

Workshop: **DAB+ understanding the business case**

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| 14:00 | 14:15 | <p>Opening welcome and announcement
Joan Warner, Asia Pacific Chair, WorldDAB and CEO Commercial Radio Australia</p> |
| 14:15 | 15:15 | <p>DAB+ business case studies</p> <ul style="list-style-type: none"> • Private broadcaster perspective - Grant Blackley SCA • Public broadcaster perspective – Cath Dwyer ABC • What distribution is best for the business? - The technical business case - Dr Les Sabel • Moderator: Joan Warner, CEO, Commercial Radio Australia |
| 15:15 | 15:40 | <p>Asia Pacific developments
Thailand – progress with the DAB+ trial - Orasri Srirasa, NBTC
Vietnam – planning for DAB+ - Do Anh Duc, Voice of Vietnam</p> |
| 15:40 | 16:00 | <p>Afternoon break and networking</p> |
| 16:00 | 16:30 | <p>Panel session: connected vehicles – what do broadcasters need to do to ensure their place in the dash
Report from the WorldDAB Automotive Group on what vehicle manufacturers need from broadcasters:</p> <ul style="list-style-type: none"> • Why Hybrid DAB makes more sense than straight IP • Voice activation – opportunity or threat for radio? • Metadata and metrics <p>Aaron Alphonso, CTO Macquarie Media Limited
Nick Piggott, Project Director, RadioDNS
Kath Brown and Les Sabel: WorldDAB Automotive Working Group
Moderator: Steve Ahern, AMT</p> |
| 16:30 | 17:00 | <p>DAB+ international update</p> <ul style="list-style-type: none"> • EU Directive on digital terrestrial radio in vehicles • Progress with Digital Switch Over in Europe • Latest WorldDAB technical developments <p>Bernie O'Neill, Project Director, WorldDAB
Lindsay Cornell, Technical Committee Chair WorldDAB / BBC</p> |