

## WorldDAB Industry Insight session at IBC 2016

Looking to radio's digital future – digital switchover progress and plans

16:00 – 17:30 | Monday 12 September 2016 | Room E102

2017 sees radio history in the making as Norway becomes the first country to switch off FM and go fully digital with DAB+. Switzerland is next in line with switchover planned for 2020-24. Several other markets, including the UK, Germany, the Netherlands, Flanders and Denmark are also considering potential switchover scenarios. Against this background, this session looks at what the digital radio future of Europe looks like and how it is likely to develop. Broadcasters at all stages of digitising radio speak on the future of their markets and the radio business generally.

### **Moderator**

**Patrick Hannon, President, WorldDAB and Vice President Corporate Development, Frontier Silicon**

### **Presentation 1**

#### **Digital radio in Europe**

As digital radio continues to spread across Europe, what are the plans of the major public broadcasters and what are their views on going digital? The European Broadcasting Union offers a unique perspective on the future of digital radio based on the ongoing discussions by its members, in both Europe and beyond.

**Speaker: Graham Dixon, Head of Radio, European Broadcasting Union**

### **Presentation 2**

#### **Making radio history with the first digital switchover**

Norway's switchover from FM to DAB+ begins in January 2017 and will finish at the end of the year. Every market around Europe is watching. The comprehensive plans laid out by the Norwegian broadcasters, the government, the network operator and automotive manufacturers indicate that the switchover will be a success. This session looks at how they got this far and what they still need to do to make history.

**Speaker: Jørn Jensen, Senior Advisor to Director of Distribution, NRK Norway**

### **Presentation 3**

#### **The German public broadcasters' vision for digital radio**

The ARD and Deutschland Radio are the public broadcasters in Germany. A four-year plan proposed by KEF (public broadcasting funding body) would see a tripling of spending on DAB+. The broadcasters set out their plans for digital radio and how they are working together to achieve this future.

**Speaker: Carsten Zorger, Digital Radio Büro Deutschland, Germany**

#### **Presentation 4**

##### **UK digital radio's new age of creativity and competition**

In the last year nearly 100 new commercial radio stations have launched on national and local DAB digital radio in the UK. This includes the launch of the new national commercial DAB multiplex, over 80 small commercial and community stations on the 10 trial mini-muxes and the launch of the first DAB+ services. The session will look at how this unprecedented level of creativity and competition is supporting radio's transition to digital.

**Speaker: Laurence Harrison, Technology and Market Development Director, Digital Radio UK**

#### **Presentation 5**

##### **Absolute Radio - growing the brand and audience with innovative new content on DAB**

Absolute Radio's digital strategy has helped the brand to double its audience in the last six years. The premise was very simple, but the strategy revolutionised not only how the brand was perceived but how radio in the UK expanded into the digital space. Paul Sylvester is one of the architects of the strategy and he will explain how creating compelling content, delivering it digitally and sharing it smartly is the key to unlocking new audiences and making the existing listeners more loyal.

**Speaker: Paul Sylvester, Content Director, Absolute Radio, United Kingdom**

#### **Presentation 6**

##### **How moving from DAB to DAB+ makes Switzerland a leader in switching over**

When digital radio technologies were evolving, Switzerland had already started down the path of DAB. Legacy receivers were in the market and the move to DAB+ looked like a difficult dream to fulfil. However, with a clear switchover strategy and strong marketing campaign, Switzerland has quietly but impressively moved from DAB to DAB+ - the first switchover of its kind.

**Speaker: Thomas Saner, Senior Advisor, SRG SSR, Switzerland**

#### **Presentation 7**

##### **The fastest launch to date of DAB+ digital radio**





The launch of digital radio in the Netherlands has been fast and efficient. Having applied the lessons learned from other digital radio countries, the Dutch launch of digital radio provides an excellent case study for other emerging markets and the Dutch industry is now discussing a possible DSO.

**Speaker: Jurre Bosman, Station Manager NPO Radio 2 / NPO Radio 5, Director Radio Programming ad interim, NPO, The Netherlands**

