

WorldDAB announces programme for Insight Session at IBC 2016

Broadcasters from across Europe to discuss DSO plans and progress on digital radio

9 August 2016, London, UK: WorldDAB has announced the programme for its session at IBC, “Looking to radio’s digital future – Digital Switch Over progress and plans.” Taking place on Monday September 12th at 16:00, speakers look at digital radio progress across Europe, the countries preparing for a Digital Switch Over (DSO) and those closely following.

2017 sees radio history in the making as Norway becomes the first country to switch off FM and go fully digital with DAB+. Jørn Jensen from NRK Norway will provide an update on progress to date, the barriers they have had to overcome and what’s still to do in the final months before the first FM transmitters are switched off 11 January 2017.

Switzerland is next in line for DSO, with Switchover planned for 2020-24 and Thomas Saner, Senior Advisor at SRG SSR Switzerland will provide an update on their plans as the first country to move from DAB to DAB+.

“With Norway on the verge of making radio history as the first country to switch off FM, it’s an important time for broadcasters, governments and manufacturers,” said Patrick Hannon, President of WorldDAB who will moderate the discussion. “The session at IBC will provide attendees with a clear update on progress not just in Norway but across Europe, at a time when EU government ministers and broadcasters look to build cross-border links to develop a European consensus about radio’s digital future.”

The full speaker line-up for the session is as follows:

- **Graham Dixon, Head of Radio, European Broadcasting Union**
- **Jørn Jensen, Senior Advisor to Director of Distribution, NRK Norway**
- **Carsten Zorger, Digital Radio Büro Deutschland, Germany**
- **Laurence Harrison, Technology and Market Development Director, Digital Radio UK**
- **Thomas Saner, Senior Advisor, SRG SSR, Switzerland**
- **Jan Westerhof, Head of Radio, NPO, The Netherlands**

WorldDAB’s Industry Insight Session takes places in Room E102 at IBC 2016. Attendance is free for IBC exhibition attendees and information on how to register for free using WorldDAB’s exhibitor code can be found [here](#). The conference session will be followed by networking drinks. Visit the WorldDAB stand during IBC at Hall 10, F27.

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About WorldDAB

WorldDAB is the global industry forum responsible for defining and promoting DAB digital radio. By bringing together radio industry professionals, WorldDAB provides knowledge and expertise that helps countries successfully adopt and implement broadcast digital radio.

Our 1000+ experts from 90+ member organisations cover 27 countries across the globe and include public and commercial broadcasters, regulators, network providers and manufacturers of receivers, chips, professional equipment and automobiles.

Together, we are shaping the future of radio, delivering advice and tailored solutions on all aspects of the switch from analogue to digital.

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