

WorldDAB General Assembly 2015

A vision for the future of radio

3 – 4 November 2015
London, United Kingdom

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DAY 1 – TUESDAY 3 NOVEMBER 2015

09:00	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	13:40	Opening welcome Patrick Hannon, President, WorldDAB and Vice President Corporate Development, Frontier Silicon
		Regional Broadcasting Union updates Chairperson: Joan Warner, CEO, Commercial Radio Australia
13:40	13:50	European Broadcasting Union (EBU) Graham Dixon, Head of Radio, European Broadcasting Union
13:50	14:00	North American Broadcasters Association (NABA) 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 discussion: 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
17:15	18:30	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 – Digital radio – delivering the vision 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:										
		<table border="0"> <tr> <td>Mature markets</td> <td>Developing markets</td> </tr> <tr> <td>Denmark – Lars Kierkegaard, Teracom A/S</td> <td>Belgium – Francis Goffin, RTBF</td> </tr> <tr> <td>Italy – Hanns Wolter, Club DAB Italia</td> <td>Czech Republic – Karel Zýka, Czech Radio</td> </tr> <tr> <td>Netherlands – Jan Westerhof, NPO</td> <td>France – Matthieu Beauval, Radio France</td> </tr> <tr> <td>Switzerland – Thomas Saner, SRG SSR</td> <td>Poland – Krystyna Kuhn, KRRIT, Poland</td> </tr> </table>	Mature markets	Developing markets	Denmark – Lars Kierkegaard, Teracom A/S	Belgium – Francis Goffin, RTBF	Italy – Hanns Wolter, Club DAB Italia	Czech Republic – Karel Zýka, Czech Radio	Netherlands – Jan Westerhof, NPO	France – Matthieu Beauval, Radio France	Switzerland – Thomas Saner, SRG SSR	Poland – Krystyna Kuhn, KRRIT, Poland
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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 ongoing 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 these factors 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

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.

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 dashboard. 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	<p>The UK's journey of getting digital radio into the car</p> <p>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.</p> <p>Laurence Harrison, Technology and Market Development Director, Digital Radio UK</p>
14:30	14:40	<p>How Norway plans to go 100% digital</p> <p>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.</p> <p>Jarle Ruud, Marketing, Digital Radio Norge</p>
14:40	14:50	<p>Catering for the automotive aftermarket</p> <p>Leading aftermarket solution provider Connects2 introduces a self-fit DIY product, retailing at under £100, offering full digital content via smartphone.</p> <p>Graham Johnson, Business Development Manager, Connects2</p>
14:50	15:00	<p>BBC: innovation and digital radio</p> <p>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.</p> <p>Mark Friend, Controller, BBC Radio & Music Multiplatform</p>
15:00	15:10	<p>Panel Discussion:</p> <p>Chris Muers, Ford UK Laurence Harrison, Digital Radio UK Jarle Ruud, Digitalradio Norge Graham Johnson, Connects2 Mark Friend, BBC</p>
15:10	15:30	COFFEE

SESSION 5 – Research and innovation

		<p>Moderator: Lindsay Cornell, Principal Systems Architect, BBC Digital and Chairman, WorldDAB Technical Committee</p>
15:30	15:45	<p>GfK update on radio receiver sales</p> <p>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.</p> <p>Nick Simon, Account Director Consumer Electronics, GfK</p>
15:45	16:00	<p>Impact of the UK's new national multiplex on the UK radio industry</p> <p>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.</p> <p>Gill Hind, COO, Enders Analysis</p>
16:00	16:15	<p>A digital future for small scale broadcasters</p> <p>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 under way across the UK, which will be used to inform a new licensing regime.</p> <p>Peter Davies, Director of Content Policy, Ofcom, UK</p>
16:15	16:25	Q&A
16:25	16:30	<p>Closing remarks</p> <p>Patrick Hannon, President, WorldDAB and Vice President Corporate Development, Frontier Silicon</p>