

# DIGITAL RADIO SUMMIT 2015

UNIFYING THE RADIO EXPERIENCE

**WEDNESDAY 11 FEBRUARY**

08.30 – 09:00 **Registration & coffee**

## KEYNOTE SESSION: A LOOK TO THE FUTURE (Chair: Javier Sanchez, RTVE)

09:00 – 09:10	<b>Welcome to DRS 2015</b>	Simon Fell and Mathias Coinchon	EBU
09:10 – 09:40	<b>What does digital radio mean in 2015?</b> <i>A closer look at how broadcast and internet radio will offer an attractive listener experience in the future</i>	Michael Hill	Radioplayer UK
09:40 – 10:10	<b>Radio on the road</b> <i>Mobile experience and the future role of the in-car radio</i>	Frank Nowack	Ford
10:10 – 10:40	<i>Tea, coffee &amp; networking</i>		

## SESSION 1: WHAT'S NEW? ORGANIZATIONAL UPDATES

10:40 – 10:50	<b>WorldDMB</b>	Patrick Hannon	WorldDMB
10:50 – 11:00	<b>DRM</b>	Matthias Stoll	DRM
11:00 – 11:10	<b>RadioDNS</b>	Nick Piggott	RadioDNS
11:10 – 11:20	<b>TISA</b>	Thomas Kusche	TISA
11:20 – 11:30	<b>IDAG</b>	Gunnar Garfors	IDAG

## SESSION 2: COUNTRIES HAVE YOUR SAY!

11:30 – 11:50	<b>Roadmap to digital radio</b>	Nina Wormbs	Sweden
11:50 – 12:05	<b>Status of the digital radio implementation in Poland</b>	Pawel Mathia	Poland
12:05 – 12:20	<b>Digital radio report in France</b>	Renaud Cases	CSA France
12:20 – 12:30	<b>Update from Germany</b>	Michael Reichert	SWR
12:30 – 14:00	<i>Networking lunch</i>		

## SESSION 3: DIGITAL MIGRATION, SMART & HYBRID RADIO

14:00 – 14:30	<b>Digital migration from FM</b> <i>How to organize a strategy for FM switchover</i>	Thomas Saner	SRG
14:30 – 15:00	<b>Smart radio and the EBU digital radio toolkit</b> <i>How to successfully deploy digital radio in your country</i>	Christian Vogg and David Fernandez Quijada	EBU
15:00 – 15:20	<b>Unified hybrid radio</b> <i>Hybrid radio standardization including DAB+, DRM</i>	Lindsay Cornell	BBC
15:20 – 15:40	<i>Tea, coffee &amp; networking</i>		

## SESSION 4: RADIO IN SMARTPHONES

15:40 – 16:00	<b>Can we unite broadcasters around a single radio application?</b>	Laurent Finet	RTBF
16:00 – 16:20	<b>Nextradio hybrid radio app</b> <i>A working example of hybrid radio smartphones from the US</i>	Paul Brenner	Emmis Communication
16:20 – 16:40	<b>The universal smartphone radio project</b>	Nick Piggott	Global Radio
16:40 – 17:00	<b>Radio tagging and personalization</b>	Sean O'Halpin	BBC

## SESSION 5: PANEL DISCUSSION

17:00 – 17:30	<b>Do we need radio in smartphones?</b> Moderator: Peter Mac Avock, EBU	Paul Brenner Nick Piggott Michael Hill Gunnar Garfors	Nextradio USA RadioDNS Radioplayer UK IDAG
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