

### SPEAKERS & BIO

WEDNESDAY 12 FEBRUARY 2020

#### KEYNOTE SESSION

##### 09:00–09:10 Welcome



**Ben Poor** is Project Manager for Digital Radio at the EBU, having joined Technology and Innovation in 2017. Prior to this, he worked in UK commercial radio in various roles around digital innovation, digital radio user experience and hybrid radio. One of the founding members of RadioDNS, he is now chair of their Technical Group and also a member of the WorldDAB Steering Board.

**Antonio Arcidiacono** is the EBU's Director of Technology & Innovation. He has extensive experience in conceiving, developing and taking new products and services to market. He is an internationally acclaimed expert in digital television, satellite communications, IP-based multimedia services and mobile telecommunications. With strong knowledge of the European market, he has worked closely with the leading players in the fields

of Digital TV and Multimedia Services, and with European institutions at a technical, standardization, regulatory and competition level. Antonio was Director of Innovation, and a Member of the Management Committee, at Eutelsat from 2008 -2018 where he was responsible for launching innovative IP based satellite services. He joined Eutelsat in 1990 and took part in key phases of its development from an international organization to privatization in 2001 and to the IPO in 2005. Before working at Eutelsat, Antonio worked for the European Space Agency and started his career working for Telespazio and Selenia Spazio. He has a Doctorate in Electronics & Telecommunications Engineering from the University of Pisa.



##### 09:15 – 09:45 The future of in car listening: opportunities and choices

**In-car radio listening makes up a significant part of the time UK audiences spend with the BBC. So ensuring that it has a healthy future – in which everyone can easily find and access both content they love most and discover new content from the BBC- is a high priority for us. In this talk, we'll look at the opportunities open to the BBC and other broadcasters to ensure that live and on-demand audio remains vibrant, accessible and relevant.**



**Eleanor Van Heyningen** works in the BBC as Chief of Staff to the Chief Product and Technology Officer. Her role involves providing advice and support to the CPTO who heads up a Division of around 3000 people doing everything related to technology in the BBC from distributing content to building digital products, like BBC iPlayer. She is currently on a 3 months attachment within the BBC, looking at the future of in-car radio and audio. Eleanor started at the BBC working on the 2016 Charter Review and before that worked in the UK Department for Culture, Media and Sport for around 10 years in a variety of roles, leading policy teams and working with Ministers. Her career started working in

museums, and she has degrees in history and museum studies.

**Asha Knight** works at the BBC as a Distribution Manager, focussed on music and radio innovation and business development. Asha has extensive knowledge and over 12 years' experience in digital and on demand broadcast entertainment in the UK, having been part of the teams that launched, ran and distributed All 4 (4oD), Demand 5 and UKTV Play. She is currently working on a project looking at the future of in-car radio and audio alongside Eleanor Van Heyningen and Lindsey Mack.



#### SESSION 1: A BROADER VIEW

##### 09:45 – 10:05 North America



**David Layer** is vice president, advanced engineering in NAB's Technology department. David has been with NAB since 1995 and has been very active in the radio technology and standards setting area. David's principal responsibilities include serving as a project manager for technology projects being conducted by PILOT (formerly NAB Labs), and as principal administrator of the NAB Radio Technology Committee, a group of technical executives from NAB member companies that advises NAB on technology development and technical regulatory matters. Currently, David is the chairman of the RadioDNS Steering Board and is the NAB representative to the RDS Forum. He is also vice-chair of the North American Broadcasters Association (NABA) Radio Committee. He is a senior member of the IEEE and a member of the Association of Federal Communications Consulting Engineers (AFCCE). David was the recipient of Radio World's 2015 Excellence in Engineering Award and was recognized

by Radio Ink Magazine in November 2010 as among the top ten best engineers in radio. In 2014 David received the Consumer Electronics Association Technology Leadership Award. The IEEE BTS awarded David the Matti Siukola Memorial Award for the Best Paper of both the 2014 and 2018 IEEE Broadcast Symposia.

10:05 – 10:30 Germany



**Michael Reichert** works for the ARD since 1992. He actively supports the cause of Public Broadcasting in Germany. As Head of Future radio in BR and his former position as head of digital radio project office, he was involved in all major developments of radio and radio strategy in the last years. Michael is continuously in touch with the EBU in different contexts. Since 2009 he is a member of the new radio group, which has organized events and led some important discussions in the last few years. Since the beginning of this Year, he chairs the group. Michael was a speaker at many EBU events.

