

**Programme
Geneva, EBU Headquarters, 16 February 2011**

08:30-09:30 Registration

Session 1: Introduction

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| 09:30-09:40 | Welcome and introduction | Raina Konstantinova, Lieven Vermaele (EBU) |
| 09:40-09:50 | Outline of the Radio Week and Summit | Mathias Coinchon (EBU) |
| 09:50-10:00 | Report from last Digital Radio Conference in Dublin | J.P. Coakley (RTE) |

Session 2: Keynote

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| 10:00-10:30 | Future of Radio report from the European Radio Spectrum Policy Group | Philippe Lefebvre (European Commission) |
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Session 3: What's new since last year, Updates, Forecasts

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| 10:30-10:45 | DRM update | Ruxandra Obreja (DRM) |
| 10:45-11:00 | Internet Media Device Alliance | John Ousby (vTuner), Andreas Giefer (IMDA) |
| 11:00-11:30 | Coffee | |
| 11:30-11:45 | RadioDNS update | Nick Pigott (Global Radio) |
| 11:45-12:00 | WorldDMB update | Bernie O'Neill (WorldDMB) |
| 12:00-12:10 | European Digital Radio Forum | David Wood (EBU) |
| 12:10-12:20 | Update from the Asia-Pacific Region | Sharad Sadhu (ABU) |
| 12:20-12:30 | Round-Table discussions: Are there any new requirements for radio standardisation? | |

Session 4: Content & Marketing track

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| 12:30-12:50 | What to do – and what not to do – with your digital radio service | James Cridland (Radio Futurologist) |
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13:00-14:00

Lunch

Session 4: Content & Marketing track (contd.)

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| 14:00-14:20 | Compelling case to go digital for private broadcasters | Matt Deegan (Foldermedia) |
| 14:20-14:40 | Marketing digital radio, managing switchover | Beatrice Merlach (SRG/SSR Idée Suisse, MCDT SA) |
| 14:40-15:00 | Network deployment: best practices for broadcasters | Rolf Schurter (SwissMediaCast) |
| 15:00-15:15 | Discussion: Are there magic ingredients to make digital radio deployments successful? | |

Session 5: Technical track

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| 15:20-15:40 | Results DRM+ tests and trials | Lindsay Cornell (BBC) |
| 15:40-16:00 | Coffee | |
| 16:00-16:20 | Free Software for Radio Broadcasting. What? Why? Participate? | François Lefebvre (CRC) |
| 16:20-16:40 | Digital Radio design challenges, cost versus feature set – what really matters? | Karen Parnell (Frontier Silicon) |

Session 6: Summit round-up

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| 16:40-17:00 | Discussions: "What are we going to be talking about at Digital Radio Summit '12?" | Peter MacAvock, Coinchon (EBU) | Mathias |
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