

***Le développement et le future de la RNT en Europe***  
**The development and future of DAB/DAB+ digital radio in Europe**

**Mardi 10 février 11h30 - 13h30**

**AUDITORIUM**

Digital radio is making significant advances across Europe with DAB/DAB+ coverage in UK, Germany, Norway, Denmark and Netherlands over 90%. In the UK, Norway, Denmark and Switzerland, the standard is well established with household receiver penetration ranging between 33% and 50% in those markets. Norway has become the first country in the world to set a date (2017) for Digital Switch-Over (DSO).

This session gives an insider perspective on the development of digital radio across Europe, with experts from four of the major territories that have deployed DAB/DAB+ digital radio: UK, Switzerland, Italy and Germany. The session will include a report on the current situation in France from the French regulatory body – the Conseil supérieur de l'audiovisuel (CSA).

<b>11:30 – 11:35</b>	Welcome and Introduction to the Session <b>Olivier Oddou, Editor-in-chief of SchooP.fr</b>
<b>11:35 – 11:50</b>	<b>Digital Radio in France – the CSA perspective</b> <b>Olivier Schramek, Président du CSA</b>  The CSA has just published a report on future of DAB+ digital radio in France. Priority areas are identified as those which have had trials with positive results (Nantes, Lyon), border areas where FM spectrum is limited (Lille, Strasbourg), and areas with a limited analogue radio offering. The CSA wishes to launch digital terrestrial radio in a first series of new areas and, at the same time, consult with stakeholders on the selection of areas for future deployment, at a pace suited to the ability of stakeholders involved.
<b>11:50 – 12:10</b>	<b>Digital Radio / RNT in Europe – status report</b> <b>Patrick Hannon, President, WorldDMB and Vice President Corporate Development, Frontier Silicon</b>  There is growing momentum towards the rollout of DAB/DAB+ digital radio across Europe, with well over 90% network coverage now available in the UK, Switzerland, Norway, Denmark, the Netherlands and Germany, and although in a pre-launch phase, at 65% in Italy. Over 30 million domestic and automotive DAB/DAB+ receivers have now been sold – with annual sales almost doubling in the last four years.

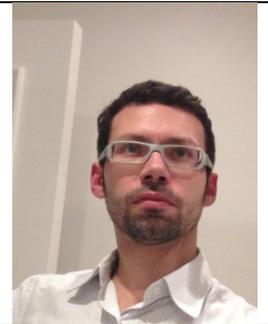
12:10 – 12:25	<p><b>Germany: Dr Willi Steul, President (Intendant, Director General), Deutschlandradio</b></p> <p>DAB+ was launched in Germany in August 2011, and the combined coverage of the ARD (regional) and the national multiplexes is 83% of the area and 91% of the population. 7.7% of the German population now own an average of 1.7 DAB sets. Further rollout of transmitters is planned for the existing national DAB+ multiplex and an invitation to tender for a second national DAB+ multiplex was applied for in April 2014.</p>
12:25 – 12:40	<p><b>Switzerland : Jürg Bachmann, President of the Association of private radios, Switzerland (Verband Schweizer Privatradios / Association suisse des radios privees)</b></p> <p>Switzerland has over 70 DAB+ services available in German, French and Italian, and 33% of households have digital radio. Coverage of highway tunnels will be finished in 2018/2019. The Swiss commercial and public radio sectors joined forces with OFCOM to form the Digital Migration (DigiMig) working group, and have submitted a report to the government outlining a roadmap for a switchover from FM to DAB+ by 2024 at the latest, with FM transmitters being phased out by this date.</p>
12:40 – 12:55	<p><b>UK: Laurence Harrision, Technology and Market Development Director, Digital Radio UK</b></p> <p>National coverage of DAB in the UK is currently at 94% of population, with receiver penetration at 48% of households. 58% of new car registrations have digital radio as standard and the government has stated "the future of radio is digital". Digital Switch Over criteria have been defined and a target date of 2020 may be feasible.</p>
12:55 – 13:10	<p><b>Italy: Eugenio La Teana, Head of Research &amp; Development, RTL 102.5 Hit Radio</b></p> <p>In Italy digital radio covers 65% of the population. Regular services started December 2012 in the Trentino region, and both Rai and Club DAB Italia have announced a network extension plan to be completed within 2015. EuroDAB was recently awarded the second national commercial licence (in Trentino). An industry-funded heavyweight advertising campaign to promote digital radio to consumers, retailers, car vendors, car dealers and other stakeholders is now under way.</p>
13:10 – 13:30	<p><b>Discussion</b></p>