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**Graham Dixon** is Head of Radio at the European Broadcasting Union in Geneva, having been Managing Editor of BBC Radio 3 until 2015. Previously, he held several editorial and production positions within BBC Radio. While at the BBC, he chaired the EBU Music Group and Euroradio Users Group. His current role includes advocacy for public media, specifically for the positive role of radio within society; he is committed to encouraging radio innovation, as well as promoting distinctive content for all audiences. After researching Italian Baroque music in both Italy and Germany, he was awarded a PhD from the University of Durham. While working at the BBC, Graham responded to the changing media environment by studying for an MBA; this was awarded with distinction for his work on digital transformation, preparing radio production for the challenge of multiplatform delivery. He is a Fellow of the Royal Society of Arts and the Royal Asiatic Society.



## SESSION 2: BEYOND LINEAR

Moderated by **Sarah Toporoff (NETIA)** Sarah Toporoff navigates the shifting relationship between media and technology. In her role at NETIA, she works with audio makers on improving products and workflows to ensure a bright and sustainable future for audio. Sarah previously spearheaded Editors Lab at Global Editors Network, a worldwide series of journalism hackathons, hosted by leading news organisations. She is passionate about trivia, podcasts, and trivia podcasts. @SJToporoff



11:00 – 11:45 **Content atomisation: User feedback from the first fleet from conception to publication: How can your radio develop a podcast?**



**Content atomisation: User feedback from the first fleet** What are the biggest roadblocks broadcasters are facing to render their content "smart speaker-ready"? Which strategies should radios adapt to achieve strong search indexing while the FANGs are constantly shifting the goalposts? What can we learn from the first experiments in this space? From conception to publication: How can your radio develop a podcast? So you want your radio to develop bespoke podcasts? This session will break down how a show gets developed from idea through to distribution and audience feedback. A practical guide with great insights from those who have done it. Learn from their challenges and triumphs and finally launch that podcast you've been meaning to!

**Ruth Degraeve (VRT)** Starting of her career at VRT Radio in 2008, Ruth has been working at the public broadcaster for almost 12 years now. With a broad range of experience in radio, television and digital content production, Ruth is nowadays head of distribution and product management at the newsroom of VRT, VRT NWS. Previously, Ruth worked as a radio producer for MNM and brand and commissioning manager at Canvas, the second television channel of VRT.

**Ben Rosenberg** is responsible for negotiating deals, developing strategic direction and driving digital transformation for the BBC. Ben strives to protect the interests of the BBC's customers, the British public, through securing successful distribution deals with the world's largest tech companies. Ben is passionate about ensuring one of our oldest and largest broadcasting organisations can keep pace with the way the world consumes content in order that generation after generation of the audience continues to be informed, educated and entertained. Prior to working in public service media, over 10+years Ben worked in the commercial sector. Ben successfully sold distribution solutions to global TV networks and thematic television brands to TV platforms across the planet. Ben is fascinated by the influence AI is going to have on the way we watch, listen and create content. He is determined to play a part in ensuring we enjoy responsibly.

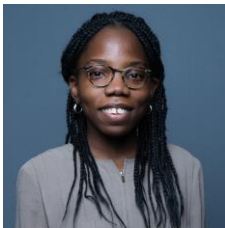


### 11:45 – 12:30 Podcasts: From conception to publication



**Cathinka Rondan** was appointed Head of Radio, NRK in September 2019. Norwegian broadcasting cooperation has more than 2 million listeners every day through their 16 DAB channels, visual radio, online and the app NRK radio which also has many podcasts. NRK reports from 45 places all over Norway and 15 local channels. She has worked with radio more than twenty years and came to the position from Head of Radio & Podcast at Rubicon, a production company where she started and built up their radio and podcast department the last four years. Her first job after studying Radio Journalism was in Childrens radio at NRK. She then went on to the youth channel NRK P3, working for ten years with the morning show, comedy shows, music and educational programs. From 2009 she worked with culture programs, documentary and satire at NRK P2. In 2015 she produced the podcast "Unsolved" with Rubicon and the newspaper VG, which they won Podcast of the Year for at Prix Radio the following year. Cathinka studied both theatre and law and has a Bachelor in Radio Journalism.

**Cheyenne Mackay** (SRF) Radio lover, Podcast addict and Audio Passionist. Working in electronic media for more than 20 years. Journalist, Podcast producer and media educator, currently working for swiss public radio and as a freelancer. Co- Founder and Organizer of SONOHR Radio & Podcast festival. Host of PIPIFAX Podcast.



**Sinatou Saka** (RFI) is a journalist and manages podcasting in the digital division of France Médias Monde. She produced RFI's original podcast Afrofuturismes, written by Vladimir Cagnolari and directed by Simon Decreuze. Sinatou's mission is to develop and deploy podcasting strategies at Radio France International. She is particularly interested in African digital culture and how communities use innovative means to create impactful change.

