



**WorldDAB General Assembly 2015 and
International Digital Radio Symposium – A vision for the future of radio**

D R A F T A G E N D A

3-4 November 2015

**Cavendish Conference Centre
22 Duchess Mews, London, W1G 9DT, United Kingdom**

Day 1 – Tuesday 3 November 2015

10:00	11:30	Digital Radio UK event (optional: WorldDAB members are invited free of charge) 6 months to D2 launch, completion of BBC network build-out, digital radio tick mark
11:30	12:00	Registration WorldDAB General Assembly 2015
12:00	13:30	Networking Lunch
13:30	13:35	Opening welcome Patrick Hannon President, WorldDAB and Vice President Corporate Development, Frontier Silicon
13:35	13:50	Welcome keynote Digital Switch over and the future of radio, EBU (Graeme / Simon)
		Regional Broadcasting Union updates
13:50	14:00	North American Broadcasters Association (NABA)
14:00	14:10	Arab States Broadcasting Union (ASBU)
14:10	14:20	Asia-Pacific Broadcasting Union (ABU)
14:20	14:30	Southern African Digital Broadcasting Association (SADIBA)
14:30	14:50	Panel Session: What is the current vision for radio around the world?

14:50	15:10	COFFEE
		General Assembly meeting of WorldDAB (Member Only Session)
15:10	15:20	Report from the WorldDAB Technical Committee Lindsay Cornell, WorldDAB Technical Committee Chair and Principal Systems Architect, BBC Future Media
15:20	15:30	Report from the WorldDAB Asia Pacific Committee Joan Warner, WorldDAB Asia Pacific Committee Chair and CEO, Commercial Radio Australia
15:30	15:40	Report from the WorldDAB Regulatory and Spectrum Committee Hanns Wolter, WorldDAB Regulatory and Spectrum Committee Chair and Technical Director at Club DAB Italia
15:40	15:50	Report from the WorldDAB Finance Committee Phil Laven, WorldDAB Treasurer, European Broadcasting Union
15:50	16:00	Report from the WorldDAB Steering Board Patrick Hannon, WorldDAB President and Vice President Corporate Development, Frontier Silicon
16:00	16:10	WorldDAB Election results
16:10	16:20	Presentation of WorldDAB Award for Outstanding Service
16:30	18:00	Optional tour: BBC New Broadcasting House
19:30	22:30	WorldDAB Gala Dinner The Hallam (Grade II listed building in the heart of Marylebone) 44 Hallam Street London W1W 6JJ

Day 2: Wednesday 4 November 2015

08:30 09:00 **Registration**

09:00 09:15 **Opening address – The Future Vision for Radio**
Patrick Hannon
President, WorldDAB and Vice President Corporate Development, Frontier Silicon

Session 1

The UK has led the development of digital radio and in the last two years, through support from the government and the industry, has seen significant development in coverage, receiver sales, content creation, promotion and penetration into the automotive sector. At the current time Germany is also setting out a clear plan for digital radio development with stronger collaboration and a focus on the future of radio. This session looks at two markets vision for the future of radio.

09:15	09:30	Opening: Ed Vaizey MP, Minister of State for Culture and the Digital Economy, UK Government Department for Culture Media and Sport
09:30	09:45	Keynotes: BBC Public Radio in the UK
09:45	10:00	Digital radio in Germany
10:00	10:15	Public Radio in Germany

Session 2 The European Vision

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

10:15 11:15 Switch off planning for FM has now started with Norway on course for 2017. This session provides a round-up of new developments in markets and DSO status:

Norway
UK
Germany
Switzerland
France

Denmark
Italy
Netherlands
Belgium
Poland

Focus on new markets; is there best practice that can be applied from other territories?

Turkey
South Africa
Thailand
Indonesia

11:15 11:30 **COFFEE**

Session 3 **Vision for Commercial Broadcasting**

Moderator: Joan Warner, Vice President, WorldDAB

11:30	11:45	Keynote: European commercial radio group Dee Ford, Group Managing Director, Bauer Radio Group
11:45	12:00	Vision from the European Commercial Radio Association Association of European Radios (AER)
12:00	12:15	A Vision for radio from a Commercial broadcaster in France France
12:15	12:30	Commercial broadcasters in Australia and SE Asia a Vision Joan Warner, CEO, Commercial Radio Australia
12:30	12:45	A vision from a new commercial digital radio market – Italy Eugenio La Teana, Digital Radio Italy
12:45	13:00	Q&A

13:00 14:00 **LUNCH**

SESSION 4 Vision for Equipment, Local, Regulation

Moderator:

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| 14:00 | 14:15 | GfK
Sales and future trends in digital radio and in other sectors influencing radio now and in the future
GfK |
| 14:15 | 14:30 | CE manufacturers Vision
View from the CE industry, what are the current trends in the market and where do they see radio in the future.
Industrie 4.0 work, Germany |
| 14:30 | 14:45 | Local broadcasting, solutions for local broadcaster needs and planning for local broadcasters
Possibly an over view from Ofcom on their local broadcaster project. Are there any other projects which are similar, which show this problem is being solved?
Ofcom UK |
| 14:45 | 15:00 | Regulation and the digital radio market
Regulation can play a key role in the development of digital radio in a market or region. In Bavaria a collaborative approach is solving issues for local broadcasters. |
| 15:00 | 15:10 | Q&A |
| 15:10 | 15:30 | COFFEE |

Session 5 Automotive Update

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| 15:30 | 15:45 | Ford and radio in the car |
| 15:45 | 15:55 | The journey of digital radio in the car
How the UK got the OEMs to start adding digital radio as standard a step-by-step guide. |
| 15:55 | 16:05 | BMW, Germany
Digital radio in-car in Germany |

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| 16:05 | 16:15 | Hybrid
Why the hybrid vision fits in the car.
Nick Piggott, RadioDNS |
| 16:15 | 16:25 | Selling in the aftermarket
The business opportunities and experiences selling to the aftermarket.
Halfords UK |
| 16:25 | 16:35 | The Aftermarket European Development
The challenge for the radio industry when Market development in-car in Italy |
| 16:35 | 16:40 | Q&A |
| 16:40 | 16:45 | Closing remarks
Patrick Hannon
President, WorldDAB and Vice President Corporate Development, Frontier Silicon |