

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 WorldDAB members 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

Tuesday 7 November

Session 1 - DAB in Europe

RNT en Europe

Session moderator: Antoine Baduel, FG Radio

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

Slovenia

European Broadcasting Union

Graham Dixon, Head of Radio

Note: Interpretation French-English and English-French will be provided for this session.

15:15 - 15:45 **COFFEE**

Tuesday 7 November

Session 2 – DAB+ in France

RNT en France

15:45 - 17:00 **Session moderator: Antoine Baduel, FG Radio**

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'.

Identifying a path for the future of DAB+ in France: the regulator's role, and the engagement of radio broadcasters.

Keynote

Identifying a path for the future of DAB+ in France: the regulator's role and the commitment of broadcasters.

Nicolas Curien, Board Member, Conseil Supérieur de l'Audiovisuel

Independent commercial radios

Alain Liberty, Président, SIRTl

Jean-Eric Valli, Président, Les Indés Radios

Laurent Brochet, Founder, Radio Pitchoun

Community Radio

Emmanuel Boutterin, President SNRL (National Union of Community Radios) and Président, World Association of Community Radio Broadcasters (AMARC)

Note: Interpretation French-English and English-French will be provided for this session.

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: Jarle Ruud, Digital Radio Norway

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**

Wednesday 8 November

Session 4 - The evolving business case for DAB+

10:45 - 11:30 **Session chair: Ole Mølgaard, Media Advisor, The Crowd, Denmark**

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 Müller, Technical Director, Bayerische Landeszentrale für neue Medien, Germany

A French radio broadcaster's perspective

Antoine Baduel, President, Radio FG, France

Small scale DAB – a complementary solution for community broadcasters

Thomas Gilgen, digris AG, Switzerland

René Wehrlin, Federal Office of Communications, 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

Wednesday 8 November

Session 5 – DAB+ for data: hybrid and connected

11:30 - 12:00 Session chair: **Ronald Haanstra, CEO, MTVL and Vice President, IDAG, The Netherlands**

With DAB+ automotive suppliers have the ability to integrate radio in the connected vehicle while offering data services and communicating with their drivers.

Panellists:

Gereon Joachim, VP Business Development, Europe, XPERI, Germany

Thomas Kusche, Senior Editor, Westdeutscher Rundfunk/ President of TISA, Germany

Michel Reneric, Vice President R+, former Chairman and CEO, Media Mobile, France

Jean Sbaldi, Programme Manager, Centre of Competences Broadcast Reception Manager, Continental Corporation, France

Norwegian Road Authority, Norway

Radio Bridge

12:00 - 13:00 LUNCH

Wednesday 8 November

Session 6 - The consumer's journey on DAB

13:00 - 14:00 **Session chair: Ole Jørgen Torvmark, CEO, Digital Radio Norway**

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

DAB radio receiver sales

GfK, Martina Huerbinger, Marketing Manager Consumer Electronics, GfK

The retailer's message

The national automotive association

Joost Kaesemans, Communication Director, FEBIAC, Belgium

The car manufacturer's message

Robbert van den Heuvel, Robbert van den Heuvel, Communication Manager Fiat, Alfa Romeo, Lancia & Jeep, FCA Netherlands BV

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

Wednesday 8 November

Session 7 – 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
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**