

## DRAFT PROGRAMME

### WorldDAB General Assembly 2017

7 – 8 November, Hotel Pullman Eiffel Tower, Paris

#### DAY 1: TUESDAY 7 NOVEMBER 2017

10:30 11:00    **REGISTRATION**

**WorldDAB General Assembly (member only session)**

**Session chair: 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
- Asia Pacific Committee – Joan Warner, Chair
- Regulatory and Spectrum Committee – Hanns Wolter, Chair
- Finance Committee – Phil Laven, Treasurer

#### **WorldDAB Election results**

#### **WorldDAB Award for Outstanding Service**

12:30 14:00    **LUNCH AND REGISTRATION**

## DAY 1: TUESDAY 7 NOVEMBER 2017

### SESSION 1    DAB in Europe    RNT en Europe

Session chair: Antoine Baduel, CEO, Radio FG

14:00 14:15    [WorldDAB Global Update](#)  
Patrick Hannon, President, WorldDAB

14:15 15:15    An ever-increasing number of broadcasters across Europe are choosing DAB+ for new services and are ensuring FM services are also available on DAB+ in preparation for the future. This session looks at their motivations for 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 Digital, Culture, Media & Sport (DCMS), United Kingdom

#### [Germany](#)

Willi Steul, Chairman (and former Director General), Deutschlandradio, Germany

#### [Netherlands](#)

Jacqueline Bierhorst, Project Director, Digital Radio NL, The Netherlands

#### [European Broadcasting Union](#)

Graham Dixon, Head of Radio

#### [Belgium](#)

Johan Bouciqué, Head of Media, Department of Culture, Youth, Sports and Media, Flemish Government, Belgium

#### [Slovenia](#)

Janja Varšek, Head of Radio Frequency Spectrum Management Department, Agency for Communication Networks and Services of the Republic of Slovenia (AKOS)

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

15:15 15:45    **COFFEE**

## DAY 1: TUESDAY 7 NOVEMBER 2017

### 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 French regulator, the Conseil Supérieur de l'Audiovisuel (CSA), is keen to accelerate these developments and has therefore recently undertaken a public consultation: 'Accelerating the local roll-out of DAB+ and how to organise metropolitan applications'.

**Session chair: Antoine Baduel, CEO, Radio FG**

#### **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, President, SIRT

Jean-Eric Valli, President, Les Indés Radios

Laurent Brochet, Founder, Radio Pitchoun

#### **Community radio**

Emmanuel Boutterin, President SNRL (National Union of Community Radios) and President, 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**

## DAY 2: WEDNESDAY 8 NOVEMBER 2017

### SESSION 3 Digital switchover – getting the listener to follow

09:00 10:15 This session gives a report on the impact on listening of Norway's digital switchover from FM to DAB+, and considers the lessons learned 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.

**Session chair: Helmut Bauer, Media Lawyer, Germany**

#### Norway – lessons learned from the DSO process

Regulator: Line Langnes, Senior Legal Advisor, Norwegian Media Authority

Public broadcaster: Jon Branæs, Acting Radio Director, NRK

Commercial broadcaster: Hans-Petter Danielsen, CTO, P4 Radio Hele Norge AS

Marketing and information: Ole Jørgen Torvmark, CEO, Digital Radio Norway

Automotive sector: Jarle Ruud, Communications and marketing manager, Digital Radio Norway

#### Panel discussion

**Which countries are planning or considering DSO, at what stage are they in that process, and what happens when DSO is not the focus of going digital?**

Switzerland: Jürg Bachmann, President, Verband Schweizer

Privatradios/Association Suisse des Radios Privées

United Kingdom: Ford Ennals, CEO, Digital Radio UK

Denmark: Rikke Kjølbbye, Head of Section, Culture and Media Agency

10:15 10:45 COFFEE

## DAY 2: WEDNESDAY 8 NOVEMBER 2017

### SESSION 4 The evolving business case for DAB

10:45 11:50 New developments show how DAB is energising the radio industry while preserving existing radio brands, offering broadcasters the opportunity to grow audiences and revenue, diversify and extend their portfolio, offer data services and give new players the ability to enter the market with more targeted or niche content offerings.

