

# Agenda

## DAY 1: WEDNESDAY 9 NOVEMBER 2016

12:30	13:30	<b>Registration and networking lunch</b>
13:30	13:35	<b>Opening welcome</b> Patrick Hannon, President, WorldDAB & VP Corporate Development, Frontier Silicon
13:35	13:50	<b>Creating a digital future</b> Who are the gatekeepers? 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 sign-up and possibly subscription. New devices are accentuating these trends. By contrast, radio relies on the principle of universal availability and being free at the point of delivery, supporting plurality of views and societal cohesion. <i>Graham Dixon, Head of Radio, European Broadcasting Union</i>
13:50	14:05	<b>Wireless Group's investment in digital radio</b> 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. <i>Jimmy Buckland, Director of Strategy, Wireless Group GB</i>
14:05	14:20	<b>DAB+ in smartphones – one down, the rest to go</b> 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. <i>Gunnar Garfors, President, IDAG, Advisor on radio distribution at NRK</i>
14:20	14:35	<b>DAB in the bigger picture</b> Digital radio has come a long way but so has the world of technology. TV, mobile, the internet, social media, radio and society 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. <i>Philip Laven, Treasurer, WorldDAB</i>
14:35	14:45	<b>Highest efficiency, smallest footprint – complete solutions for DAB broadcasting</b> 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 into how this is achieved. <i>Peter Frank, Director Broadcast and Media, Rohde &amp; Schwarz</i>
14:45	15:10	COFFEE
<b>General Assembly meeting of WorldDAB (Member Only Session)</b>		
15:10	15:20	<b>Report from the WorldDAB Steering Board</b> Patrick Hannon, President, WorldDAB & VP Corporate Development, Frontier Silicon
15:20	15:30	<b>Report from the WorldDAB Technical Committee</b> Lindsay Cornell, WorldDAB Technical Committee Chair and Principal Systems Architect, BBC Future Media
15:30	15:40	<b>Report from the WorldDAB Asia Pacific Committee</b> Joan Warner, WorldDAB Asia Pacific Committee Chair and CEO, Commercial Radio Australia
15:40	15:50	<b>Report from the WorldDAB Regulatory and Spectrum Committee</b> Hanns Wolter, WorldDAB Regulatory and Spectrum Committee Chair and Technical Director, Club DAB Italia
15:50	16:00	<b>Report from the WorldDAB Finance Committee</b> Philip Laven, WorldDAB Treasurer
16:00	16:10	<b>Presentation of WorldDAB Award for Outstanding Service</b>
17:00	18:30	<b>Optional tour: ORF Funkhaus, Vienna</b>
19:00	22:30	<b>WorldDAB networking drinks and gala dinner</b> Dachfoyer, Hofburg, Heldenplatz, 1010 Vienna

## DAY 2: THURSDAY 10 NOVEMBER 2016

08:30 09:00

Registration

09:00 09:15

**Opening address:** DAB success factors – international perspectives  
Patrick Hannon, President, WorldDAB & VP Corporate Development, Frontier Silicon

09:15 10:15

### 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.

#### Digital radio in Germany

Heike Raab, Plenipotentiary for Federal and European Affairs, for Media and Digital Affairs of the Land of Rhineland-Palatinate

#### Digital radio in Norway

Øyvind Christensen, Deputy Director General, Media Department, Ministry of Culture

#### Digital radio in the United Kingdom

Ian O'Neill, OBE, Head of Radio; Head of Television, Department for Culture, Media & Sport (DCMS)

#### 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

10:30 11:45

### 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

#### 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, RAS Rundfunkanstalt Südtirol

#### 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 roll-out 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

**Panel discussion: Germany – collaboration across the Länder**

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

11:45 12:45

**SESSION 3 – Emerging markets – applying lessons learned**

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

**Austria**

Gernot Fischer, Managing Director, Digital Radio Austria

**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**

Viliam Podhorský, 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

12:45 13:45

LUNCH

13:45 14:55

**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

**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

**The Netherlands – Radio NewCo**

Radio NewCo is the newly created radio group comprising four of the Netherlands’ leading radio networks: Radio 538, Radio 10, Sky Radio and Radio Veronica. The new group has committed to transition from analogue radio to digital audio entertainment in the next seven years. Where does DAB+ fit into their strategy?

Christo Grozev, Supervisory Director, Radio NewCo

### 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, WorldDAB Asia Pacific Committee Chair and CEO, 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, Digital Development Manager and Trustee, Angel Radio, United Kingdom

### Panel discussion

14:55 15:10

COFFEE

15:10 16:30

## Session 5 – Next steps for receivers (consumer and automotive)

**Moderator:** Lindsay Cornell, WorldDAB Technical Committee Chair and Principal Systems Architect, BBC Future Media

### 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 Hürbinger, 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

### Panel discussion: 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 Goršak, Senior Engineer, Broadcast Development, JVCKENWOOD

Mark Friend, Controller, BBC Radio & Music Multiplatform

Nick Piggott, Project Director, RadioDNS

Ron Schifferers, Senior Director Programme Management, BL Car Entertainment, NXP Semiconductors

### Closing remarks

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