

**WorldDMB Workshop in collaboration with the
 National Media and Infocommunications Authority, Hungary**

DAB+ Digital Radio

28 January 2014

**Hotel Mercure Budapest Buda
 Krisztina krt. 41-43, 1013 Budapest**

08:45 – 09:15	Registration
09:15 – 09:30	<p>Workshop Moderator: Patrick Hannon, President, WorldDMB</p> <p>Keynote Presentation An overview of status of Digital Radio in Hungary Speaker: Janka Aranyos Börös LLD, Director General, National Media and Infocommunications Authority, Hungary</p>
09:30 – 09:55	<p>1: Overview of DAB / DAB+ services in Europe</p> <p>An overview of DAB / DAB+ services around Europe to include number of 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>Q&A</p>
09:55 – 10:20	<p>2: Regulatory frameworks and switch off plans</p> <p>An overview on regulatory frameworks from the European countries that have rolled out digital radio, highlighting the advantages and disadvantages of the different approaches in order to show how the right regulatory framework can help towards a successful rollout of digital radio. This presentation will investigate also European countries' plans to switch off analogue radio, looking at the roles of both the market and regulation in the switch off process as well as expected dates for analogue switch off in different European countries.</p> <p>Speaker: Ian O'Neill, Programme Director Radio at UK Government Department for Culture, Media and Sport</p>

	Q&A
10:20 – 11:00	Coffee
11:00 – 11:30	<p>3: 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>Q&A 5 minutes</p>
12:00 – 12:30	<p>4: DAB+ receivers</p> <p>DAB+ digital radio receivers available for use on DAB+ network for table top, car, handheld, phone, visual traffic and travel information in-vehicle.</p> <p>Speaker: Andreas Schneider, Senior Manager, Europe Technology Standards Office Sony Deutschland GmbH (tbc)</p> <p>Q&A 5 minutes</p>
12:30 – 13:30	Lunch
13:30 – 14:00	<p>5: 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>Speakers: Thomas Waechter, Head of Product Management BU Radio, Media Broadcast, Germany</p> <p>Q&A 5 minutes</p>
14:00 – 14:30	<p>6: DAB+ practical considerations – the supplier explained</p> <p>Why DAB+ is more green and cost effective than analogue; multiplex network design considerations; technical solutions for increased cost effectiveness of DAB+.</p> <p>Speaker: Jens Stockmann, Harris Broadcast, Product Specialist Transmission, Europe, Middle East & Africa (EMEA)</p> <p>Q&A 5 minutes</p>

15:00 – 15:30	Networking Break
14:30 – 15:00	<p>7: Marketing DAB+ to the listener</p> <p>Best practice marketing campaigns from Germany for rolling out DAB/DAB+ digital radio.</p> <p>Speaker: Michael Reichert, Hörfunkdirektion/Zentrale Programmaufgaben, ARD-Projektbüro Digitalradio</p> <p>Q&A 5 minutes</p>
15:30 – 16:00	<p>8: 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>Q&A 5 minutes</p>
16:30	Closing remarks