**Session chair: Ole Mølgaard, Media Advisor, The Crowd, Denmark**

#### **New opportunities on DAB+ with a second national multiplex**

Reiner Müller, Technical Director, Bayerische Landeszentrale für neue Medien, Germany  
Ole Sloth, Managing Editor, Ekstra Bladet Radio, Denmark

#### **How UK commercial radio is using DAB/DAB+ to grow share and revenue**

Ford Ennals, CEO, Digital Radio UK

#### **A French radio broadcaster's perspective on DAB+**

Antoine Baduel, CEO, Radio FG, France

#### **Italian radio's continued expansion with DAB+**

Eugenio LaTeana, Head of Research and Development, RTL 102.5 Hit Radio, Italy  
Filippo Solibello, Host, RAI Radio 2, Italy

#### **Small scale DAB+ – a complementary solution for community broadcasters**

Thomas Gilgen, CEO, Digris AG, Switzerland  
René Wehrlin, Federal Office of Communications, Switzerland

## DAY 2: WEDNESDAY 8 NOVEMBER 2017

### SESSION 5 DAB+ for data: hybrid and connected

11:50 12:10 Mobile networks are often overloaded and the consumption of data is skyrocketing. DAB's one-to-many transmission of content offers a promising solution for data. In vehicles, DAB+ is already used for traffic and travel information and emergency announcements. Hybrid systems with DAB+ can also be used to provide additional information to drivers.

**Session chair: Ronald Haanstra, CEO, MTVL and Vice President, IDAG, The Netherlands**

**Panellists:**

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

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

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

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

Vincent Godec, CEO, Mediamobile, France

**12:10 13:10 LUNCH**

## DAY 2: WEDNESDAY 8 NOVEMBER 2017

### SESSION 6 The consumer's journey on DAB

13:10 14:10 This session looks at how the consumer is at the centre of digital radio, from developing the listener's awareness and buying a DAB radio, through to finding new stations at home and in the car.

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

**Video presentation:**

**National DAB marketing campaigns – convergence and divergence of messaging to the consumer**

Jacqueline Bierhorst, Project Director, Digital Radio Netherlands

**Commercial Radio Australia's confidence in DAB+ for the listener**

Joan Warner, CEO, Commercial Radio Australia

**The auto manufacturer and delivering radio to their customers**

Robbert Van Den Heuvel, Communication Manager Fiat, Alfa Romeo, Lancia & Jeep, FCA Netherlands BV

**Guidelines for the in-car user experience and the UK's DAB car adaptor pilot study**

Laurence Harrison, Market Development Director, Digital Radio UK

**The Belgian national automotive association: getting the message to drivers**

Joost Kaesemans, Communication Director, FEBIAC, Belgium

**The latest DAB radio sales**

Martina Hürbinger, Marketing Manager and Global Audio Lead, GfK POS, Germany

## DAY 2: WEDNESDAY 8 NOVEMBER 2017

### SESSION 7 A look further into the future with DAB+

14:10 15:00 The radio market is evolving and more importantly the future of radio in the car is changing. What do the experts from different markets, and from different parts of the industry, see as the future for DAB+? How can digital radio innovate to stay prominent in the car alongside different competing platforms? This session looks at some of the future developments that can be expected in different parts of the DAB+ world.

#### Session chair:

#### Future and emerging DAB+ markets

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

- Dr Colonel Sukonrat Natee, Chairman Broadcasting Committee, The National Broadcasting & Telecommunications Commission (NBTC) Thailand
- Dr Frederik Ndolu, Member of Executive Board, Radio Republik Indonesia (RRI)

#### The future of broadcast technologies

Marcello Lombardo, Project Manager, EBU

Ben Poor, Project Manager, Digital Radio, EBU

#### Working with the car industry on the future of radio

Nick Piggott, Project Director, RadioDNS

15:00 **NETWORKING DRINKS**