

WorldDAB General Assembly 2016
New content, new markets

DRAFT AGENDA

9-10 November 2016

Austria Trend Hotel Savoyen, Vienna, Austria

Wednesday 9 November 2016

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|-------|-------|---|
| 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 |
| 13:35 | 13:50 | Creating a digital future

The marketplace into which digital radio is being introduced is changing, and arguably making DAB more vital than ever. Commercially orientated services will naturally direct consumers towards business partners and favour information which complies with their algorithms, requiring signup and possibility subscription. New devices are accentuating these trends. By contrast, radio relies on the principle of universal availability and free at the point of delivery, supporting plurality of views and societal cohesion.
Graham Dixon, Head of Radio, European Broadcasting Union |
| 13:50 | 14:05 | Wireless Group's investment in digital radio
Wireless Group owns a number of national and local radio stations in the UK and Ireland, including talkSPORT, runs a number of DAB multiplexes throughout the UK, and is the largest local radio operator in Ireland. In September 2016 Wireless Group was acquired by News Corp, who cited the significant opportunities to grow reach, share talent, cross-promote brands and offer cross-platform opportunities to advertisers and partners.
Jimmy Buckland, Director of Strategy, Wireless Group GB |
| 14:05 | 14:20 | DAB+ in smartphones – one down, the rest to go

IDAG shares lessons learned in the process of negotiating with LG for the world's first DAB digital radio enabled smartphone, and explains how the industry can convince other handset manufacturers to do the same. They'll explain OMRI (Open Mobile Radio Interface) and showcase various DAB+ apps that are now available to broadcasters.
Gunnar Garfors, President, IDAG |

14:20	14:35	DAB in the bigger picture Digital radio has come a long way but so has the world of technology. TV, mobile, the internet, social media, society and radio are evolving in ways that no one thought possible when DAB digital radio was developed in the Eureka 147 project. Where does DAB fit in this changing world and what could the future hold for digital radio? An inspirational overview from a member of WorldDAB who has been part of digital radio from the start and who, with his many hats, has a broad overview of radio, TV and other technology developments. Phil Laven, Treasurer, WorldDAB
14:35	14:45	Highest efficiency, smallest footprint - complete solutions for DAB broadcasting Today's network operators are aiming to decrease their total cost of ownership to remain competitive in their markets. The design of the current generation of DAB transmitters significantly contributes to reduce the lifetime costs of a network of broadcasting transmitters. This presentation gives an insight how this is achieved. Peter Frank, Director Broadcast and Media, Rohde & Schwarz
14:45	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	Presentation of WorldDAB Award for Outstanding Service
17:00	18:30	Optional tour: ORF Radiokulturhaus, Vienna
19:00	22:30	WorldDAB networking drinks and gala dinner "Dachfoyer" Hofburg Vienna Heldenplatz 1010 Vienna

Thursday 10 November 2016

08:30 09:00 **Registration**

09:00 09:15 **Opening address**
 Patrick Hannon, President, WorldDAB and Vice President Corporate Development,
 Frontier Silicon

Session 1 Keynote speeches

DAB has established itself as the core future platform for radio across Europe and 56% of European citizens are now able to receive DAB services. With Norway soon to make history as the first country to switch off FM and go fully digital with DAB, and other markets considering potential switchover scenarios, this session looks at the progress of DAB across Europe and the role that the European Commission can play with the Digital Single Market Strategy.

09:15 10:15 **Digital radio in Germany**
 Heike Raab, Federal State Commissioner to the Federal Government for Europe,
 Media and Digital Matters

Digital radio in Norway
 Øyvind Christensen, Deputy Director General, Media Department, Ministry of
 Culture, Norway

Digital radio in the United Kingdom
 Ian O'Neill, Head of Radio and Television Policy, Department of Culture, Media and
 Sport (DCMS), United Kingdom

Digital radio in France
 Patrice Gélinet, Board Member of the Council, Conseil supérieur de l'audiovisuel
 (CSA)

Digital radio in Europe
 Andreas Geiss, Head of Unit – Radio Spectrum Policy, DG CONNECT, European
 Commission

10:15 10:30 **COFFEE**

Session 2 Developed DAB markets – best cases

DAB development is now in three phases across Europe: mature markets, developing markets and markets which are pre-launch or in the planning phase. During each stage of DAB roll-out there are ideas, innovations and best practices which can be shared, providing valuable lessons learned to help new DAB market roll-outs.

Moderator: Joan Warner, CEO, Commercial Radio Australia

10:30 11:40

UK – how to bring all players in the market together

Digital Radio UK's work has been invaluable to digital radio development not only in the UK but also in other countries emulating the success of the UK. This session looks at how DRUK continues to bring together stakeholders in a diverse and mature market.

Ford Ennals, CEO, Digital Radio UK

Denmark – digital radio driving growth in the radio market

In Denmark the consensus is now that FM shutdown is inevitable. Denmark has issued a clear roadmap for digital radio, with a transition to DAB+ by 1 October 2017 and a decision on DSO when 50% of listening is digital.

Lars Kierkegaard, Head of Strategy and Business Development, Teracom Denmark

Italy – a diverse market

The Italian radio market is diverse, with each region developing in a way which suits the local radio market. The Rundfunkanstalt Südtirol (RAS) is a public broadcasting service with over 30 Italian, German, Austrian and Romansh services on air.

Georg Plattner, Director, Rundfunkanstalt Südtirol (RAS)

Netherlands – best case marketing

This presentation looks at how the Netherlands is addressing its own unique issues and what their future plans are to ensure the continued success of digital radio roll-out.

