

## Digital Radio Summit 2012 Speaker Biographies



### **Joël Ronez, Director of New Media, Radio France**

Joël Ronez took up his current position in July 2011, having previously been responsible for the web division at ARTE France, where he led ARTE's online strategy. He initiated and developed the production of non-linear web documentaries and web fiction, content which won numerous awards.

He was the director of development for the Alphanet Council until 2002 and subsequently was a specialist in information architecture and online collaborative work with Cup of Tea.

He graduated from the Institut d'Etudes Politiques de Bordeaux in 1994 and completed a course in European Studies at Manchester Metropolitan University.



### **Javier Sanchez, RTVE**

Javier Sánchez graduated in Telecommunications Engineering from the Universidad Alfonso X El Sabio in Madrid (Spain). Before joining Radio Nacional de España in 2008, he worked from 2000 in ANIEL/AETIC (the Spanish Association representative of Electronics, Information Technology and Telecommunications companies, nowadays known as AMETIC) as Responsible of the Electronics and Environment Department. In that period, in relation to Radio/TV, he was Secretary of its Broadcast Commission, Secretary of its Signal Treatment Committee and Secretary of its Market Research Committee. Within the sphere of Standardization, he was Secretary of three Technical Standardization Committees in AENOR (Spanish Association for Standardization and Certification) from 2000 to 2008 and member of the Spanish Delegation for ETSI General Assembly from 2002 to 2004.

In relation to the Spanish Ministry of Industry, he has been Secretary of the Contents Offer Group of the Spanish Digital Terrestrial Technical Forum, Secretary of the Technical Group of the Spanish HDTV Forum and Coordinator for its Minimum Requirements for Receivers Working Group. He is also member of the Commission for the ITU's World Radiocommunication Conferences since its creation in 2004.

Nowadays, he works as Head of Technical Planning in Radio Nacional de España and he is member of the three Working Groups (Technical, Commercial and Legal) of the Spanish Digital Radio Forum since 2000.



**Mathias Coinchon, Project Manager, EBU TECHNICAL**

Since 2006 Mathias Coinchon has been a senior engineer in the EBU Department of Technology and Development. He coordinates a number of project groups dealing with audio and video contribution over IP. He is also involved in digital radio matters and is vice-chairman of the WorldDMB technical committee. His other areas of work include audio, distribution, open-source software, software defined radio.

In his spare time, he is involved in helping a community radio station and managing a community website on open techniques for digital transmission.



**Ruxandra Obreja, DRM consortium Chairman**

Ruxandra Obreja is Head of Digital Radio Development in the BBC World Service concentrating her efforts on DRM. Previously she was the Controller of Business Development for the BBC World Service.

Ruxandra first joined the BBC in 1985 as a producer and presenter and was appointed Head of the BBC Romanian Service in 1990. In 1997 Ruxandra was appointed Editor for the BBC European region and later became a Commissioning Editor with BBC English Networks and News. In her career as radio and television journalist Ruxandra has produced high quality and acclaimed programmes, interviews and reports. In 2009 she was elected vice-chairman of the EBU international broadcasters' group.

In March 2008 Ruxandra was first elected Chairman of the DRM Consortium with the avowed aim of ensuring that the various stakeholders work towards the same goal: the global and mass scale take up of the DRM standard. In 2010 Ruxandra was unanimously re-elected and at the moment is preparing the next GA and election meeting of the DRM Consortium.



**Andy Giefer, IMDA**

Andy obtained his Masters Degree in electrical engineering (focussing on transmission systems, electronics and HF-communication) in 1998 after a joint double-diploma programme of the Technical University Berlin and the Ecole Nationale des Télécommunications in Paris. He then joined the BBC Research and Development Department in London to work on multimedia transmissions via Digital Radio. For the BBC World Service, he subsequently contributed to the planning, execution and analysis of the Digital Radio Mondiale (DRM) field trials as a member of the DRM System Evaluation Group. In 2004, he transferred to the Transmissions Department of Deutsche Welle, where he was leading the team responsible for Deutsche Welle's transmissions on medium- and shortwave.

In 2008, he changed his focus to concentrate on New Media technologies, dealing primarily with mobile platforms (e.g. services for the Apple iPhone), metadata provision and Internet radio. As such, Andy was Deutsche Welle's technical leader in the EC co-funded project C-CAST (see [www.ict-ccast.eu](http://www.ict-ccast.eu)) In 2010, Andy started his own company called Artistic Engines ([www.artisticengines.com](http://www.artisticengines.com)) concentrating on iOS development/consultancy as well as offering services in electrical engineering, notably electronics and telecommunications. Andy is also keeping his ties to the Internet Radio world by serving as Technical Committee chairman of the Internet Media Device Alliance ([www.imdalliance.org](http://www.imdalliance.org)).



**Nick Piggott, BBC**

Nick Piggott is Head of Creative Technology at Global Radio (UK), and Chair of the RadioDNS Project.

Nick has spent the majority of his career working in the commercial radio industry, initially in programming and then moving to digital radio in the late 1990s. In 1999 he built up a small multi-skilled team to launch the world's first commercial Digital Radio stations. Under Nick's leadership, that team has consistently delivered innovative new services to radio stations, including interactive text message services, music downloading, mobile and multi-platform applications, and visualised radio services. The team has won numerous awards for innovation over the last decade. Nick was one of the founders of the RadioDNS project to converge broadcast radio and IP. Nick is an active member of the WorldDMB forum, and talks globally about the opportunities for radio in the digital age.



