

**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

11:30	12:00	Registration
12:00	13:30	Networking Lunch
13:30	13:35	Opening welcome Patrick Hannon President, WorldDMB and Vice President Corporate Development, Frontier Silicon
13:35	13:50	Welcome keynote DAB+ as a business opportunity - the Syes perspective Nino Leuratti, Director of System Integration, Syes
Regional Broadcasting Union updates		
13:50	14:05	European Broadcasting Union Christian Vogg, Head of Radio, European Broadcasting Union
14:05	14:20	Arab States Broadcasting Union 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 Broadcast vs IP and the battle to get into smartphones Gunnar Garfors debates the need for both broadcasting and the internet in the future of distribution. He goes through the challenges of getting DAB+/DMB into mobile phones and highlights why the radio industry needs to work not only with hardware manufacturers, but also MNOs. Gunnar Garfors, President of International DMB Advancement Group (IDAG) and Advisor on Distribution at Norwegian Broadcasting Corporation (NRK)
14:50	15:10	COFFEE

General Assembly meeting of WorldDMB (Member Only Session)

15:10	15:20	Report from the WorldDMB Technical Committee Lindsay Cornell, WorldDMB Technical Committee Chair and Principal Systems Architect, BBC Future Media
15:20	15:30	Report from the WorldDMB Asia Pacific Committee Joan Warner, WorldDMB Asia Pacific Committee Chair and CEO, Commercial Radio Australia
15:30	15:40	Report from the WorldDMB Regulatory and Spectrum Committee Hanns Wolter, WorldDMB Regulatory and Spectrum Committee Chair and Technical Director at Club DAB Italia
15:40	15:50	Report from the WorldDMB Finance Committee Phil Laven, WorldDMB Treasurer, European Broadcasting Union
15:50	16:00	Report from the WorldDMB Steering Board Patrick Hannon, WorldDMB President and Vice President Corporate Development, Frontier Silicon
16:00	16:15	Presentation of WorldDMB Award for Outstanding Service
16:15	18:15	Optional tour: Visit to the Catacombs St Callixtus
20:00	22:30	WorldDMB Gala Dinner Casina Valadier Villa Borghese Piazza Bucarest 00187 Roma, Italy

Day 2: Wednesday 5 November 2014

08:45 09:15 **Registration**

09:15 09:30 **Opening address**
 Patrick Hannon
 President, WorldDMB and Vice President Corporate Development, Frontier Silicon

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.

09:30 09:45 **Digital Radio Italy**
 Sergio Natucci, Chief Operations Officer, Club DAB Italia

09:45 10:00 **Ministry of Economic Development**
 Antonello Giacomelli, Under Secretary of State for Communications

10:00 10:15 **Autorità per le Garanzie nelle Comunicazioni (AGCOM)**
 Antonio Martusciello, Commissioner, AGCOM
 Vincenzo Lo Bianco, Director of Electronic Communication Network Department, AGCOM

Session 2 Country updates and switchover plans

Moderator: Patrick Hannon, President, WorldDMB, Vice President Corporate Development, Frontier Silicon

10:15 10:45 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, WorldDMB Asia Pacific Committee Chair, CEO, Commercial Radio Australia

Norway

Ole Jørgen Torvmark, CEO, Digital Radio Norge

Denmark

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

Germany

Reiner Mueller, Technical Director, BLM, Germany

UK

Ford Ennals, CEO, Digital Radio UK

Switzerland

René Wehrlin, Project Manager, Digitisation and Convergence, OFCOM, Switzerland

An invitation to Radiodays Europe, 15-17 March 2015, Milan

Anders Held, Co-founder and Manager, Radiodays Europe

10:45 11:15 **COFFEE**

Session 3

Retail and Marketing of Digital Radio

Moderator: Beatrice Merlach, CEO, MCDT

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.

