

Draft Programme

Session 1: Introduction/Keynote

08:30-09:30	Registration	
09:30-09:50	Welcome and Outline of the Day	Lieven Vermaele (EBU) and Mathias Coinchon (EBU)
09:50-10:15	Introduction or Keynote Speech: Digital Radio's Magic Formula	Mats Akerlund (Swedish Radio) Vice-Chairman EBU New Radio group

Session 2: Radio Content

10:15-10:45	Evolution in Radio content	Nick Piggott (Global Radio Group)
	<ul style="list-style-type: none"> • An Editorial perspective... • How digital radio content is evolving compared to FM • What factors influence the development plans? • What's preventing us from generating the "ideal radio service"? 	
10:45-11:00	<i>Coffee</i>	
11:00-11:30	Tomorrow's Digital Radio listener	James Cridland (Radio Futurologist)
	<ul style="list-style-type: none"> • A Consumer perspective... • Profiles for the radio listener How are these changing over time? • Influences from game consoles, mobile phones, MP3 players • How does today's broadcaster adapt to tomorrow's radio listener? 	
11:30-12:00	Is Digital Radio really better than FM? Discussion	Thomas Saner (SRG SSR idée suisse)
	<ul style="list-style-type: none"> • It's more flexible, but why is this important? • Is it cheaper than FM? Why and where? • Take each element of the broadcasting chain – convince me to adopt Digital Radio 	
12:00-12:30	Round Table on broadcasters' plans for the future Radio	
12:30-13:30	<i>Lunch</i>	

Session 3: Guide to Digital Radio Platforms

13:30-13:50	Broadcast radio – DRM <ul style="list-style-type: none">• Architecture/Profiles• Future plans for technical updates• Where it's used	Alexander Zink (Fraunhofer)
13:50-14:10	Broadcast radio – WorldDMB <ul style="list-style-type: none">• Architecture/Profiles• Future plans for technical updates• Where it's used	Phil Kesby (Arqiva)
14:10-14:30	Internet radio – IMDA <ul style="list-style-type: none">• Architecture/Profiles• Where it fits compared to DRM/WorldDMB• Future plans for technical updates• Where it's used	Andreas Giefer (Deutsche Welle) IMDA TC Chairman
14:30-14:50	Hybrid – RadioDNS <ul style="list-style-type: none">• Why it's needed• How it works• Deployment plans• Development plans	Representative from RadioDNS
14:50-15:10	Q & A on standardized digital radio systems	Round Table involving all the speakers
15:10-15:30	<i>Coffee</i>	

Session 4: What is the magic formula for Digital Radio ?

15:30-15:50	What makes digital radio tick – a chipset vendor's roadmap	Mark Hopgood (Frontier Silicon)
15:50-16:10	A successful design philosophy for digital radio	Nick Juraschek (PURE)
16:10-16:30	The Digital Radio Big Picture	Mathias Coinchon (EBU)
16:30-16:50	Discussion involving <ul style="list-style-type: none">• EBU• Broadcasters• Chipset vendor• Receiver Manufacturer• Network Operator	
16:50-17:30	Well, what is it? The MAGIC Formula	