### SESSION 3: PRESERVING RADIO'S IDENTITY

#### 13:30 – 13:55 Radioplayer

**Laurence Harrison** leads Radioplayer's work with the automotive industry across Europe and Internationally, building partnerships with the leading car manufacturers and multimedia technology suppliers around metadata, HMI design and smart radio development in connected and autonomous cars. He is a current member of the WorldDAB Steering Board and Chairman of the WorldDAB Automotive Group. With WorldDAB, he led the research and development of the WorldDAB in-car UX guidelines and the subsequent engagement with major car manufacturers. He previously worked for Digital Radio UK where he led the partnerships with car manufacturers that saw digital radio included as standard in all new cars.



#### 13:55 – 14:20 Yle Areena



Yle Areena has risen to Finland's number one internet brand, according to an annual brand survey by Taloustutkimus Research that asked respondents to rank the best domestic and international internet brands. Yle's streaming site beat out international brands such as Netflix and Amazon inside of Finland.

Our OTT service covers both worlds of video and audio in areas of ondemand, live linear and live events on most of the end user platforms as desktop, mobile and bigscreen devices. We are currently building up new audio features like Apple Carplay and Android Auto which is already published in Google play store. Also offering small glimpse to our joint venture on audio services with our commercial company counter parts in Finland on radiot.fi -service.

**Toni Ljungberg** (Yle) has been working as Development Manager Streaming media area over 10 years covering most of the audio and video delivery over unmanaged internet networks and over 20 years of encoding related experience. Outside of work life live streaming enthusiast on Martial Arts.

#### 14:10 – 14:30 Radio in many languages

**David Rem-Picci** (Vatican Radio) Recently in charge of Marketing & Fundraising for the Dicastery for Communication. Previously in Strategic Team with Minister and Vice Minister of the Dicastery.

Before being part of the Holy See, I spent over 15 years in the Media Industry; 10 of which as Head of Marketing, Sales & Digital Media for Endemol Italy.



# DIGITAL RADIO(S)

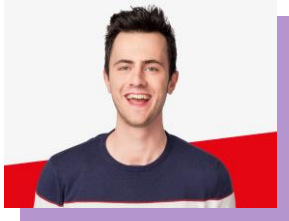
## SUMMIT

AN EBU EVENT

# SHAPING RADIO'S MULTIPLATFORM FUTURE

### 14:30 – 14:50 Improving interaction between radio makers & listeners: towards an integrated radio production system prototype in a one-week hackathon

In the framework of the EU funded project MARCONI a radio hackathon week was set up by VRT and Pluxbox to look for solutions to better facilitate the interaction between radio makers and radio listeners. This co-creation process between radio producers and technical teams resulted in the prototype of an integrated radio production system. We made a scalable open media production platform with interfaces customisable per production team, with third party integrations such as OmniPlayer & PhoneBOX and GDPR compliant with PriVaults.



**Sen De Paepe (VRT)** For the past three years I have been working for the Flemish Broadcasting Company (VRT) in Belgium. I am currently working as a radio host at the popular pop station MNM. In that capacity I host an afternoon music show during the week and on Saturday mornings I host our own chart called the MNM50. Because the main part of our audience consists of young listeners (12-30 years), I'm always looking for new, innovative ways to engage and interact with our listeners.

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**Cas Adriani (Pluxbox)**



## SESSION 4: INNOVATIONS

### 15:20 – 15:40 Building DAB networks with Heli



**Costs comparison when building new transmitters sites**

**Stan Roëhrich (Digris)** Working in the broadcast area around the world since 1994, started in Switzerland a new company in 2014 to provide DAB+ services over the country.

### 15:40 – 16:00 Low-cost Digital Radio broadcasting

Matthias Brändli is the maintainer and lead developer of the Opendigitalradio DAB+ transmission toolchain, which is used by a number of production broadcast systems in several countries.



### 16:00 – 16:40 The future of radio in the connected car



**Daniel Freytag** is Product Developer at SWR within Germany's ARD network. He is part of a team that develops prototypes around the overall topic "Future Radio" and works on projects such as Voice User Interfaces, Skippable Radio, Car Interfaces, and Personalization. With the ambition of creating the next radio experience, the team is working closely with interested audiences and radio makers to develop the best possible products.

**Matthieu Beauval (Radio France)** is in charge of acceleration and sharing of innovation at Radio France, he is working with a skilled team to boost innovation in the French public radio broadcasting service. Immersive audio, open innovation, intrapreneurship, original podcasts, future of radio and audio in connected devices and cars, the innovation team is working closely with all the digital teams, the radio channels and all services.



Chaired by 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.