

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

09:30	11:30	Digital Radio UK event - “Radio’s Digital Countdown” 6 months to D2 launch, completion of BBC network build-out, Digital Radio Tick Mark
		WorldDAB General Assembly 2015
12:30	13:30	Registration and networking lunch
13:30	13:35	Opening welcome Patrick Hannon President, WorldDAB and Vice President Corporate Development, Frontier Silicon
		Regional Broadcasting Union updates Chairperson: Joan Warner, CEO, Commercial Radio Australia
13:35	13:50	European Broadcasting Union (EBU) Graham Dixon, Head of Radio, European Broadcasting Union
13:50	14:00	National Association of Broadcasters (NAB) David Layer, Senior Director, Advanced Engineering, National Association of Broadcasters, US
14:00	14:10	Asia-Pacific Broadcasting Union (ABU) Amal Punchihewa, Director of Technology, ABU
14:10	14:20	Southern African Digital Broadcasting Association (SADIBA) Lynn Mansfield, Chairman, SADIBA
14:20	14:40	Panel session: What is the current vision for digital radio around the world?

14:40	15:10	COFFEE
		General Assembly meeting of WorldDAB (Member Only Session)
15:10	15:20	Report from the WorldDAB Steering Board Patrick Hannon, WorldDAB President and Vice President Corporate Development, Frontier Silicon
15:20	15:30	Report from the WorldDAB Technical Committee Lindsay Cornell, WorldDAB Technical Committee Chair and Principal Systems Architect, BBC Future Media
15:30	15:40	Report from the WorldDAB Asia Pacific Committee Joan Warner, WorldDAB Asia Pacific Committee Chair and CEO, Commercial Radio Australia
15:40	15:50	Report from the WorldDAB Regulatory and Spectrum Committee Hanns Wolter, WorldDAB Regulatory and Spectrum Committee Chair and Technical Director, Club DAB Italia
15:50	16:00	Report from the WorldDAB Finance Committee Phil Laven, WorldDAB Treasurer, European Broadcasting Union
16:00	16:10	WorldDAB election results
16:10	16:20	Presentation of WorldDAB Award for Outstanding Service
16:30	18:00	Tour: BBC Broadcasting House (you must have pre-registered for this tour to join)
19:30	22:30	WorldDAB networking drinks and gala dinner The Hallam 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 – Keynote speeches

In April this year, Norway became the first country in the world to set a firm date for Digital Switchover and is now focused on completing this task. In the UK, digital radio continues to make good progress - coverage has been increased, new services launched and DAB penetration of the automotive sector has grown rapidly. At the same time Germany is setting out clear plans for digital radio development through stronger collaboration across the industry. This session looks at these three markets' vision for the future of radio.

09:15 09:30 Digital Radio in Norway
Ole Jørgen Torvmark, CEO, Digitalradio Norge

09:30 09:45 Public Radio in Germany
Willi Steul, President (Intendant, Director General), Deutschlandradio

09:45 10:00 Digital Radio in the UK
Ford Ennals, CEO, Digital Radio UK

10:00 10:15 Digital Radio in the UK – Government perspective
**Ed Vaizey MP, Minister of State for Culture and the Digital Economy,
 UK Government Department for Culture Media and Sport**

10:15 10:30 Digital radio in Germany – Government perspective
**Dorothee Bär, Parliamentary State Secretary, MdB, Federal Ministry of Transport and
 Digital Infrastructure (BMVI)**

10:30 10:50 **COFFEE**

Session 2 – Update on mature, developing and emerging markets

10:50 11:40 **Moderator:** Patrick Hannon, President, WorldDAB, Vice President Corporate Development, Frontier Silicon

Digital radio is making significant advances across Europe with national and local services established in the UK, Norway, Switzerland, Denmark, Germany, Netherlands and Italy. This session provides a round-up of new developments and DSO status in these and other markets around Europe:

Mature Markets

Denmark – Lars Kierkegaard, Teracom
Italy – Hanns Wolter, Club DAB Italia
Netherlands – Jan Westerhof, NPO
Switzerland – Thomas Saner, SRG SSR

Developing markets

Belgium – Francis Goffin, RTBF
Czech Republic – Karel Zýka, Czech Radio
France – Matthieu Beauval, Radio France
Poland – Krystyna Kuhn, KRRIT, Poland

11:40 11:50 **Emerging market: Thailand**

Thailand is currently developing a policy for digital radio and working on the technical aspects in order to plan licensing and network build-out. This presentation will outline on-going planning for a digital radio roll-out, challenges faced, and the outlook for digital radio in Thailand.

Colonel Dr Natee Sukonrat, Vice-Chairman of the National Broadcasting and Telecommunications Commission (NBTC) of Thailand and Chairman of the National Broadcasting Commission

Session 3 - Vision for Commercial Radio Broadcasting

Moderator: Ole Mølgaard, Digital radio expert, Denmark

Commercial radio plays a key part in digital radio development. Commercial broadcasters have, in the last few years and as markets mature, started to see the benefits of DAB/DAB+. This session gives a clear overview of these benefits as seen by commercial broadcasters and associations, and gives a view from the largest commercial broadcaster association in Europe of the problems faced by this sector today.