## SPEAKER BIOGRAPHIES

### **Olivier Oddou**

#### **Editor-in-chief of SchooP.fr**

Olivier founded in 2000 the website SchooP.fr dedicated to the history of the French radio stations. With his 5 colleagues he is publishing regularly news, articles, and jingles of about 3500 stations in France. He also created a webradio for the French community when he was living in Hong-Kong in 2005. Living in London since 2009, Olivier has discovered a new radio market and in particular the booming British digital radio. He participates this year in the organisation of the French Radio Show in Paris.



### **Patrick Hannon, Vice President Corporate Development Frontier Silicon, United Kingdom**

Patrick Hannon is VP Corporate Development at Frontier Silicon, the leading provider of technology solutions for digital radio. His role is to work with policy makers, regulators and industry players (including public and private broadcasters, network operators, device manufacturers, retailers and automotive manufacturers) to ensure that digital radio is successfully rolled out in as many territories as possible. Before joining Frontier, Patrick was a strategy consultant focused on broadcast / digital media. Previously, he held senior strategy / commercial roles at the BBC / BBC Worldwide.



### **Dr Willi Steul, President (Intendant, Director General), Deutschlandradio**

Dr Willi Steul read anthropology, philosophy, theology and history at universities in Oxford, Paris, Frankfurt, Kabul and obtained his PhD in Heidelberg. He has worked as a field anthropologist in Afghanistan and subsequently as foreign correspondent for several newspapers and TV channels covering, amongst others, the Middle East and the Gulf War, before becoming President (Intendant, Director General) of Deutschlandradio in 1994. Dr Steul continues to publish articles on several topics, covering politics and anthropology. He is President and founder of the European Youth Orchestra festival in Berlin, and advisor to several not for profit organisations (NGOs).



**Jürg Bachmann, President of the Association of private radios, Switzerland  
(Verband Schweizer Privatradios / Association suisse des radios privees)**

Jürg Bachmann started to work in 2002 at the Goldbach Group in Küsnacht/ZH. He is responsible for corporate communication and public affairs. Since 2006 he is also Chairman of the Association of Swiss Private Radios (VSP). Before he was Managing Director of private radio stations (Radio Aktuell, now FM1, Energy Zurich), Member of the board of Radio Ri and President of the Education radio toxic.fm. He also managed a newspaper and a television station in Switzerland. At the University of St. Gallen, where he studied political science, Jürg Bachmann is a lecturer for "Media Competence and Radio Journalism ". He is also Board Member of the Seniorweb AG, an online generation project for media and the Start-up Niu.ws.



**Laurence Harrison, Technology and Market Development Director,  
Digital Radio UK**

Laurence's main responsibilities involve chairing the Digital Radio Action Plan Technology & Equipment Group; working with manufacturers to help develop and bring product to market; working with retailers to maximize the opportunities that digital radio affords and working with the vehicle industry to support growth in digital radio. Before joining DRUK, Laurence was Consumer Electronics Director at industry body Intellect where, among other things, he was a Director on the Board of Digital UK, the organization running TV switchover in the UK.



**Eugenio La Teana, Head of Research & Development, RTL 102.5 Hit Radio**

In addition to his role at RTL 102.5 Hit Radio Eugenio is actively involved with EuroDab Italia and on a Digital Radio Task Force, whose main objective is to coordinate the roll out of digital radio in Italy. Since joining RTL 102.5 in 2002, Eugenio has worked on creating interactivity through television which became 102.5 Hit Channel and later worked on discovering new ways of integrating radio-tv-internet and mobile phone. Following this, Eugenio returned to radio, launching the Traffic Message Channel on the RTL network. Today Eugenio is one of the best known European experts on "Services over DAB network". He continues to work on the launch of Mobile TV over T-DAB (T-DMB).

