

WorldDAB Industry Insight session at IBC 2016

Looking to radio's digital future – digital switchover 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.

Moderator

Patrick Hannon, President, WorldDAB and Vice President Corporate Development, Frontier Silicon

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.

Speaker: Graham Dixon, Head of Radio, European Broadcasting Union

Presentation 2

Making radio history with the first digital switchover

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 switchover will be a success. This session looks at how they got this far and what they still need to do to make history.

Speaker: Jørn Jensen, Chief Advisor to Director of Distribution, NRK Norway

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 how they are working together to achieve this future.

Speaker: Carsten Zorger, Digital Radio Büro Deutschland, Germany

Presentation 4

UK digital radio's new age of creativity and competition

In the last year nearly 100 new commercial radio stations have launched on national and local DAB digital radio in the UK. This includes the launch of the new national commercial DAB multiplex, over 80 small commercial and community stations on the 10 trial mini-muxes and the launch of the first DAB+ services. The session will look at how this unprecedented level of creativity and competition is supporting radio's transition to digital.

Speaker: Laurence Harrison, Technology and Market Development Director, Digital Radio UK

Presentation 5

Absolute Radio - growing the brand and audience with innovative new content on DAB

Absolute Radio's digital strategy has helped the brand to double its audience in the last six years. The premise was very simple, but the strategy revolutionised not only how the brand was perceived but how radio in the UK expanded into the digital space. Paul Sylvester is one of the architects of the strategy and he will explain how creating compelling content, delivering it digitally and sharing it smartly is the key to unlocking new audiences and making the existing listeners more loyal.

Speaker: Paul Sylvester, Content Director, Absolute Radio, United Kingdom

Presentation 6

How moving 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 switchover of its kind.

Speaker: Thomas Saner, Senior Advisor, SRG SSR, Switzerland

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.

Speaker: Jurre Bosman, Station Manager NPO Radio 2 / NPO Radio 5, Director Radio Programming ad interim, NPO, The Netherlands

Q&A

Networking drinks