**Jørn Jensen, WorldDMB President**

NRK (Norwegian Broadcasting Corporation) or Norwegian Public broadcaster is the biggest broadcaster in Norway producing Radio, TV, Web and services for mobile phones. Jørn Jensen has been working in NRK from 1986, coming from a 10 year career as a musician. He started making radio programmes at NRK's Radio Music department. Since then, he became increasingly involved in programme production and the creation of new digital stations. In 1995 he created NRK's first DAB-only station, with 24-hour classical music. Since then, Jørn has been an advisor for different NRK departments and is currently Chief Advisor for the Director of Distribution, dealing with the strategy for NRK's digital future on all NRK platforms. Jørn Jensen is President of the WorldDMB Forum, and has also been a regular member in the WorldDMB Technical Committee for many years.



**Sebastian Kett, SWR**

Sebastian works since almost six years as a consulting engineer in the radio dept. of SWR radio.

Since early 2007 he is increasingly active in the field of digital radio.

His focus is on project management in the fields of data services, data workflows and devices. Since 2011 he represents the interests of the German public broadcasters in the ongoing discussions towards the device industry as a Manager for Development and Technical Services digital radio. In this role he's also part of the national project office for the digital radio launch in Germany.



**Hans Bakhuizen, NPO**

Hans Bakhuizen holds degrees in Electrical Mechanical Engineering and Business Administration. He started his career with the International Telecommunication Union, with which he worked for three years (1979-1982) as an associate expert telecommunications involved in training telecommunication engineers, detached in Port-au-Prince, Haiti.

In 1983 Hans started with Radio Netherlands, the Dutch international service, as a frequency management engineer, followed by positions as frequenc manager and senior policy adviser.

He was a member of the Dutch delegation at the ITU World Administrative Radio Conferences in 1987, 1992, 1995 and 1997. In 1996 followed his appointment at the Dutch Ministry of Transport, Public Works and Water Management with which he worked as a policy maker on Digital Audio Broadcasting and HF Broadcasting.

In 1998, Hans joined NPO, the Dutch public service broadcaster, as the senior policy adviser on new technologies and new media. He still holds that position.



**Ulrik Brinck, Kanal Plus**

Technical manager of community radio station Kanal Plus, on which he has set up a DAB+ trial transmitter for community radio.

He is also part of the technical staff of commercial TV station Canal9 in Denmark and has previously been working in the technical staff of nationwide commercial radio station Sky Radio. Has also worked as IT administrator and supporter.

By combining his skills from IT administration and radio technology, Ulrik Brinck has set up a DAB+ transmitter for community radio, using software running on an ordinary PC as the main part of the transmitter.



**Laurent Finet, RTBF**

Laurent Finet is head of digital radio strategy at RTBF, French speaking public service in Belgium.

Laurent began radio at the age of twelve, created and drove private radios before he entered public service in 1992 as DJ, head of music, than producer. Before becoming the General Director for radio 6 years ago, Laurent was head of digitalization program where he drove digital production transition. Being a link between engineers and production teams became one of his specialties.

Laurent is also member of EBU New Radio Group, to share strategy on future of radio within the EBU.



**Pierre Boucard, SNRL/AMARC**

Originally from Nantes, Pierre Boucard is 37 years old and has been passionate about radio and new media technologies since his childhood. He holds a Masters degree in Industrial Informatics. In 1996 he created SUN, community radio in Nantes, of which he is now the director. Since its creation SUN has experimented with data transmission on FM (DARC, Radio Text, ...). In 2007 SUN was the first community radio station to experiment with PS scrolling.

In parallel he participated in the creation of GRAM (Association of Community Radio Stations in the Nantes Metropolitan Area). This community collective was the first to launch digital radio in France in 2007, a project which Pierre Boucard led.

He has been a delegate at SNRL on new technologies since 2006, taking up a similar role with AMARC since 2011.



**Mark Steigemann, NXP**

Mark Steigemann, Technology Manager & Lead Architect for Automotive Digital Radio, NXP Semiconductors

Mark Steigemann is Technology Manager & Lead Architect at NXP Semiconductors Automotive Business unit, where his main responsibility include product architecture definition for worldwide digital radio systems like DRM(+),HD,DAB(+),T-DMB,ISDB-T (+others) and to ensure line fit with leading automotive customers and Tier-One's, coordination of research and technology programs required for Digital Radio product development (RFCMOS, SDR).

Prior to this he had various positions in NXP dealing with product concept development, innovation and technology management in the consumer TV and 3D GFX business.



**Mats Akerlund, SR**

Mats Akerlund. Chairman of the EBU New Radio Group and Head of Digital Strategy at Swedish Radio. He joined Swedish Radio in 1973 as a journalist, was director of a local radio station in Uppsala from 1986 to 1995 and head of the Swedish National Radio Channel P3 from 1995 to 2000. From 201 to 2009 he was director of the new media department at Swedish Radio. Mats lives in Uppsala, 70 km north of Stockholm.