

## **WorldDAB announces programme for IBC conference session: Radio's Digital Strategy**

**1 August 2018, London, United Kingdom:** WorldDAB has announced the programme for its conference session at IBC, 'Radio's Digital Strategy', taking place on Monday 17 September from 09:00-10:30.

Moderated by Lindsay Cornell from the BBC, Radio's Digital Strategy is the only session dedicated to radio in the IBC conference programme. Speakers will discuss how radio is delivering new content and catering to what the listener wants in the face of increased competition from the likes of Google, Amazon, Sonos and Apple Music. The session will celebrate the fact that radio is alive and continues to grow and innovate in the face of dynamic and ever-evolving challenges, remaining free and easily accessible across platforms thanks to its high quality and relevant content, and its ability to embrace and adapt to change.

Speakers include Daniel Karlsson, VP Business Development, EMEA-APAC, Triton Digital, who will look at the evolving audio landscape; Graham Dixon, Head of Radio, European Broadcasting Union who will discuss getting radio into smart speakers; and Simon Mason, Head of Broadcast Radio Technology, Arqiva who will present the findings of brand new research measuring the quality of radio signal over 4G compared to DAB.

Patrick Hannon, President of WorldDAB, will provide an update on DAB+ deployments around the world, and Ole Jorgen Torvmark, CEO of Digital Radio Norway will give an update on the impact of Norway's digital switchover. Wim Moortgat from VRT in Belgium and Joan Warner from Commercial Radio Australia join a panel discussion, showing how broadcasters are delivering new content to listeners in an evolving audio landscape.

Radio's Digital Strategy takes place in the Emerald Room at IBC 2018 on Monday September 17. Attendance is free for IBC exhibition attendees and information on how to register for free using WorldDAB's exhibitor code can be found [here](#). Visit the WorldDAB stand during IBC at Hall 10, F27 to find out more about DAB+.

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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 over 100 member organisations cover 29 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.

**Press contact:**

Darren Willsher  
Communications Manager  
WorldDAB  
+44 7736 832393

[darren.willsher@worlddab.org](mailto:darren.willsher@worlddab.org)

[@WorldDAB](#)