

16th June 2009, Expanding the Opportunities of Radio 11:30 – 17:30

Radio still remains a vital communication tool and an integral part of today's media landscape. Despite the introduction of alternative media platforms and technologies, radio's strengths remain universally relevant and fundamentally appreciated. With the advent of digital radio, consumers can experience radio like never before; from home, to cars, mobile phones, streaming via the Internet and even on the iPod. This session, presented by WorldDMB, will analyse the developments in the market and look into ways that broadcasters can meet the ever increasing demands of the consumer.

Chair: **Lindsay Cornell**, *Principle Systems Architect*, **British Broadcast Corporation**, UK

11:30 Welcome

Session 1: Radio's Going Digital, don't get left in Analogue

11:40 Will Technology Secure Radio's Future?

- What are the technical radio delivery options available and how have they influenced the development of radio;
- New opportunities available to broadcasters from digitising transmissions;
- Issues broadcasters need to consider when choosing a digital system.

Lindsay Cornell, *Principle Systems Architect*, **British Broadcast Corporation**, UK

12:10 Network Costs involved in a Digital Upgrade

- A look into the options available for broadcasters when choosing a digital network;
- Weighing up the options: in door coverage, amount of desired channels, etc..

Richard Redmond, *Director, Strategic Marketing*, **Harris Corporation**, United States

12:35 Digital means MORE

- Challenges in production and distribution of delivering content on the move;
- What can broadcasters expect from digital radio and how can this increase their revenue?

Grahame Lucas, *Head of South Asia*, **Deutsche Welle**, Germany

13:00 Lunch Break

Session 2: But which technology?

14:00 HD Radio, Global Update

- Advantages of HD over other platforms;
- What are the new revenue opportunities for radio broadcasters with multimedia applications?

Hal Kneller, *Director, International Broadcast Business Development*, **iBiquity**, (Country)

14:20 *The DAB Family = Multimedia Radio*

- Robust proven technology, over 1000 different receivers to choose from!
- From Europe to China, implementation overview.

Roger Johansen, Area Sales Manager, Factum Electronics, Sweden

14:40 *A solution for vast Countries*

- A look into the latest developments of DRM and DRM+.
- India and Russia are looking to adopt the standard.

DRM Consortium

15:00 *Internet Radio converges with Digital*

- Internet Radio offers niche content
- Not a replacement for broadcast radio, but complimentary.

Anthony Sethill, CEO , Frontier Silicon, United Kingdom

15:20 *Panel Discussion*

15:40 *Coffee Break*

Session 3: *Taking the Plunge – Digital Radio Roll outs around the World*

16:00 *Radio's Place in the Digital Dividend*

- Tested and tried; a review of DAB+ roll out in Australia;
- Regulatory issues to consider when planning for a digital radio network.

Joan Warner, Chief Executive Officer, Commercial Radio Australia, Australia

16:20 *Pushing Radio Beyond its Limits across Europe*

- Overview of digital radio developments across Europe;
- The French Government declares that all receivers must be digital by 2013;
- German broadcasters agree on digital future;
- Italy plans for future.

Philip Laven, European Broadcasting Union, Switzerland

16:50 *Indonesia Government Chooses DAB family for Digital Radio*

- How the Government decided on the DAB family, criteria involved;
- Plans for digital radio in Indonesia.

17:20 *Closing Remarks*