

PRESS RELEASE

WorldDAB General Assembly 2016 theme and keynote speakers announced

- *2016 event to highlight the innovative ways DAB is being used around the world and new markets being reached as a result*
 - *Focus on the increasing political commitment to DAB across Europe*
- *Speakers from the European Commission, Wireless Group, EBU, UK DCMS, Absolute Radio, CSA France and more*

6 October 2016, London, UK: WorldDAB has announced the first keynote speakers and topics for its 2016 General Assembly, taking place from November 9-10 in Vienna, Austria.

With a theme of “New content. New markets” the event will bring together regulators, broadcasters, governments and manufacturers to look at how DAB is being used in established and emerging markets around the world, reaching new audiences and delivering innovative content.

Keynote speakers include Jimmy Buckland, Director of Strategy at Wireless Group on NewsCorp’s acquisition of wireless group and the opportunities for radio, Andreas Geiss, Head of Unit, Radio Spectrum Policy at the European Commission who will discuss digital radio across Europe and Patrice Gélinet from French regulator, the CSA.

“This year’s General Assembly will showcase the innovative ways DAB is being used around the world to deliver new content, reach new audiences and enable new business models,” said Patrick Hannon, President of WorldDAB. “With high-level representatives from the European Commission and national governments speaking alongside broadcasters and manufacturers from new and established markets, the programme this year has something for everyone involved in this industry.”

Taking place across two days, the programme covers the following topics:

Day one: DAB in the bigger picture

Speakers include Wireless Group, EBU and IDAG who will talk about progress of DAB adoption in smartphones. This will be followed by a closed session for WorldDAB members before the gala dinner.

Day two

Session one: Keynotes from across Europe

PRESS RELEASE

Speakers include representatives from the European Commission, DCMS in the UK and the CSA in France.

Session two: Developed markets – best cases

Speakers from the UK, Italy, The Netherlands, Switzerland and Germany.

Session three: Emerging markets – applying lessons learnt

Speakers from Belgium, Turkey, Czech Republic, Hungary and Slovenia.

Session four: Broadcasters - new content and new audiences

Speakers include Paul Sylvester from Absolute Radio in the UK, Marius Lillelien from NRK Norway and Joan Warner from Commercial Radio Australia.

Session five: Next steps for receivers

Speakers include R&D company LN2, an update on domestic and automotive receiver sales from GFK and JATO Dynamics, followed by a panel discussion on DAB in the car.

LN2 is supporting the WorldDAB General Assembly 2016 as a major sponsor, with the gala dinner sponsored by Herold, Kapsch, Radio Technikum and Rhose & Schwarz.

For more information on the WorldDAB General Assembly and to register, visit https://www.worlddab.org/events/detail/423#tab_62

-ENDS-

About WorldDAB

WorldDAB is the global industry association 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.

PRESS RELEASE

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

Press contact:

Darren Willsher
Communications Manager
WorldDAB
+44 20 7010 0743
darren.willsher@worlddab.org
@WorldDAB