

ASBU Symposium on Digital Radio How broadcasters should deal with Technical Innovations

Tunis, 15-16 October, 2014

	Registration
10:00	<p>Keynote Presentations</p> <p>An overview of status of radio industry in Arab States Speaker: Abdul-Rahim Suleiman, ASBU</p>
	<p>Global overview of DAB / DAB+ services</p> <p>An overview of DAB / DAB+ services across Europe, Asia Pacific and other territories, to include nationwide public and commercial programmes, regional and local programmes, traffic and travel via DAB/DAB+ and other added value and ancillary services in DAB/DAB+/DMB networks</p> <p>Speaker: Patrick Hannon, President, WorldDMB and Vice President Corporate Development, Frontier Silicon</p>
	<p>UK Case study: marketing DAB+ to the listener</p> <p>Best practice marketing campaigns from United Kingdom for rolling out DAB/DAB+ digital radio. Working with the automotive sector, the digital tick mark.</p> <p>Speaker: Sam Bonham, Technology Development Manager, Digital Radio UK</p>
	<p>The business case for DAB+</p> <p>The business case for broadcasters – including benefits for listeners and opportunities for advertisers.</p> <p>Speaker: Patrick Hannon, President, WorldDMB and Vice President Corporate Development, Frontier Silicon</p>

	<p>DAB+ capabilities and functionality</p> <p>An introduction to DAB+, examples of new services and platforms, smartphones and hybrid radio – opportunities for Arab broadcasters. Including EWS.</p> <p>Speaker: Mathias Coinchon, European Broadcasting Union</p>
	<p>Technical considerations for DAB+ network and coverage planning</p> <p>Lessons learned from real-world planning, deployment and operation of digital radio networks.</p> <p>Speaker: Office National de la Télédiffusion</p>
	<p>An overview of the DAB+ transmission system</p> <p>Overview of a typical state of the art DAB+ transmission system to include: main components, operational characteristics, specific interfaces and operation modes. Differences to FM, cost advantages in equipment, installation, operation and maintenance of a DAB+ transmission system compared to FM.</p> <p>Speaker: Jens Stockmann, Gates Air</p>
	<p>Regulatory framework and switch off plan: Norway case study</p> <p>An overview on Norway’s rollout of digital radio and framework for a successful rollout of digital radio.</p> <p>Speaker: Ole Jorgen Torvmark, CEO, Digital Radio Norge (Norway)</p>
	<p>DAB+ IMPLEMENTATION – HOW TO BRING IT ALL TOGETHER</p> <p>Key factors to ensure success: bringing stakeholders together – regulators, broadcasters, suppliers, retailers, manufacturers</p> <p>Speaker: Patrick Hannon, President, WorldDMB and Vice President Corporate Development, Frontier Silicon</p>
	<p>Round table discussion</p> <p>Recommendations for a future deployment of DAB+</p>
12:30	<p>Closing remarks</p>

The Arab States Broadcasting Union (ASBU) is a professional organization with the objective of "strengthening ties and promoting cooperation among broadcasters in the Arab States for better production and content development." ASBU provides important services to member broadcasters and to others, such as engineering and consulting services, radio and television exchange of news, programming and sports, as well as radio and TV training. It also strives to acquire broadcasting rights at preferential rates for a number of competitions and sports events to the benefit of its members, as well as to ensure the appropriate broadcasting coverage of such events.

About WorldDMB

WorldDMB is the global industry forum for digital radio, facilitating the adoption and implementation of broadcast digital radio based on DAB/DAB+, the digital radio standards of choice for broadcasters across Europe, Asia Pacific and other regions. WorldDMB delivers tailored solutions and advice on all aspects of the switch from analogue to digital radio including regulation, licensing, technical trials, network build out, marketing and production of new digital radio content.

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