Jacqueline Bierhorst, Project Director, Digital Radio Netherlands

Switzerland – how the DSO plan was devised

Switzerland has led the way in the rollout of DAB and has shown how to make a success of switching from DAB to DAB+. Now bringing together a group of players through DigiMig, this session explores how Switzerland are planning DSO.

Thomas Saner, Senior Advisor, SRG SSR

Germany – collaboration across the Laender

With political commitment growing at both federal and state level, broadcaster offerings are getting stronger and listening figures are on the increase. This panel looks at how the German Länder are collaborating to move forward with digital radio including the possibility that DAB will be required in all receivers.

Panel moderator: Helmut Bauer, Lawyer, Germany

Martin Wagner, Director of Radio Department, Bayerischer Rundfunk (BR)
 Siegfried Schneider, President, Landesmedienanstalten (DLM)
 Willi Schreiner, CEO, Digital Radio Deutschland GmbH

Session 3 Emerging markets – applying lessons learnt

11:40 12:40 The launch of DAB+ in Germany in 2011 was the catalyst for further expansion in The Netherlands and Italy. Core DAB markets are now established, and lessons learned are now being applied in emerging DAB markets. In this session we look at some of these third wave emerging markets.

Moderator: Jacqueline Bierhorst, Project Director, Digital Radio Netherlands

Belgium

Nicolas Bresou, Digital Radio Manager, RTBF
 Dominique Lievyns, Chief Sales and Marketing Officer, Norkring Belgium

Czech Republic

Karel Zýka, Technical Director, Head of DAB switchover, Czech Radio

Hungary

Maria Kissné-Akli, Head of Frequency Planning and Coordination Unit, National Media and Infocommunications Authority, Hungary

Slovakia

Villiam Porhorský, Director, Electronic Communications Department, Ministry of Transport, Construction and Regional Development (MDVRR SR), Slovakia

Slovenia

Bojan Ramšak, Head of R&D, Transmitter and Communications Unit, RTV Slovenia

12:40 13:40 **LUNCH**

Session 4 Broadcasters - new content and new audiences

A key benefit of DAB over FM is the space to create innovative new content, which has been highlighted by both broadcasters and the automotive industry as something which 'sells' digital radio to listeners. This session presents success stories with regard to content creation and innovation from DAB markets around the world from both commercial and public broadcasters.

Moderator: Ole Mølgaard, Digital Radio Expert, Denmark

13:40 14:55

United Kingdom - Absolute Radio

Absolute Radio continues to be a leading brand in the digital radio arena and has been cited on many occasions for its work on developing new content, which appeals to both its core audience, and enables it to increase its reach to new audiences.

Paul Sylvester, Director of Content, Absolute Radio

Norway - NRK

Early in 2017 Norway will make history by becoming the first country to start shutdown of FM radio. The switchover process starts in January 2017 and takes place over a 12-month period, progressing region by region. How is the public broadcaster creating new content to attract new audiences at this time of change?

Marius Lillelien, Head of Radio, NRK

Australia - Commercial Radio Australia

Australia's commercial stations continue to use DAB+ as a test bed for some of the most innovative digital content in the radio market today. Australian broadcasters are taking full advantage of the technology.

Joan Warner, Commercial Radio Australia

United Kingdom – small scale DAB

Angel Radio is a community station in the UK that recently expanded its coverage from one to four cities, thanks to the ongoing small-scale DAB trials. The UK Government has announced it will look at introducing legislation for the regulation of small-scale DAB multiplex services, following the successful Ofcom trials, offering local broadcasters the opportunity to upgrade to digital at an affordable cost.

Ash Elford, Angel Radio, United Kingdom

Panel discussion:

Paul Sylvester, Director of Content, Absolute Radio

Marius Lillelien, Head of Radio, NRK

Joan Warner, Commercial Radio Australia

Ash Elford, Angel Radio, UK

14:55 15:10

COFFEE

Session 5 Next steps for receivers

Moderator: Lindsay Cornell

15:10 16:30

Advanced DAB/DAB+ receivers - performance and service impacts

LN2 will review the performance gains achievable by advanced DAB/DAB+ receivers, looking particularly at how to achieve improvements in receiver

sensitivity, coverage and listener satisfaction, while at the same time achieving reduced broadcast infrastructure expenses and optionally increased throughput.

Branimir Vojcic, CEO and CTO, LN2

Domestic DAB receiver sales - GfK

An update on the latest GfK sales figures for receiver sales of DAB/DAB+. GfK will also give an update on the status of the CE market in Europe post-Brexit and a view on where the market is heading.

Martina Huerbinger, Manager, GfK

Automotive DAB receiver sales - JATO

An update on the latest figures for cars with digital radio as standard and for the automotive brands with DAB+ as an option across key markets. A further look at the current trends for infotainment, entertainment and receivers in the automotive sector.

Andreas Kral, Country Manager Austria, JATO

WorldDAB Automotive User Experience Group

The WorldDAB Automotive User Experience Group brings together broadcasters and the automotive industry to look at how to improve the user interface for in-car digital radio.

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

Automotive Panel: DAB in the connected and autonomous vehicle

The connected car is making automotive manufacturers think more about exactly what their car will connect to in terms of entertainment. Radio is now under threat from the new connected vehicle, and possibly more so in the autonomous car. This panel will discuss its views on DAB+ in the connected car today and the SWOT for digital radio in the autonomous vehicle of tomorrow.

Moderator: Roger Lanctot, Strategy Analytics

Marco Carbone, Director, Radio Products, STMicroelectronics

Andreas Gorsak, Senior Engineer, Broadcast Development, JVCKENWOOD

Mark Friend, Controller, BBC Radio & Music Multiplatform

Nick Piggott, Project Director, RadioDNS

Ron Schiffelers, Director Programme Management, BL Car Entertainment, NXP Semiconductors

Closing remarks

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