

WorldDAB General Assembly 2017 programme and speakers announced

- *Over 30 speakers confirmed including senior political representatives, regulators, broadcasters and automotive*
- *Programme will cover the continued growth of DAB+ around the world, latest on DSO and how DAB+ impacts on the future of radio*
 - *Over 200 decision makers expected in Paris for this year's event*

6 October 2017, London, UK: WorldDAB has announced the first speakers and topics for its General Assembly 2017.

The past year has seen strong political commitment for digitising radio, the launch of many new DAB+ services, increased national, regional and local coverage and more investment than ever in marketing digital radio to the consumer - all of which is driving DAB+ adoption across Europe and around the world. With France at an important stage of development, the WorldDAB General Assembly 2017 will take place in Paris, bringing together the digital radio industry to discuss the future of radio.

This year the event features dedicated sessions on lessons learned from Norway's digital switchover and DAB+ in France, with speakers including the regulators and public and commercial broadcasters.

Given the significant automotive developments over the past year, with DAB+ as standard in 98% of new cars in Norway, the topic of in-car digital radio will feature strongly within each of the six sessions of this year's event.

Over 30 senior-level speakers are confirmed, representing the automotive sector, broadcasters, regulators, manufacturers and technology providers from around the world. The programme is available to view [here](#).

Taking place across two days, the programme outline is as follows:

Day one:

(Interpretation from French to English and English to French will be available on day one)

- **DAB+ in Europe:** *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.*
- **DAB+ in France:** *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'.

Day two:

- **Digital Switch Over - getting the listener to follow:** *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.*
- **The evolving business case for DAB+:** *We see 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 targeted content offerings.*
- **The consumer's DAB+ journey:** *The consumer is at the centre of the DAB+ journey, from awareness of digital radio to buying a DAB+ receiver, 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.*
- **A look further into the future with DAB+:** *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?*

"It's an exciting time for digital radio around the world, with Norway soon to be the first to complete digital switchover, established markets going from strength to strength, new markets emerging in Europe, the Middle East, and Asia Pacific, and France in particular at a crucial stage of development," said Bernie O'Neill, Project Director, WorldDAB. "This year we have put together a compelling programme of topics and high-level speakers from around the world that includes regulators, broadcasters and manufacturers from new and established markets and the radio and automotive sectors."

The General Assembly will start with a member only session in the morning of November 7th, including the WorldDAB Award for Outstanding Service and election results for the WorldDAB President, Vice-President, Treasurer and Steering Board.

Nextbase is supporting the WorldDAB General Assembly 2017 as Event Partner Sponsor, with lunch sponsored by Paneda and La Lettre Pro is supporting the event as Media Partner. Connects2 sponsors the programme brochure and POP will be sponsoring the delegate bags and lanyards.

For more information on the WorldDAB General Assembly and to register, visit <https://www.worlddab.org/events/detail/479>

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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 1200+ experts from 95+ 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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