

AGENDA

09:00	09:25	Launch of network operator Norkring DAB+ commercial multiplex Sven Gatz, Flemish Minister for Culture, Belgium
09:25	09:45	Welcome and Worldwide DAB+ status and trends Patrick Hannon, President, WorldDMB and Vice President Corporate Development, Frontier Silicon
09:45	10:05	Radio and the car: social, economic and cultural impact Dietrich Schirm, Director ICT and Telecommunication Division, Bavarian State Ministry for Economic Affairs and Media, Energy and Technology
10:05	10:25	Meeting the demands of the connected driver in the car Arjen Bongard, Editor-in-Chief, automotivIT International
10:25	10:30	Q&A
10:30	10:45	COFFEE BREAK
10:45	11:00	Digital Radio Technology: standard and spectrum Lindsay Cornell, WorldDMB Technical Committee Chair and Principal Systems Architect, BBC Future Media
11:00	11:15	Support from broadcasters around Europe: public and commercial broadcasters Mathias Coinchon, Senior Project Manager, Media Technology & Innovation, European Broadcasting Union
11:15	11:35	EC ITIS directive developments: emergency warnings using DAB+ and rollout of the DAB+ national network in Germany Olaf Korte, Head of Broadcast Applications Group, Fraunhofer IIS Thomas Wächter, Head of Product Management, Radio Business Unit, Media Broadcast GmbH
11:35	11:50	Planning regulation and rollout of DAB+ in France Renaud Casès, Broadcast Radio Officer, Conseil supérieur de l'audiovisuel (CSA)
11:50	12:10	Automotive marketing campaigns for automotive: new market Italy Eugenio La Teana, Head of Research and Development, RTL 102.5 Hit Radio
12:10	12:30	Pan European support for digital radio in the automotive sector Laurence Harrison, Technology and Market Development Director, Digital Radio UK
12:30	12:40	Q&A
12:40	13:30	LUNCH BREAK
13:30	13:50	Radio – the best connection in the car? Roger C. Lanctot, Associate Director, Automotive Multimedia and Communications Service, Strategy Analytics
13:50	14:10	The European automotive market: an overview Erwin Kirschner, Technical Affairs Director, European Automobile Manufacturers' Association (ACEA)
14:10	14:30	Business opportunities in the aftermarket: experiences and messages from Norway Hans Christian Andersen, Chief Executive Officer, Sahaga AS, Norway
14:30	14:50	Talking to the automotive industry: bringing broadcasters and the auto sector together Ernst Werder, Managing Partner, MCDT, Switzerland
14:50	15:10	Starting automotive digital radio development in a new market: putting the driver first Jacqueline Bierhorst, Project Leader, Digital Radio+ Network, The Netherlands
15:10	15:30	COFFEE BREAK
15:30	15:50	Improving usability and the user interface for drivers: what radio will look like in the car Nick Piggott, Chair, RadioDNS Project Tobias Wallerius, Global Hardware Architect / TP Digital Radio, Visteon
15:50	16:10	A radio listener's test drive along the fjords and how Norway achieved its 2017 FM switch-off Gunnar Garfors, President of International DMB Advancement Group (IDAG) and Advisor on Radio Distribution at Norwegian Broadcasting Corporation (NRK)
16:10	16:30	The future of digital radio car products Michael Hill, Managing Director, Radioplayer
16:30	16:50	TPEG for digital radio Europe wide traffic and travel data Agneta Ronceret, Marketing Director, V-Traffic Services, Mediamobile
16:50	17:45	NETWORKING DRINKS