

EBU **TECHNICAL**



Introduction

**Digital Radio Summit
Geneva 17th February 2010**

EBU TECHNICAL
European Broadcasting Union

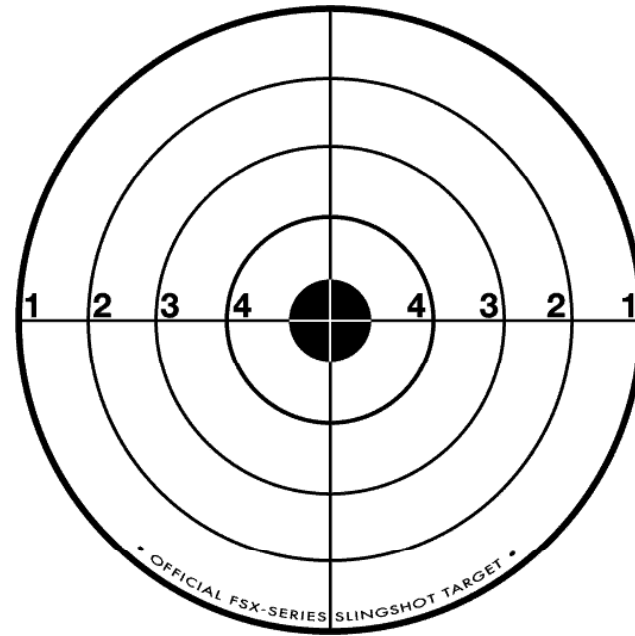


The EBU Radio Week

- Tuesday
 - DRM Technical Committee meeting
 - RadioDNS Assembly
- Wednesday
 - Digital Radio Summit (*you are here*)
- Thursday
 - WorldDMB Technical Committee meeting
 - IMDA + WorldDMB joint metadata taskforces
- Friday
 - IMDA Technical Committee meeting
 - IMDA Steering Board meeting



Objectives



Objectives of the day

- To develop a common understanding of the evolution of digital radio content
- Gain an overview on radio delivery platforms



- To emphasise a harmonised set of technologies for digital radio in Europe (« the magic formula »)
- Networking between broadcasters, industry, operators, regulators
- Try to define actions for the future



Some common open questions

- What is the future of radio ?
- What is digital radio ?
- What is the future of broadcast (vs broadband) ?
- What radio delivery strategy for the future ?
- FM forever ?
- Why so many platforms ? Are they complementary ?
- What **platforms** for what **services** ?
- Delivery costs ?
- What happens and will happen with listeners ?
- Trends and developments ?
- Free to air in the future ?

Organisation of the day

- Keynote
- Radio content
- Guide to Digital Radio Platforms
- The magic formula for Digital Radio
- Interactive discussions



