

DIGITAL RADIO SUMMIT

WEDNESDAY 14 FEBRUARY 2018

KEYNOTE SESSION

Welcome to DRS '18

Dixon vs. Baxter

Graham Dixon, Head of Radio, EBU in conversation with Travis Baxter, Content and External Affairs Director, Bauer Media. Bauer is a major play in the commercial radio market, not only in the UK, but across Europe. The conversation will explore the importance of radio digitization to the independent radio sector, look towards the future, and explore mutual interest with the world of public media.



Travis Baxter is Content and External Affairs Director with Bauer Media in the UK, he also works with the company in other European countries.

Prior to Bauer Media Travis worked with Emap PLC in the UK, Advent International (the private equity company) across Europe, and the BBC.

As well as his work with Bauer Media Travis is also Chairman of Object Matrix and Covatic, two software technology companies developing innovative business and consumer products for the media sector globally.



Currently Head of Radio at the European Broadcasting Union in Geneva, **Graham Dixon** was Managing Editor of BBC Radio 3 until September 2015, having previously held editorial and production positions within BBC Radio. His current role includes advocacy for public media and

driving radio innovation; this includes the development of a new internet domain dotRadio.

His musicological studies on the Italian Baroque resulted in a PhD from the University of Durham for research on the music of the Italian Baroque. Seeking to understand the rapidly changing media environment, Graham completed 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.

SESSION 1: THE BROADER VIEW

Radio's Smart and Connected Future



This presentation will cover the future of radio and the global opportunities for radio in connected cars, smart speakers, cell phones and other areas and devices.

Sam Matheny (NAB) provides overall leadership for PILOT as well as NAB's TV, Radio, and Digital Technology Committees. With over 25 years of experience in the broadcast and data networking industries, including earning a patent for inventing mobile and interactive DTV technologies, Sam leads NAB's technology team in its efforts to promote innovation and propel broadcast technology into the future.

Digital and Hybrid Radio

Patrick Hannon (WorldDAB)



Nick Piggott (RadioDNS) has spent the majority of his career working in the radio industry, initially in programming and then moving to digital radio and online innovation. Nick is one of the founders of RadioDNS Hybrid Radio, the open technology project that lets broadcast radio and IP work together, combining the power of

broadcasting to reach many people and the power of the internet to deliver enhanced or personalised content. He also works with broadcasters globally developing their distribution strategies.

SESSION 2: PROUD TO PRESENT



Radio for Smart Speakers

Smart Speakers are all the rage. They promise cool sci-fi like interactions with smart assistants that, fed by Artificial Intelligence, respond to your every wish. They play games, sing songs, turn on your television and are able to tell jokes. And most of all: they are great radios! So, what do we put on these radios? VRT's Innovation Department dives into the unknown, and explores what audio storytelling can mean in a Voice driven future.

Floris Daelemans (VRT) started doing radio in 1984 at age eleven, by building his own FM transmitter and destroying the family television set in the process. Not so different from today really, where a degree in Systems Engineering and a



few decades of experience in hosting and producing radio shows enable him to break and rebuild the very foundations of the medium. As an innovator for public broadcaster VRT in Belgium he is actively working on radio's digital future.

HRADIO - Hybrid Radio everywhere for everyone

Alexander Erk (IRT)

Maximillian Knop (Konsole Labs)



The ORPHEUS project – piloting object based audio broadcasting

Object-based media is the ultimate approach for creating and deploying interactive, personalised, scalable and immersive content. It allows media objects to be assembled in novel ways to create new and enhanced user experiences, being responsive to user needs as well as environmental and platform-specific factors. Examples are the adaptation of the dialogue level, the flexible playback on any end device or the variable length of a program.

Within the EU-funded ORPHEUS project, ten major European broadcasters, manufacturers and research institutions have explored, developed and evaluated a complete end-to-end object-based audio broadcast chain based on open standards and with a strong focus on real-world applicability.

The ORPHEUS project has created a full set of tools and applications for all stages of the complete broadcast workflow. Even more, in two successful pilots, ORPHEUS has proven the unsurpassed advantages of this next-generation audio technology as a universal, innovative and game-changing approach for media production and its applicability in real-world broadcast environments.

Werner Bleisteiner - Creative Technologist BR-Klassik at Bayerischer Rundfunk (ARD) - 25+ years experience in broadcast journalism - radio, television, internet. Reporter, author, producer, editor for various broadcast editorial departments. Author of numerous radio documentaries on history and development of broadcasting and audio technology. Involved in BR's digital radio and media development since 2005. As Creative Technologist now designing and coordinating internal and external innovation projects for BR-KLASSIK's Online/Streaming/TV department.

Apple Carplay and Android Automotive

Matthieu Beauval (Radio France)

The State of Radio Personalization

Alexi Rossi (Yle),

Paolo Casagrande (RAI),



Sébastien Noir (RTS) Since November 2017, he has joined EBU for one year to work as Product Owner at EBU for PEACH, the

Recommendation System developed by Broadcasters for Broadcasters. Before that, he started as a software developer at RTS, the French-speaking Business Unit of the Swiss broadcaster SRG-SSR. He then worked as a Product Owner for several mobile applications or website like RTS Kids, RTS Sport. Later, he worked as Product Manager for Play SRG, the Swiss National initiative to provide all audio and video content produced by in the five languages to the users on responsive websites and mobile applications.