11:50 12:05 **Why digital radio: view from a European commercial radio group**

Digital radio offers the chance to grow audiences, curate content, build brands and drive revenue. Hear Bauer Radio Group explain why they are committed to a DAB future in the UK.

Dee Ford, Group Managing Director, Bauer Radio Group, UK

12:05	12:20	Italy: An update on digital radio Italy is on the road to digital, and there is no going back. The steady increase of DAB+ network coverage, the increasing number of local network operators, all-digital content, on-air campaigns and social media, marketing partnerships between the radio industry, retailers and automotive brands: all have contributed to the viral development of digital radio. Eugenio La Teana, Head of Research and Development, RTL 102.5 Hit Radio
12:20	12:35	Digital radio: view from the European commercial radio Association European radio markets differ across Member States in relation to DAB. Nonetheless, AER and WorldDAB cooperate on spectrum issues and EC policy in order to establish a “friendly regulatory framework” for radio. This presentation investigates areas of common interest, particularly in relation to collaboration with the automotive industry. Julia Maier-Hauff, Secretary General, Association of European Radios (AER)
12:35	12:50	Steps to monetising DAB+ digital radio Utilising all the features of DAB+ digital radio - text and slideshow - offers new ways to monetise radio. Improved data facilitates audience measurement, sales, and projections, while the future looks bright with the further opportunities that will be available thanks to hybrid functionality. Joan Warner, CEO, Commercial Radio Australia
12:50	13:10	Panel discussion: Kenneth Andresen, P5, Norway Knut Henrik Ytre-Arne, NRK, Norway Julia Maier-Hauff, AER Joan Warner, Commercial Radio Australia Eugenio La Teana, RTL 102.5 Hit Radio, Italy

13:10	14:00	LUNCH
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SESSION 4 - On the move

14:00	14:05	Moderator: Gunnar Garfors, President of IDAG and Advisor on radio distribution at NRK Norway Radio faces new competition for share of ear in the car. This session focuses on the experiences of a manufacturer going digital, how a country organisation has worked with the automotive sector to ensure digital radio becomes a standard feature, a leading aftermarket device manufacturer and a look at some of the innovations in car and on mobile.
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14:05	14:20	Ford and radio in the car Ford is one of the leaders of the digital radio roll-out in the UK, and now also in other markets. Ford has a clear strategy with regard to digital radio in the dash board. This presentation will focus on where Ford is now with its digital radio development in the UK and how it got to this point. Chris Muers, Marketing Manager, Ford UK
14:20	14:30	The UK's journey of getting digital radio into the car The goal is to have digital radio as standard in cars across Europe. This presentation looks at what are the critical success factors for supporting growth of DAB/DAB+ as standard in new cars, and the next steps for the development of digital radio in the car. Laurence Harrison, Technology and Market Development Director, Digital Radio UK
14:30	14:40	Catering for the automotive aftermarket Leading aftermarket solution provider Connects2 introduces a self-fit DIY product, retailing at under £100, offering full digital content via smart phone. Graham Johnson, Business Development Manager, Connects2
14:40	14:50	How Norway plans to go 100% digital With Norway's DSO just around the corner, promotion of DAB to the consumer is now mission critical - in particular related to in-car listening. Hear about Norway's marketing strategy for fast-tracking the integration of DAB in all vehicles in time for the big switch off. Jarle Ruud, Marketing, Digital Radio Norge
14:50	15:00	BBC: innovation and digital radio The BBC has a distinctive approach to DAB content innovation. This presentation will look at product innovation for a smarter radio experience, bringing DAB and IP together for a hybrid future. Mark Friend, Controller, BBC Radio & Music Multiplatform
15:00	15:10	Panel Discussion: Chris Muers, Ford UK Laurence Harrison, DRUK Graham Johnson, Connect2 Jarle Ruud, Digitalradio Norge Mark Friend, BBC
15:10	15:30	COFFEE

Session 5 - Research and innovation

Moderator: Lindsay Cornell, Principal Systems Architect, BBC Digital and Chairman, WorldDAB Technical Committee

15:30	15:45	GfK update on radio receiver sales In the radios market digital makes further gains, while sales of analogue radio receivers continue to decline. Research shows that even when DAB prices decline, they still command a significant premium versus analogue. This session will look at the increased sales of audio hi-fi products generally, and specifically digital radios sales. Nick Simon, Account Director Consumer Electronics, GfK
15:45	16:00	Impact of the UK's new national multiplex on the UK radio industry. When DAB was first launched commercially in the UK drivers for its success were limited. Next year will see the launch of the second national commercial DAB multiplex and this session will explore how the market has changed and the impact this might have on listeners and the commercial sector. Gill Hind, COO, Enders Analysis
16:00	16:15	A digital future for small scale broadcasters To date DAB has not proved to be ideal for small radio stations due to high costs and large coverage areas. Ofcom is testing a new low-cost, low-power solution for such stations. Ten trials are now underway across the UK, which will be used to inform a new licensing regime. Peter Davies, Director of Content Policy, Ofcom, UK
16:15	16:25	Q&A
16:25	16:30	Closing remarks Patrick Hannon, President, WorldDAB and Vice President Corporate Development, Frontier Silicon