#### **Q&A**

#### **Networking drinks**

**WORLD DAB SPEAKER BIOS – IBC 2016**

<p><b>Chair:</b>  <b>Patrick Hannon, VP Corporate Development, Frontier Silicon &amp; President, WorldDAB</b></p> <p>Patrick Hannon is VP Corporate Development at Frontier Silicon, the leading provider of technology solutions for digital radio. He was elected President of WorldDAB, the international association responsible for promoting the DAB family of standards, in November 2013. His role is to work with policy makers, regulators and industry players (including public and private broadcasters, network operators, device manufacturers, retailers and automotive manufacturers) to ensure that digital radio is successfully rolled out in as many territories as possible. Before joining Frontier, Patrick was a strategy consultant focused on broadcast / digital media. Previously, he held senior strategy / commercial roles at the BBC / BBC Worldwide.</p>	
<p><b>Speaker 1</b>  <b>Graham Dixon, Head of Radio, European Broadcasting Union</b></p> <p>Currently Head of Radio at the European Broadcasting Union in Geneva, Graham Dixon was Managing Editor of BBC Radio 3 until 2015, having previously held editorial and production positions within BBC Radio. He has a PhD in research on Italian Baroque music from the University of Durham and an MBA with distinction in 2001, writing his dissertation on transforming radio organisations to meet the challenge of multiplatform delivery. He is a Fellow of the Royal Asiatic Society and the Royal Society of Arts.</p>	
<p><b>Speaker 2</b>  <b>Jørn Jensen, Senior Advisor to Director of Distribution, NRK Norway</b></p> <p>Jørn Jensen has more than 30 years of experience in radio broadcasting. As Senior Advisor for the Director of Distribution, he deals with the strategy for NRK's digital future on all NRK platforms. He has worked at Norway's public broadcaster NRK since 1986, after a 10 year career as a musician. After starting by making radio programmes at NRK's Radio Music department he became increasingly involved in programme production and development and the creation of new digital stations. In 1995 he created NRK's first DAB-only station, with 24 hour classical music. Jørn Jensen was the President of WorldDAB from 2009 to 2013.</p>	
<p><b>Speaker 3</b>  <b>Carsten Zorger, Director, Digitalradio Büro Deutschland</b></p> <p>Carsten Zorger is Director of the German DAB+ digital radio marketing body - Digitalradio Büro Deutschland - which oversees the marketing and promotion of DAB+ digital radio in Germany. Prior to this he was head of marketing and communications at German national radio broadcaster, Deutschlandradio. Previously, he was head of public relations at Berlin-Brandenburg branch of ADAC, the German automobile association. He was responsible for corporate communications at ISP Strato AG, one of the world's largest web hosting companies. He has extensive experience in the radio industry, having been chief editor and director of audio and internet at SWR3 Börsenman and managing editor at BLR in Bavaria. Between 1987 to 1995 he was news editor and presenter at regional radio stations "Charivari" and "Radio Gong" in Regensburg.</p>	

**Speaker 4**

**Laurence Harrison, Technology and Market Development Director, Digital Radio UK**

Laurence Harrison is Market Development Director at Digital Radio UK (DRUK). Main responsibilities include working with the vehicle industry to ensure line-fit of digital radio and development of aftermarket equipment, managing the UK digital radio tick mark and minimum receiver specifications and working with manufacturers and retailers to help grow the market for digital radio. Laurence also manages the coordination of Digital Radio UK's public affairs activities and on building partnerships with similar European national organisations. Prior to joining DRUK Laurence worked for trade organization techUK, representing radio manufacturers. Laurence was also a Director on the Board of Digital UK, the organization that ran the digital TV switchover in the UK.



**Speaker 5**

**Paul Sylvester, Content Director, Absolute Radio, UK**

Paul Sylvester is an award-winning radio programmer with a decade of experience in radio production, management and talent coaching. As Content Director of the Absolute Radio network he has led the team to four consecutive sets of record ratings as well as creating some of the most exciting, innovative and talked-about radio in the UK. In May 2016, the station was crowned 'Radio Station of the Year' at the Arqiva Commercial Radio Awards and Paul was named Radio Programmer of the Year. Passionate about integrated branded content, he works closely with clients and agencies to deliver award-winning campaigns while helping to develop new formats to drive digital listening. He has designed and delivered podcast strategies at Chrysalis/Absolute Radio which have driven audience and revenue. Paul works with numerous groups to promote grassroots radio in the UK and is a long-serving supporter of both hospital and student radio. Previously he was a journalist and newsreader at LBC 97.3FM, LBC News 1152, Heart 106.2, The Galaxy Network and Lincs FM 102.2.



**Speaker 6**

**Thomas Saner, Senior Advisor, SRG SSR**

Thomas Saner is Senior Advisor at SRG SSR the Swiss Public Broadcaster. In this role he develops technology strategies for production and distribution and coordinates projects for Radio, TV and Online. Thomas is member of the steering board and chairman of the technical group of the Swiss Digital Migration Project (DigiMig). He holds an engineering degree from the Engineering School of Basel and a Bachelor of Business Administration degree from the Graduate School of Business Administration in Zürich, Switzerland. He is member of the Audio Engineering Society (AES), the Society of Motion Picture and Television Engineers (SMPTE) and elected member of the WorldDAB Steering Board and the Technical Committee of the European Broadcasting Union (EBU).



**Speaker 7**

**Jurre Bosman, Station Manager NPO Radio 2 / NPO Radio 5, Director Radio Programming ad interim, Netherlands Public Broadcasting (NPO)**

Jurre Bosman is Station Manager NPO Radio 2 and NPO Radio 5 and Director Radio Programming a.i. He has worked as a manager for Dutch public radio since October 2010. In his function as Station Manager Jurre is responsible for the strategy and programming of two radio stations and associated online content. He is an experienced radio professional with many years of experience in formatting and programming for public broadcasting and also a television host for educational kids' programs.