11:15 11:25 **An update on global and Italian radio receiver sales**
 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, Senior Account Executive, Consumer Electronics GfK

11:25 12:25 **Marketing showcase – new and ongoing digital radio consumer campaigns**

Italy – Industry collaboration on marketing and communications

- Fabrizio Savorani, Marketing Consultant, Club Dab Italia

Germany – a holistic approach to marketing

- Michael Reichert, Head of ARD Project Office Digital Radio, SWR Germany

The Netherlands – how to be proactive in the early stages of launch

- Jacqueline Bierhorst, Project Leader, Digital Radio+ Network, The Netherlands

Norway – planning products for a digital switch over (tablets, mobile phones, auto)

- Ole Jørgen Torvmark, CEO, Digital Radio Norge

Switzerland – DAB to DAB+ and marketing towards a DSO announcement

- Beatrice Merlach, CEO, MCDT

Australia – campaign case study

- Joan Warner, WorldDMB Asia Pacific Committee Chair, CEO, Commercial Radio Australia

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| 12:25 | 12:45 | Digital radio receiver showcase
A look at the latest and upcoming DAB+ digital radio receivers with some of the major manufacturers
Paul Smith, Executive Vice President and General Manager, PURE
Matt Allen, Sales and Marketing Director, View Quest
Kenneth Wong, President, Kensen Technologies Hong Kong
Rolando Paludo, Digital Broadcasting Technology Manager, Sony Europe Limited (Italy) |
| 12:45 | 12:55 | Launching the digital radio tick mark in the UK
Ford Ennals, CEO, Digital Radio UK |
| 12:55 | 13:00 | Q&A |

FEATURE: Radio Vaticana – from Marconi to DAB

Fr Federico Lombardi SJ, Director General of Vatican Radio and Director of the Holy See Press Office

Set up in 1931 by Guglielmo Marconi, today its programmes are offered in 44 languages, and are sent out on short wave, FM (analogue and digital terrestrial), satellite, internet and other digital platforms (mobile, app). Programming is produced by over two hundred journalists from over 60 countries. Vatican Radio produces more than 25,000 hours of simultaneous broadcasting covering international news, religious celebrations, in-depth programmes, and music.

13:15 14:15 **LUNCH**

SESSION 4
Innovations

Moderator: Lindsay Cornell, WorldDMB Technical Committee Chair and Principal Systems Architect, BBC Future Media

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| 14:15 | 14:30 | Innovations in radio
Every day, technology developments create even more interesting and competing media experiences for consumers. What can radio do to harness technology to turn threats into opportunities, and adapt to new ways of delivering entertainment and information to people?
Nick Piggott, Head of Creative Technology, Global Radio, Chair of the RadioDNS Project |
| 14:30 | 14:45 | Case study on innovative content on DAB
How digital radio is part of LBC's transformation from a London radio station to a national brand that's leading Britain's conversation.
James Rea, Managing Editor, LBC, Group head of News, Global Radio |
| 14:45 | 14:55 | Update on local DAB+ broadcasting in Switzerland
Regular DAB+ transmissions for local and community radio started in 2014 in Geneva and Zurich. An update on how these transmissions have been organised, the technical infrastructure and current status.
Mathias Coinchon, Senior Project Manager, Technology & Innovation, European Broadcasting Union |

14:55 15:05 **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

15:05 15:15 **The first tunnels in Italy with DAB+ and Emergency Warning System trial**
 Johann Silbernagl, Technical Director, Rundfunk - Anstalt Südtirol (RAS)

15:15 15:20 **Q&A**

15:20 15:35 **COFFEE**

Session 5 Automotive Update

Moderator: Eugenio La Teana, Head of Research and Development, RTL 102 Hit Radio

15:35 15:50 **Radio's place in today's car dash board**
 An overview of where radio sits within the dashboard on new cars coming off the production line.
 Michael Hill, Founder and Managing Director, UK Radioplayer Ltd

15:50 16:05 **The user interface in-car – the Australian perspective**
 Joan Warner, WorldDMB Asia Pacific Committee Chair, CEO, Commercial Radio Australia

16:05 16:20 **Traffic and Travel over DAB**
 Fabio Pressi, CEO, Infoblu

16:20 16:35 **The impact of the progressive softwarization of radio functions on new car infotainment architectures**
 This presentation will have a specific focus on modular multi standard and multi-tuner solutions.
 Marco Carbone, Director of Radio Products (Automotive Product Group), STMicroelectronics

16:35 16:40 **Q&A**

16:40 16:45 **Closing remarks**
 Patrick Hannon
 President, WorldDMB and Vice President Corporate Development, Frontier Silicon