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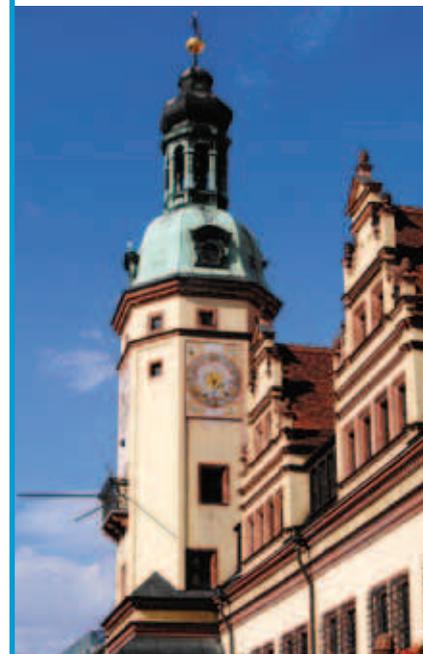
Defining the future of digital radio

18th WorldDMB General Assembly

15 -16 November 2012
Leipzig, Germany

Sharing experience
for continued growth

Major Sponsors :



AGENDA

Day 1 – Thursday 15 November 2012

11:00 – 11:45	Registration
11:45 – 14:00	Networking Lunch
14:00 – 14:05	Introduction Helmut Bauer, Media Consultant, Germany
14:05 – 14:15	Welcome keynote Dr Alexander Jereczinsky, Head of MDR-Klassik, Mitteldeutscher Rundfunk
	Session 1: Digital radio in Germany
	On the 1st of 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 session gives an overview of the activities by ARD and Digital Radio Deutschland in marketing and promoting digital radio to the listener. It provides also a comprehensive overview of how national broadcaster, Deutschlandradio, ARD regional public broadcasters, and private broadcaster REGIOCAST have deployed DAB+ digital radio, what new content they have been able to bring to listeners and where digital radio fits in within each of their overall strategies for radio.
14:15 – 14:25	Michael Reichert, ARD
14:25 – 14:35	Digital Radio Deutschland GmbH: Willi Schreiner, Managing Director, Absolut Radio
14:35 – 14:45	Dr Chris Weck, General Technical Manager, Deutschlandradio
14:45 – 14:55	Florian Fritsche, Chief Executive Officer, REGIOCAST DIGITAL
14:55 – 15:30	Coffee
15:30 – 15:45	2nd Keynote Christian Vogg, Head of Radio and Music, Eurovision (operated by EBU)
	The EBU is the world's foremost alliance of public service media organisations and is the point of reference for industry knowledge and expertise. Delegates will hear about the EBU's perspective on the future of digital radio in Europe, considerations on an international and comprehensive alliance and framework for digital radio, and how the Euro-Chip can help with implementing digital radio.
15:45 – 15:55	General Assembly meeting of WorldDMB (Member Only Session)
	Report from the WorldDMB Steering Board Jørn Jensen, WorldDMB President

15:55 – 16:05	Report from the WorldDMB Technical Committee Lindsay Cornell, WorldDMB Technical Committee Chair and Principal Systems Architect, BBC Future Media
16:05 – 16:15	Report from the WorldDMB Asia Pacific Committee Joan Warner, WorldDMB Asia Pacific Committee Chair and Chief Executive Officer, Commercial Radio Australia
16:15 – 16:25	Report from the WorldDMB Regulatory and Spectrum Committee Hanns Wolter, WorldDMB Regulatory and Spectrum Committee Chair and Project Manager, ClubDAB Italia
16:25 – 16:35	Report from the WorldDMB Finance Committee Phil Laven, European Broadcasting Union (EBU) WorldDMB Treasurer
16:35 – 16:40	Report from the WorldDMB General Assembly Committee Glyn Jones, WorldDMB General Assembly Committee Chair and General Manager Digital Platforms, Digital One
16:40 – 16:55	Presentation of WorldDMB Award for Outstanding Service Keynote by award winner
16:55 – 17:00	Wrap-up Day 1 Helmut Bauer, Media Consultant
18:00 – 19:00	Networking Drinks at REGIOCAST studios, Leipzig
19:00 – 22:00	WorldDMB Gala Dinner – Auerbachs Keller Welcome words: Christoph Waitz, Vice President of SLM Media Council

18:00 – 19:00 NETWORKING DRINKS



WorldDMB would like to express its sincere thanks and appreciation to REGIOCAST, who are hosting networking drinks at their central Leipzig offices. REGIOCAST operates through its subsidiary REGIOCAST DIGITAL 90elf, Germany's first digital radio football station and sets standards in the development of new digital distribution methods for radio.

19:00 – 21:30 GALA DINNER



The WorldDMB Gala Dinner is the social highlight of the two day conference. This year we are delighted that the public broadcaster Mitteldeutscher Rundfunk (MDR) for the federal states of Thuringia, Saxony and Saxony-Anhalt and the Saxon Institute for Private Broadcasting and New Media (SLM) are kindly sponsoring this evening event. The dinner will be held at the famous Leipzig Auerbachs Keller which is situated in the heart of the city.

