

**20th WorldDMB General Assembly and
International Digital Radio Symposium**
In partnership with Club DAB Italia

4-5 November 2014

Crowne Plaza - St Peter's
Via Auerlia Antica 415, 00165 Rome, Italy

Day 1 – Tuesday 4 November 2014

11:00	11:45	Registration
11:45	13:30	Networking Lunch
13:30	13:35	Opening welcome
13:35	13:50	Welcome keynote Sykes
		Regional Updates
13:50	14:05	European Broadcasting Union Christian Vogg, Head of Radio
14:05	14:20	Arab States Broadcasting Union – ASBU Bassil Zoubi, Head of Transmission, Arab States Broadcasting Union
14:20	14:35	Asia Pacific Broadcasting Union Amal Punchihewa, Director of Technology, Asia Pacific Broadcasting Union
14:35	14:50	Discussion topic
14:50	15:10	COFFEE

General Assembly meeting of WorldDMB (Member Only Session)

15:10	15:20	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 Club DAB Italia
15:40	15:50	Report from the WorldDMB Finance Committee Phil Laven, WorldDMB Treasurer European Broadcasting Union (EBU)
15:50	16:00	Report from the WorldDMB Steering Board Patrick Hannon, President, WorldDMB Vice President Corporate Development, Frontier Silicon
16:00	16:15	Presentation of WorldDMB Award for Outstanding Service
16:15		Wrap-up Day 1
16:30		Rome guided walking tour options x 2
20:00	22:30	WorldDMB Gala Dinner Casina Valadier Villa Borghese Piazza Bucarest 00187 Roma, Italy

Day 2: Wednesday 5 November 2014

08:30

Registration

Moderator for the morning: name tbc

09:00

Opening

President, WorldDMB

Session 1

An overview of the Italian Digital Radio market

Digital radio coverage in Italy is at 65% of the population. Regular services started December 2012 in the Trentino region. Club DAB Italia and Rai have announced a network extension plan to be completed within 2015. Additional regions will be licensed throughout 2014. EuroDAB was recently awarded the second national commercial licence (in Trentino). An industry-funded heavyweight advertising campaign is now under way to inform consumers, retailers, car vendors, car dealers and all stakeholders about digital radio.

Ministry of Economic Development

Antonello Giacomelli, Secretary for Economic Development with responsibility for Telecommunications and frequencies

Autorità per le Garanzie nelle Comunicazioni (AGCOM)

The plan for digital radio rollout and next steps

Antonio Nicita, Commissioner for Networks and Infrastructure, AGCOM

Digital Radio Italy – achievements and future targets

Sergio Natucci, Chief Operations Officer, Club DAB Italia

Session 2

Country Updates and switchover plans

Moderator: Patrick Hannon, President, WorldDMB

Norway's switch-off of FM in 2017 is on course and is having a ripple effect beyond its borders. An interactive round table session during which participants provide an update on the status of switch-over planning in their territories:

Asia Pacific

Joan Warner, Chair, WorldDMB Asia Pacific Committee

Norway

Ole Jørgen Torvmark, CEO, Digital Radio Norge

Denmark

Lars Kierkegaard, Teracom Denmark

Germany

Reiner Mueller, BLM, Germany

UK

Ford Ennals, CEO, Digital Radio UK

Switzerland

10:30 11:00 **Coffee**

Session 3

Retail and Marketing of Digital Radio

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.

- 1 **Digital radio sales in Italy**
 Trends for consumer electronic sales including an update on audio products and digital radio receiver sales in Italy over the past 12 months.
Duccio De Santis, Consumer Electronic s Expert, GfK Italy
- 2 Italy – Industry collaboration on marketing and communications
 Germany – the Bavarian cast study
 The Netherlands – how to be proactive in the early stages of launch
 Norway – planning products for a digital switch over (tablets, mobile phones, auto)
 Switzerland – DAB to DAB+ and marketing towards a DSO announcement
 Australia – campaign case study
- 3 **Digital Radio Showcase –new and upcoming receivers**
 Paul Smith, General Manager, Pure
 Matt Allen, Sales and Marketing Director, Viewquest
- 4 **Launching the digital tick mark in the UK**
 Ford Ennals, CEO, Digital Radio UK

Q&A

FEATURE: Radio Vaticana – from Marconi to DAB

Set up in 1931 by Guglielmo Marconi, today its programs are offered in 47 languages, and are sent out on short wave, medium wave, FM, satellite and the Internet. Today, programming is produced by over two hundred journalists located in 61 different countries. Vatican Radio produces more than 42,000 hours of simultaneous broadcasting covering international news, religious celebrations, in-depth programs, and music.

12:40 13:40 **LUNCH**

SESSION 4 Innovations

Moderator: Lindsay Cornell, Principal Systems Architect, BBC

- 1 **Innovations in radio – a look into the future**
Nick Piggott, Global Radio
- 2 **Case study on Innovative content on DAB**
- 3 **Update on local broadcasting: Geneva and Zurich trials**
Mathias Coinchon, Senior Project Manager, Technology & Innovation, EBU
- 4 **Superior sound quality with DAB. DAB+ offers a never-before-achievable level of listening pleasure. An overview of technical aspects and a "listen and feel the difference" session.**
Davide Moro, Broadcast Consultant, Italy
- 5 **The first tunnel in Italy with DAB+**
Johann Silbernagl, Technical Director, Rundfunk - Anstalt Südtirol (RAS)

COFFEE

Session 5 Automotive Update

- 1 **The automotive sector – a strategic overview from the car manufacturers, future plans, issues**
 - 2 **Fiat's strategy for the digital dash board**
 - 3 **Radio's place in today's car dash board and the User Interface - an overview of where radio sits within the dashboard on new cars coming off the production line.**
 - 4 **The user interface in-car - work done by Australia**
Joan Warner, Commercial Radio Australia
 - 5 **TPEG over DAB in PNP portable navigation**
Garmin
 - 6 **The future of automotive receivers**
STMicroelectronics
- 16:25 16:30 **Closing remarks: President, WorldDMB**