

WorldDAB Industry Insight session at IBC 2016

Looking to the digital future – Digital Switch Over progress and plans

16:00 – 17:30 | Monday 12 September 2016 | Room E102

2017 sees radio history in the making as Norway becomes the first country to switch off FM and go fully digital with DAB+. Switzerland is next in line with Switchover planned for 2020-24. Several other markets, including the UK, Germany, the Netherlands, Flanders and Denmark are also considering potential switchover scenarios. Against this background, this session looks at what the digital radio future of Europe looks like and how it is likely to develop. Broadcasters at all stages of digitising radio speak on the future of their markets and the radio business generally.

Presentation 1

Digital radio in Europe

As digital radio continues to spread across Europe, what are the plans of the major public broadcasters and what are their views on going digital? The European Broadcasting Union offers a unique perspective on the future of digital radio based on the ongoing discussions by its members, in both Europe and beyond.

Presentation 2

Making radio history with the first digital switch over

Norway's switchover from FM to DAB+ begins in January 2017 and will finish at the end of the year. Every market around Europe is watching. The comprehensive plans laid out by the Norwegian broadcasters, the government, the network operator, and automotive manufacturers indicate that the switch over will be a success. This session looks at how they got this far, and what they still need to do to make history.

Presentation 3

The German public broadcasters' vision for digital radio

The ARD and Deutschland Radio are the public broadcasters in Germany. A four year plan proposed by KEF (public broadcasting funding body) would see a tripling of spending on DAB+. The broadcasters set out their plans for digital radio and they are working together to achieve this future.

Presentation 4

Commercial broadcasters and their digital future

Representing what is now the largest commercial radio group in Europe, Bauer Media has a clear digital strategy. In times of increased competition digital radio is another platform on which commercial broadcasters can distinguish themselves. In a market which has traditionally struggled to find a place in the digital landscape Bauer is moving forward with impressive results and can show that going digital benefits both commercial broadcasters, their listeners and most importantly their business strategy.

Presentation 5

How switching from DAB to DAB+ makes Switzerland a leader in switching over

When digital radio technologies were evolving, Switzerland had already started down the path of DAB. Legacy receivers were in the market, and the move to DAB+ looked like a difficult dream to fulfil. However, with a clear switchover strategy and strong marketing campaign, Switzerland has quietly but impressively moved from DAB to DAB+ - the first switch over of its kind.

Presentation 7

The fastest launch to date of DAB+ digital radio

The launch of digital radio in the Netherlands has been fast and efficient. Having applied the lessons learned from other digital radio countries, the Dutch launch of digital radio provides an excellent case study for other emerging markets, and the Dutch industry is now discussing a possible DSO.

Presentation 7

A way to go for DSO but a short road to digital

Austria is at an early stage of digitisation of radio, and is looking at how other markets are making the transition. The commercial and private broadcasters are continuing to move forward with digital radio and this collaboration is at the heart of their digital journey.

Q&A

Networking drinks