

Le Radio 2013: Digital Radio Session**Monday 11 February 2013****15:00 – 16:30****AUDITORIUM**

Centre de Conférences Étoile Saint-Honoré
21-25, rue Balzac
75008 Paris
France

La RNT en Europe

En Norvège, en Angleterre, en Suisse, en Allemagne... le processus de déploiement de la Radio Numérique Terrestre avance à grand pas. Dans certains pays, la RNT commence même à gagner en audience. Pourquoi certains de nos voisins européens sont-ils en avance par rapport à la France ? Quel est l'état d'avancement pays par pays ? Quelles normes sont employées ? Se dirige-t-on vers une harmonisation européenne des technologies ? Les responsables des radios des pays dans lesquels la RNT est une réalité viendront faire l'état des lieux en indiquant les avantages et les inconvénients du numérique hertzien.

Conférence en partenariat avec le WorldDMB.

Digital Radio in Europe

The rollout of digital radio is making fast progress in Norway, UK, Switzerland and German where it is seeing growing audiences. Why are some of France's neighbouring countries making significant advances towards digital radio? What is the status of digital radio in each of those countries? Which digital radio standards have been adopted, and are we heading towards EU harmonisation of digital radio technology? The people responsible for radio in the countries where digital radio is a reality come to answer these questions and to give an update on what is happening in their countries, indicating the advantages and issues around digital radio.

Session produced in partnership with WorldDMB.

15:00 – 15:15	<p>Welcome and Introduction to the Session Patrick Hannon, VP Corporate Development, Frontier Silicon and WorldDMB Steering Board Member</p> <p>DAB+ is the fastest growing, most popular digital radio standard, now adopted in over 30 countries. This presentation gives an update on the deployment of DAB+ globally, setting the scene for the following detailed overviews from Germany, UK, Norway and Switzerland.</p>
15:15 – 15:30	<p>Digital Radio in Germany , Michael Reichert, ARD</p> <p>On 1st August 2011 Germany launched broadcast digital radio services on a nationwide network using the DAB+ standard. Fourteen new stations from football to rock, pop, classical, talk and Christian radio can now be heard across Germany, broadcast by both public and private stations. This</p>

	presentation gives an overview of how the ARD regional broadcasters, the national broadcaster Deutschlandradio, and private broadcasters have deployed DAB+ digital radio, and what new content they now bring to listeners.
15:30 – 15:45	Digital Radio in the UK, Ford Ennals, CEO, Digital Radio UK Digital radio coverage in the UK is currently 94% for BBC national stations, 85% for national commercial stations, and 66% for local DAB coverage. Progress on digital radio in cars continues with BMW now fitting all new cars with digital radio from January 2013. The UK Government will make a decision on radio switchover later in 2013 and public and private broadcasters are jointly investing in building local digital radio coverage across the UK. This presentation gives an overview of this evolving and dynamic digital rollout in the UK.
15:45 – 16:00	Digital Radio in Norway, Ole Jørgen Torvmark, CEO, Digital Radio Norge Collaboration between competing broadcasters, retailers, network operators and the government secured a clear strategy for a transition to digital radio in Norway. For the planned FM switch-off in 2017, Norwegian Broadcasting Corporation (NRK) must cover 99.5% of the population via DAB+ by the end of 2014. This presentation outlines Norway's plans for reaching this target.
16:00 – 16:15	Digital Radio in Switzerland, Beatrice Merlach, CEO, MCDT Switzerland was among the first countries to introduce DAB+ back in 2008, and by mid-2012 over 1,000,000 receivers had been sold. All radio and TV retailers now sell DAB+ receivers and there are over 50 brands and 150 different digital radio models available. This presentation outlines the ingredients for the successful launch of DAB+ in Switzerland.
16:15 – 16:30	Questions and answers

Note: This session will be presented in English.

About Le Radio

Le Radio is the only conference in France dedicated to the radio industry. The three day conference and exhibition provide a unique opportunity to meet the leaders of the industry and to gain an understanding of the future of radio in France. The exhibition offers an opportunity to view the latest innovations on services, equipment and technology serving the radio industry. Conference topics include innovative programming, technology, advertising, education, marketing, digital development.