

## PROGRAMME

WEDNESDAY 16 FEBRUARY 2022 (09:15 – 17:10 CET)

09:15-09:30

**Welcome**

Ben Poor & Antonio Arcidiacono (EBU)

### KEYNOTE SESSION

09:30 – 09:55

**Broadcasters going on-demand first**

James Cridland (Podnews)

### SESSION 1: ON-DEMAND FIRST

09:55 - 10:20

**Guerilla Radio**

Nick Piggott (Bristol Digital Radio)

Ingrained practices are the enemy of innovation. How do you fight in a guerilla war between established norms and doing it differently? We'll look at how digital radio is the new battleground against just "doing it the way it's always been done", and what difference a triumph for the guerillas could make to our medium.

10:20 - 10:45

**Radio New Zealand**

Tim Watkin (Radio New Zealand)

10:45 - 11:15

*Break*

### SESSION 2: INNOVATIONS

11:15 – 11:40

**EBU Bluepilot: podcasts on steroids**

Sébastien Noir (EBU)

EBU T&I explores how EuroVox, Peach and other technologies used for the News Pilot could be applied to Podcasts, helping Member deliver a better User experience to their audience

11:40 - 12:05

**The holy grail of analogue/digital switchover: a low cost receiver**

Nigel Fry (BBC)

Matthew Phillips (CML Micro)

Tim Whittaker (Cambridge Consultants)

12:05 – 12:30

**When virtualisation meets radio production**

Benjamin Lardinoit (OnHertz)

Virtualisation brings multiple opportunities for radio brands to get closer to their audience and flourish in the new media world

12:30 - 12:45

**Discussion and reflections**

Edita Kudlacova (EBU)

12:45 - 13:45

*Lunch Break*

### SESSION 3: AUTOMOTIVE RADIO

Moderated by Elisha Sessions (BBC)

13:45 - 14:10

**Case Study: Audience behaviour in car**

Aleksandra Gojkovic (BBC)

BBC commissioned a large piece of audience research to understand our audiences needs and barriers to content in car. The research uncovered a complex ecosystem of needs and mediating factors that influence audio choices people make when in-car.

14:10 – 14:25

**Radio in cars in Europe today**

Matthieu Rawolle (EBU MIS)

Analysis of audio and radio in-car listening trends with a main focus on the European markets

# DIGITAL RADIO

## SUMMIT

AN EBU EVENT

# SHAPING RADIO'S MULTIPLATFORM FUTURE

14:25 - 14:50	<b>Powering the connected cars: the key role of the App Stores</b>	Sergio Sousa (Faurecia-Aptode)
14:50 - 15:15	<b>Exploring the service ecosystem</b>  The performance car brand's electric fastback Polestar 2 was the first car with Google Automotive Services and Android Automotive, providing a platform of easy accessibility to familiar content. Anya will talk about the importance of understanding your audience wants and needs, as well as the value of making use of user data to personalise the experience of radio in the car.	Anya Ernest (Polestar)
15:15 - 15:30	<i>Break</i>	
<b>INTERLUDE: DIGITAL RADIO STRATEGIES</b>		
15:30 - 15:55	<b>What to do with all of that content?</b>  How the Canadian Broadcasting Corporation packages, publishes and distributes 100 new pieces of on-demand audio a day.	Kevin Siu (CBC Canada) Julie McCambley (CBC Canada)
<b>SESSION 4: DISTRIBUTION MATTERS</b> <b>Moderated by Darko Ratkaj (EBU)</b>		
15:55 - 16:10	<b>Setting the scene</b>	Ben Poor (EBU)
16:10 - 17:00	<b>The Great Debate: The future of radio distribution</b>	Hanns Wolter (DAB Italia) Peter Mac Avock (EBU) Roland Beutler (SWR) Lindsey Mack (BBC)
17:00 - 17:10	<b>Wrap-up</b>	Ben Poor (EBU)