



Exhibition Area: DMB/DAB receivers will be on display throughout the two-day conference. The latest technological advances within the Eureka 147 family of standards will be on display. WorldDAB member exhibitors include:

- o Coding Technologies
- o Factum Electronics
- o Frontier Silicon
- o Future Waves
- o Irdeto
- o LG
- o Mtech
- o Pure Digital
- o Radioscape
- o Reigncom/ Iriver
- o Samsung
- o SM CNS Corp
- o SomerData Ltd.
- o Telechips

## DAY 1 - 30<sup>th</sup> October 2006

10.30- Exhibition begins: (open for the entire day)

10.30-11.30 General Assembly members arrive for registration  
 Welcome Coffee Sponsored by **National Grid Wireless**

**nationalgrid**

11.30-11.45 **Welcome Address**  
*Quentin Howard, President, World DAB Forum, UK*

11.45-12.00 **Keynote Address**  
*Rho Jun-hyong, Minister of Information and Communication, Korea*

12.00-12.30 **Session from the host country**  
*Han, Chun Goo, CEO, KRTnet Corporation, Korea*  
*PH.D. Ahn Chieteuk, Vice President, ETRI, Korea*

In December 2005 Korea became the first country to go beyond trials and commercially launch DMB, with a mixture of television, data and radio services. There are about 100 different types of DMB receivers available in the market. These range from: in car devices, digital cameras, PC(USBs), PDAs, mobile phones etc.... Since the official launch at the end of last year over 1 million DMB devices had been sold in Korea within six months. The MIC predicts that sales will top 2 million by the end of 2006.

12.30-12.45 **Report from the Finance Committee**  
*Philip Laven, World DAB Treasurer, Switzerland*  
 The Treasurer will briefly review the budget for 2006 and seek approval for the budget for 2007. Changes to the membership structure will also be announced.

12.45-13.00 **Game Show - 'The Price is Right'**  
 Your chance to win a DAB/DMB receiver...just guess the right price of the device!!!!

13.00-13.15 **Success Stories: Denmark**  
*Ole Mølgaard, Danish Radio, Denmark*  
 Denmark is moving very rapidly in the roll out of DAB. The number of DAB listeners has almost doubled since last year by August 2006. This presentation will focus on the new marketing campaign in Denmark and how they are enticing the population to buy DAB receivers.

13.15-14.00 **Coffee Break / Light Lunch Sponsored by TTA**



- 14.00-14.15 Outcome of the RSC 2006 - Regulatory & Spectrum Committee**  
*Finn Sondergaard Pedersen, World DAB Regulatory and Spectrum Committee, Denmark*  
 An International regional planning conference for the VHF broadcasting band in Europe, Africa, Russia and Iran held its second session in June of this year. This represents the output of a 2-year lobbying process and the results will govern spectrum in that band for the next four to five decades. The Chairman of the RSC will present the outcome of the work of the Committee surrounding this conference.
- 14.15-14.30 Success Stories: Norway**  
*Jorn Jensen, NRK, Norway*
- 14.30-14.45 Marketing Digital Multimedia Broadcasting**  
*Larissa Erismann, World DAB Marketing Committee, Switzerland*  
 The Chair will present the work of the Marketing Committee in the last 12 months, the marketing community that has developed within the Committee and how the newly formed Task Forces are helping in worldwide DMB development.
- 14.45-15.05 Technical Advances in DMB**  
*Frank Herrmann, World DAB Technical Committee, Germany*  
*Task Force Chairmen*  
 Updates from the Committee Chair as well from the Task Force Chairmen
- 15.05-15.20 Success Stories: Switzerland**  
*Larissa Erismann and Stephan Widmer, Swiss Satellite Radio / SRG SSR idée suisse, Switzerland*
- 15.20-15.50 Review of the year since the last General Assembly**  
*Quentin Howard, President, World DAB Forum, UK*  
 A number of goals were set this time last year, and Quentin Howard will give a review of WorldDAB's progress in accomplishing these and the key areas of importance for DAB/DMB in 2006. The Eureka 147 Family of standards has become a fully fledged multi-service multimedia broadcast platform capable of serving any receiver with any type of distribution content, and incorporating recent audio and video coding technologies- How is WorldDAB communicating these changes to the industry? What is WorldDAB advice to both manufacturers and broadcasters? What are the challenges ahead?
- 15.50-16.00 Close of First Day of Proceedings**
- 18:30- Gala Dinner held at the JW Marriott**  
 Sponsored by the Korean Ministry of Information and Communication. Members will have the opportunity to receive a prize during the raffle drawing.



## DAY 2 - 31<sup>st</sup> October 2006

08.45-09.00 **General Assembly members and other attendees arrive for day two**  
*Coffee Break Sponsored By National Grid Wireless*

**nationalgrid**

*Exhibition is open from 8:30-15:00*

09.00-09.20 **Keynote**  
*Dr. Young Kim, Vice President, World DAB Forum, Korea*

09.20-10.05 **Growing Role of Asia in the rollout of Digital Broadcasting**  
Last year the Forum saw an influx in the role of Digital Multimedia Broadcasting around the world. This session runs through the recent developments of digital broadcasting in Asia; including commercial launches, trials and services on air.

