMB delivers tailored solutions and advice on all aspects of the switch from analogue to digital radio including regulation, licensing, technical trials, network build out, marketing and production of new digital radio content.