

## ***Vers un lancement réussi de la RNT en Europe*** **Towards a successful rollout of Digital Radio in Europe**

**Lundi 10 février 11h30 - 13h30**

### **AUDITORIUM**

This session provides an opportunity to hear about the latest developments in Europe on the growth of the DAB+ digital radio standard, from broadcasters and the automotive sector, with a particular focus on developments within the automotive sector. These are exciting times for digital radio as DAB / DAB+ extends its footprint across Europe. The successful launch in Germany has helped encourage developments in several other European markets: France has confirmed a launch in Paris, Nice and Marseille; The Netherlands had a national launch in September 2013, Poland has launched in Warsaw and Katowice, Italy continues to roll-out of transmitters, Sweden due to decide later this year (2014). In the UK 41% of new cars now come with DAB / DAB+ as standard.

*Session produced in partnership with WorldDMB.*

<b>11:30 – 11:35</b>	<p>Welcome and Introduction to the Session  <b>Olivier Oddou, Editor-in-chief of Schoop.fr</b></p>
<b>11:35 – 11:55</b>	<p><b>Europe: Digital Radio / RNT in Europe – status report</b>  <b>Patrick Hannon, President, WorldDMB and Vice President Corporate Development, Frontier Silicon</b></p> <p>Digital radio is well established in UK, Norway, Denmark and Switzerland, Germany launched DAB+ services in 2011 and Norway has become the first country in the world to set a date for Digital Switch-Over in 2017. The Netherlands launched national services in September 2013; and, in June 2014, France will launch DAB+ in Paris, Nice and Marseille. Italy has trial services covering 75% of the population with regular services launched in Trentino in December 2012. Several other markets are now assessing whether to launch DAB+, including Sweden, Belgium, Poland, Czech Republic, Austria and Hungary.</p>
<b>11:55 – 12:05</b>	<p><b>France: Digital Radio – the SIRTI perspective</b>  <b>Mathieu Quetel, vice-président du SIRTI (syndicate of 150 independent radio stations in France)</b></p> <p>This presentation will focus on the urgent need for France to consider the timetable for a successful launch of digital radio.</p>

12:05 – 12:15	<p><b>Belgium: plans for an imminent rollout in French-speaking Belgium</b>  <b>Francis Goffin, Director General of Radio, RTBF, Belgium</b></p> <p>This presentation will outline the shared vision for digital radio shared by public and private broadcasters in French-speaking Belgium, which is a hybrid radio approach, and why broadcasters believe that DAB+ has to be the backbone of hybrid radio.</p>
12:15 – 12:35	<p><b>The Netherlands: Case study of a recent national launch of DAB+ Digital Radio</b>  <b>Jacqueline Bierhorst, Project Leader, Digital Radio+ Network, The Netherlands</b></p> <p>The Netherlands radio industry has launched Digital Radio+, an initiative of the national commercial radio stations and NPO (Dutch public broadcaster), working together to jointly inform the public about news and information on digital radio rollout in The Netherlands. This presentation will report on the successful launch of digital radio in The Netherlands, marketing plans, ongoing work for 100% outdoor coverage by January 2014, and plans for innovative content for listeners via DAB+.</p>
12:35 – 12:55	<p><b>Digital Radio in Europe – an automotive manufacturer’s perspective</b>  <b>Laurent Dizambourg, Pilote Innovations domaines Acoustique / Audio / Radiofréquences, PSA Peugeot Citroën</b></p> <p>PSA Peugeot Citroën is the second largest car manufacturer in Europe, participating in local French deployment in Nantes and Lyon. This session will outline PSA’s readiness for digital radio in France and in Europe, both in line fit vehicles and for the after-market. PSA will outline how digital radio fits within their overall strategy, and the complementarities between broadcast and IP / multicast.</p>
12:55 – 13:15	<p><b>Automotive services via DAB/DAB+</b>  <b>Andrew Nash, Automotive Sales Director, V-Traffic Services (Mediamobile)</b></p> <p>More than just delivering great audio, DAB can also transport multimedia content and data services such as real-time traffic and mobility information.</p> <p>This presentation will outline the new Automotive services motorists can expect with DAB/DAB+, the roadmap for DAB-TPEG data services development in Europe and more information about V-Traffic Premium DAB - the first national DAB data service in Germany, launched by Mediamobile.</p>
13:15 – 13:30	<p><b>Questions and answers</b></p>