### **Enhanced applications via DMB (3D DMB and future possibilities)**

*Yang Kyu Tae, ETRI, Korea*

DMB opens a whole new world to the consumer. One can now download and purchase content on demand, watch TV and purchase items in advertisements, record favourite programmes to watch on the commute home.

### **Interactive Convergence Service**

*Lim Young Kwon, Net & TV Inc, Korea*

There is no doubt that the interactive convergence service will be the one of the killer application of mobile broadcasting services. DMB has been designed and developed to support it naturally. Mr. Young-Kwon Lim will present the recent development of its preparation in Korea including the the overview of the standard supporting it, business models, and the development of solutions.

### **In Door Coverage**

*Jack Chang, Gyrosignal, Taiwan*

Coverage is an important aspect of any broadcasting technology. Mr. Chang will give some updates about how to achieve an ideal in door coverage for DAB.

### **DAB/DMB Technology in the Asia Pacific Region**

*James Yip, World DAB Asia Committee, Singapore*

The World DAB Asia Committee has actively been participating in events and lobbying with governments across the region. Mr. Yip provides an insight into their findings and the future for DAB/DMB in Asia.

10.05-10.40 **Receiver Revolution**  
2006 has seen an increase in the number of DMB/DAB receiver manufacturers. It is now estimated that over 100 different manufacturers are now in the market. This session looks at the latest receivers and their new functions.

### **Multifunctionality**

*Dr. Chan Yeob Yeun, LG, Korea*

Devices are increasingly able to offer more applications to the consumer. Dr. Yeun will introduce some of these new applications as well as ones to look out for in the future.

### **How to meet the needs of the consumer?**

*Matthew Honey, Unique Interactive, UK*

Consumers continue to want and demand more applications with the growth of technology. Mr. Honey provides some insight into these demands, which not only include newer video and data applications but also stress the importance of radio.

### **Enhanced Functionality on DAB receivers**

*Colin Crawford, Imagination Technologies/Pure, UK*

10.40-11.20 **Latest on the new Audio Coding**  
There have been a lot of rumours surrounding the latest Advanced Audio Coding. This session will answer all broadcaster, manufacturer and consumer questions regarding the latest technological advances.

### **Overview of Audio Coding**

*Simon Mason, WorldDAB, UK and Les Sable, Radioscape, UK*

The WorldDAB Technical Committee Vice Chairman gives an overview on the new audio codec, which has been developed by the Committee.

### **Marketing Implications**

*Glyn Jones, Digital One, UK*

There have been many rumours about the new audio codec throughout the media; this presentation will focus on the marketing implications of the audio codec.

### What does this mean for the Broadcaster?

*Joan Warner, Commercial Radio Australia, Australia*

How will the new audio codec effect broadcasting opportunities? This presentation will look at the new advantages, which will be available to broadcasters.



11.20-11.40

**Coffee Break Sponsored By VDL and SMCNS**

Presentation of the Per Erik Selemark Award

11.40-12.20

### Worldwide DAB/DMB/DAB-IP updates

This session will look at the latest DAB/DMB/DAB-IP updates around the world. 2006 has been a very exciting year for DAB technology as new countries continue to adopt the standard and existing DAB consumers continue to expand in numbers.

#### European markets are expanding

*Philip Laven, European Broadcasting Union, Switzerland*

2006 has been an interesting year for DAB technology. Mr. Laven will give some updates from the region which, include the commercial launch of mobile TV via DAB technology.

#### FIFA World Cup Scores Gold?

*Thomas Waechter, T-Systems, Germany*

The latest figures from the German DMB commercial launch. The network operator, MFD, shares some insight into the rollout.

#### DAB-IP and DMB Trial in the UK

*Phil Kesby, National Grid, UK*

UK consumers continue to be impressed by the benefits of DAB in traditional audio products. With the launch of the new DAB-IP services consumers can now enjoy even more freedom. This presentation will compare the two mobile broadcasting applications via DAB.

#### Different business models available worldwide

*Roger Johansson, Factum, Sweden*

With various countries around the world implementing DAB/DMB around the world, this presentation will focus on the various business models available.

12.20-12.40

### European Commission

*Beatrice Covassi, European Commission, Brussels*

The prospects for DAB and DMB in Europe will be addressed. The commission will report on its desire for interoperability with other technologies; including the overview of the EMBC work.

12.40-13.25

### DAB/DMB Future in China?

This session will look at the latest developments in China. In 2005 China started DMB trials and currently has three ongoing trials in major provinces across the country. SARFT has recently announced its approval of the DAB standard for audio and expressed its interest in adopting the DMB standard for data and mobile TV applications.

#### Crossway of Mobile TV

*Professor Du, SARFT, China*

This presentation will seek to clarify the broadcasting situation in China while also focusing on the mobile TV standards.

#### Making Sense of the various broadcasting deployments and the implications for the receiver market

*Jerry O'Brien, Frontier Silicon, UK*

What are all the different broadcasting deployments and how to make sense of them?

#### Entering the Chinese market

*Kiho Lee, Irdeto, China*

13.25-13.40

Closing Remarks from the President

13.40-13.50

Close and Light lunch sponsored by Telechips

