

DRAFT PROGRAMME

WorldDAB General Assembly 2017

7-8 November, Hotel Pullman Eiffel Tower, Paris

Tuesday 7 November

10:30 REGISTRATION

WorldDAB General Assembly (member only session)

Session moderator: Patrick Hannon, President, WorldDAB

11:00 - 12:30 WorldDAB's five main committees report on achievements over the last year, and the strategic focus for the year ahead. The results of the 2017 leadership election will be announced, as well as the winner of the WorldDAB Award for Outstanding Service.

This session is open to members of WorldDAB only.

- Committee reports
 - Steering Board - Patrick Hannon, President
 - Technical Committee - Lindsay Cornell, Chair, TC
 - Asia Pacific Committee - Joan Warner, Chair, APC
 - Regulatory and Spectrum Committee - Hanns Wolter, Chair, RSC
 - Finance Committee - Phil Laven, Treasurer
- WorldDAB Election results
- WorldDAB Award for Outstanding Service

12:30 - 14:00 LUNCH AND REGISTRATION

Moderator Sessions 1 and 2: Antoine Baduel, FG Radio @RadioFGOfficiel

Session 1 - DAB in Europe RNT en Europe

14:00 - 14:15 WorldDAB Global Update
Patrick Hannon, President, WorldDAB

14:15 - 15:15 More and more broadcasters across Europe are migrating from FM to DAB+. This session looks at their motivations in doing so, the level of political support, and why they see the move to digital radio as advantageous for the listener.

United Kingdom: Ian O'Neill, Head of Radio, Head of Television, Department for Culture, Media & Sport (DCMS)

Germany

Denmark

Belgium

Slovenia

EBU: Graham Dixon, Head of Radio

Panel discussion

15:15 - 15:45 COFFEE

Session 2 – DAB+ in France RNT en France

15:45 - 17:00 The development of digital radio in France is at a critical stage. DAB+ services are on air in Paris, Nice and Marseille, and new services are expected soon in Lille, Lyon and Strasbourg. The regulator in France, the CSA, is keen to accelerate these developments and has recently undertaken a public consultation: 'Accelerating the local roll-out of DAB+ and how to organise metropolitan applications'.

The regulator's perspective

French radio broadcasters perspectives:

- Radio France
- Independent commercial radios:
 - Jean-Eric Valli, Président, Les Indés Radios
 - Laurent Brochet, Founder, Radio Pitchoun
 - SIRTI
- Community Radio
 - Emmanuel Boutterin, President SNRL (National Union of Community Radios) and President, World Association of Community Radio Broadcasters (AMARC)

GALA DINNER - TUESDAY 7 NOVEMBER 19:00 – 22:30

Wednesday 8 November

Session 3 - Digital switchover - getting the listener to follow

09:00- 10:15 **Session chair: Helmut Bauer, media lawyer, Germany**

This session reports on the impact on listening of Norway's digital switchover from FM to DAB+, and considers the lessons learnt from the DSO process. Speakers will share what have been some of the biggest challenges, and explain how the lessons learned from Norway can make digital radio adoption easier in other countries.

Norway – lessons learned from the DSO process

- Regulator, Line Langnes, Norwegian Media Authority
Public broadcaster - Jon Braneas, NRK
- Commercial broadcaster - Hans-Petter Danielsen, P4
- Marketing and information - Ole Jørgen Torvmark, Digital Radio Norway
- Automotive sector

Panel discussion

Which countries are planning or considering DSO and at what stage are they in that process?

Switzerland

United Kingdom, Ford Ennals, Digital Radio UK

Denmark: Rikke Kjølbye, Culture and Media Agency

Australia: Joan Warner, Commercial Radio Australia

10:15 - 10:45 COFFEE

Session 4 - The evolving business case for DAB+

Session chair: Ole Moelgaard, Digital radio expert

10:45 - 12:00 We now see some interesting new developments that show how DAB is energising the radio industry, offering broadcasters the opportunity to grow audiences and revenue, automotive suppliers the ability to integrate radio in the connected vehicle while offering data services and communicating with their drivers, and new players the ability to enter the radio market with more targeted or niche content offerings.

New opportunities with Germany's second national multiplex
Reiner Muller, Technical Director, Bayerische Landeszentrale für neue Medien

A French radio broadcaster's perspective
Antoine Baduel, President, Radio FG

Small scale DAB – a complementary solution for community broadcasters
Thomas Gilgen, CEO, digris AG, Switzerland
René Wehrin, Federal Office of Communications, Project Manager, Digitisation and Convergence, Ofcom, Switzerland

Taking advantage of new possibilities on DAB+ with the launch a new national multiplex in Denmark

Ole Sloth, Managing Editor, Ekstra Bladet Radio, Denmark

Panel discussion: DAB+ for data
Chair: Ronald Haanstra, CEO, MTVL and Vice President, IDAG
Thomas Kusche, President, TISA
Norwegian Road Authority

12:00 - 13:00 LUNCH

Session 5 - The consumer's journey on DAB+

Session chair: Ole Jørgen Torvmark, CEO, Digital Radio Norway

13:00 - 14:00 The consumer is at the centre of the DAB journey, from awareness of digital radio to buying a DAB radio, using a radio at home and in the car and finding new stations - this session looks at how the consumer is the centre of the DAB industry.

National DAB marketing campaigns - convergence and divergence of messaging to the consumer
Jacqueline Bierhorst, Digital Radio Netherlands

The car manufacturer's message

The retailer's message

DAB radio sales, GfK, Martina Huerbinger, Marketing Manager Consumer Electronics, GfK

Presenting guidelines for the in-car user experience, Laurence Harrison, Market Development Director, Digital Radio UK

In-car adaptors – the latest trends and developments for the driver

Session 6 – A look further into the future with DAB+

14:00 - 15:00 The radio market is evolving and more importantly the future of radio in the car is changing. How can digital radio innovate to stay prominent in the car alongside different competing platforms? What do the experts from different markets, and from different parts of the industry, see as the future for DAB?

Future and emerging DAB markets

Joan Warner, CEO, Commercial Radio Australia in conversation with:

Dr Colonel Natee, Chairman Broadcasting Committee, The National Broadcasting & Telecommunications Commission (NBTC) Thailand

Dr Frederik Ndolo, Member of Executive Board, Radio Republik Indonesia

The future of broadcast technologies

Marcello Lombardo, Project Manager, and Ben Poor, Project Manager, Digital Radio, EBU

Working with the car industry on the future of radio

Nick Piggott, Project Director, RadioDNS

Innovations in radio: a look into the future

Filippo Solibello, Host, RAI Radio 2

15:00 NETWORKING DRINKS