Day 2: Friday 16 November 2012

08:30 – 09:00	Registration
09:00 – 09:05	Welcome Day 2 Day moderator: Helmut Bauer, Media Consultant
09:05 – 09:15	Mr Rainer Wegner, Federal Ministry of Economics and Technology (BMWFi)
09:15 – 09:20	Session 2: Working with the retail market – addressing the retailer and the consumer Moderator: Colin Crawford, Director of Marketing, PURE The session will examine how different countries have addressed some of the issues faced by today's retailers as part of the digital radio mix. It will also focus on what consumers expect when buying a digital radio and some information on consumer behaviour in the electronics sector.
09:20 – 09:40	Alexander Dehmel, Senior Marketing Executive, GfK General market overview on consumer buying behaviour and information on a country study on consumer behaviour.
09.40 – 10:00	Katherine Knapp, Head of Promotions, Absolute Radio UK How broadcasters are working with retailers to create a buzz in-store and on-air about digital radio.
10:00 – 10:20	Andreas von Pein, PAUL OPITZ & CO. GMBH Presentation from a retailer on their experience of selling digital radios and what their view is on the consumer feeling towards digital radio.
10.20 – 10.40	Automotive Dealer Perspective Information from the German auto dealership association on selling to the dealerships and how to increase awareness of digital radio with auto dealers.
10.40 – 11.00	Round table
11:00 – 11:30	Coffee

11.30 – 11.40

Session 3: Second Generation Standards

Moderator: Lindsay Cornell, Principal Systems Architect at BBC, WorldDMB Technical Committee Chair

Digitising broadcasting began in the 1960s and progress to date has been very varied. For television, Europe has largely completed its terrestrial transition from analogue to digital delivery. For radio, many countries adopted DAB and began to roll-out services in the late '90s and the second generation for DAB began with the standardisation of DAB+ in 2007. This standard was first deployed in Australia, with no DAB legacy to deal with, and DAB+ is now the standard of choice for those going digital around the world. But what about the countries that already launched DAB? How are they to take advantage of the greater spectral efficiency and potentially lower costs of DAB+ without losing their existing digital radio listeners? How do they migrate?

This session looks at the situation in Switzerland, Germany and Norway and the way in which DAB+, as a second generation standard, fits in with the original DAB deployment in those countries.

11.40 – 12.00

Switzerland

Thomas Saner, Head of Strategic Distribution Planning, SRG SSR

Switzerland was among the first countries to introduce DAB+ back in 2008. In October 2012 all programs were switched to DAB+. The presentation shows the background of the choice of the technical parameters for DAB+ and the ingredients for a successful switch from DAB legacy to DAB+.

12:00 – 12:20

Germany

Dr Chris Weck, General Technical Manager, Deutschland Radio

Deutschland Radio is the national public radio broadcaster for Germany. This presentation looks at Deutschland Radio's rollout of digital radio, and how it has taken advantage of the additional features offered by DAB+ with innovative programming and more choice to the listener.

12:20 – 12:40

Norway

Gunnar Garfors, Head of Mobile Distribution, NRK

This presentation goes through the situation in Norway and how collaboration between competing broadcasters, retailers, network operators and the government secured a clear and streamlined strategy for a transition to digital radio. There are only 5 million people in the country, but it has a topography that makes it one of the world's most challenging places to cover properly. To be able to switch off FM, Norwegian Broadcasting Corporation (NRK) must cover 99.5% of the population via DAB+ by the end of 2014. That demands careful planning and a close cooperation with Norkring, the Telenor subsidiary that builds the network.

12:40 – 13.00

Round Table

13:00 – 14:15	Lunch
14:15 – 14:20	Session 4: Connecting to the Automotive Sector Moderator: Roger Lanctot, Automotive Consultant, Strategy Analytics The international car market is of great significance to the successful adoption of digital radio on a mass-market scale.
14.20 – 14.30	Drive to digital overview Ford Ennals, Chief Executive Officer, Digital Radio UK The Drive to digital event was held in the UK on 5 November. Following this event and the announcements made by the UK industry, what are the future plans for this market? This session will also look at the work the UK digital radio industry has had to do in order to satisfy the needs of the automotive industry and drivers.
14:30 – 14.40	Automotive in Italy Hanns Wolter, Project Manager, Club DAB Italia As Italy launches digital radio over the coming years careful consideration has been given to the Italian automotive sector. This presentation will focus on the plans of the Italian market and where the automotive sector will benefit from the launch of digital services.
14:40 – 15:00	Service following – The final outcome of the WorldDMB Technical Committee Lindsay Cornell, Chairman, WorldDMB Technical Committee WorldDMB created a Technical Committee Task Force to look at service following and service linking and how the specifications could be made clearer. This work will clarify for broadcasters this issue. This session will look at what this could mean for the broadcast and automotive industries in the future.
15:00 – 15:20	Automotive in Asia Joan Warner, Chief Executive Officer, Commercial Radio Australia Following a successful WorldDMB automotive event held in Tokyo earlier this year, the Asian automotive sector is now looking towards a digital radio future. This presentation will focus on the recent progress of the Asian automotive industry, mainly in Australia, although developments have been seen throughout the region.
15:20 – 15.40	The connected car – overview from the WorldDMB European Automotive Event Roger Lanctot, Automotive Consultant and Associate Director, Strategy Analytics WorldDMB hosted the 4th European Automotive Event on the day before this General Assembly. Information from this event will be brought to the General Assembly by the moderator of the Automotive Event, which focused on the connected car and related topics.
15:40 – 15.50	Round Table
15.50 – 16:00	Closing Remarks: Jørn Jensen, WorldDMB President
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