SESSION 3: REFRESHING RADIO



Radio and Smart Speakers

Will show some projects that Swedish Radio has done around the smart speaker. Will also address some of the problems that we see in the near future around the existing eco systems

Tomas Granryd has been working for Swedish Radio for several year, mainly as editorial chief and channel manager for the youth channel P3. The last couple of years he has been head of the innovation team at Swedish Radio as well as in charge of collaborations and innovation on third party platforms. Since Jan 2018 he is Product manager for the digital public products.

**Xperi Automotive Hybrid Radio**

Digital Radio, both DAB/DAB+ and HD Radio, has made tremendous progress in the past decade with over 60 million vehicles shipped around the world. However, there is more competition than ever for audio services in the car with the wide range of streaming services, satellite radio and the integration of Apple Carplay and Android for Auto. Broadcasters around the world have a unique opportunity to leverage this trend and enhance their broadcast radio services by embracing the opportunity for hybrid radio services, combining broadcast with IP delivered content. Hear about trends, challenges and opportunities from Joe D'Angelo, SVP, Broadcast Radio, Xperi, Inc.

Joseph D'Angelo, Senior Vice President of Broadcast Radio, is responsible for global broadcast radio business and product development. As one of the founders of iBiquity Digital, the company behind HD Radio technology, Joe has over 18 years of experience in the radio technology industry. He has lead commercial licensing, product development and technology innovation efforts during his tenure and currently leads Xperi's global radio

services with a focus on HD Radio, DAB, hybrid and streaming radio services. He manages resources around the world committed to ensuring broadcast radio has a rich and vibrant offering in today's digital broadcast and connected world. Joe currently serves on the Steering Board of RadioDNS.

Radio France open API project

Adeline Beving & Geoffroy Montel (Radio France)

**Audi Hybrid Radio**

Introduction of the hybrid radio functionality in the new A8. What features will the system support and how Audi wants to extend their Hybrid Radio platform. Feedback to the radio stations what can be improved and who can help to make a station hybrid radio ready.

Christian Winter is a development engineer at AUDI Infotainment department. He is steering board member at RadioDNS and project lead of the new Hybrid Radio in the Audi A8.

SESSION 4: OVER THE HORIZON**European Device Policy**

Nicola Frank (EBU)

**The Future of Radio is 5G?**

5G is currently being standardised on a global level and is expected to have superior technical characteristics compared to the existing mobile technologies, in particular in terms of data throughput, latency, reliability, and energy consumption. The main 5G proponents are mobile technology vendors and a number of governments and policy makers, such as the European Commission. In their view 5G should be a technology of choice not only for future telecommunication networks but also for a wide range of applications across other sectors of economy and society, including the automotive, health, energy, manufacturing, and media & entertainment sectors.

Whilst the commercial aspects of 5G are less certain than the technical ones, it has nonetheless been suggested that 5G will facilitate social and economic growth, and bring substantial benefits to the industry and the consumers alike.

This presentation will seek to address the potential of 5G to bring new opportunities to media content providers, including radio broadcasters.

Darko Ratkaj is a Senior Project Manager at the EBU's Technology & Innovation department where he is involved in technical research, spectrum related work, and strategic analyses related to content distribution. He is an engineer with a long experience in spectrum management and regulation. He currently facilitates the EBU studies that aim to ensure that, despite the changing technological, market, and regulatory conditions, the public service media content and services remain universally available.

The radio opportunity during Europe PSB shake up

Several governments are giving PSB mandate to consider opportunities to address new use cases, create social bond, capture younger audience, boost education and combat Fake News; budgets are under scrutiny, often reduced and sometimes slashed while the technical frameworks of radio and tv intersect more and more. Could that be an opportunity for Radio?

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OPERATING EUROVISION AND EURORADIO

DIGITAL RADIO SUMMIT



Vincent Benveniste's recently co-founded Radio Act, an innovation agency dedicated to raising the radio industry profile via technology & education. He is also the CEO & Co-owner of DAVID Systems since 2009, an enterprise software vendor for national & innovative radio companies worldwide.



Bruno Tézenas du Montcel's worked for 20 years with French Public Service Broadcasters & the EBU Technical Committee. As a shareholder of Radio Act, he now drives the relaunch of NETIA, the French media software vendor.



Radio in the year 2030

After a century of existence, the radio industry faces increasing competition and accelerated technological change. How do radio practitioners think about the role of radio in 2030? What are the major changes they foresee? Three leading experts will discuss the main input provided by the participants of the Digital Radio Summit in a session where they will be challenged by the moderator.

Dr. David Fernández Quijada Senior Media Analyst, EBU has worked at the EBU's Media Intelligence Service since 2013, where he leads the market research on radio, including DAB, IP and voice-enabled devices. His work also includes public service media, the radio industry and audiences and communication technologies. He is also the manager of the PSM Contribution to Society project. Previously, he worked as a lecturer at the Autonomous University of Barcelona.
