EBU **TECHNICAL**
MEDIA TECHNOLOGY & INNOVATION

EBU·UER

Digital Radio Summit
EBU, Geneva, 17/02/2010

Programme

Session 1: Introduction/Keynote

08:30-09:30	**Registration**	
09:30-09:50	**Welcome and Outline of the Day**	**Lieven Vermaele** (EBU) and **Mathias Coinchon** (EBU)
09:50-10:15	**Introduction or Keynote Speech**: **Digital Radio's Magic Formula**	**Mats Akerlund** (Swedish Radio) Vice-Chairman EBU New Radio group

Session 2: Radio Content

10:15-10:45	**Evolution in Radio content**	**Nick Piggott** (Global Radio Group)

- An Editorial perspective…
- How digital radio content is evolving compared to FM
- What factors influence the development plans?
- What's preventing us from generating the "ideal radio service"?

10:45-11:00	*Coffee*	

11:00-11:30	**Tomorrow's Digital Radio listener**	**James Cridland** (Radio Futurologist)

- A Consumer perspective…
- Profiles for the radio listener
  How are these changing over time?
- Influences from game consoles, mobile phones, MP3 players
- How does today's broadcaster adapt to tomorrow's radio listener?

11:30-12:00	**Is Digital Radio really better than FM? Discussion**	**Thomas Saner** (SRG SSR idée suisse)

- It's more flexible, but why is this important?
- Is it cheaper than FM? Why and where?
- Take each element of the broadcasting chain – convince me to adopt Digital Radio

12:00-12:30	**Round Table** on broadcasters' plans for the future Radio	
12:30-13:30	*Lunch*	

Session 3: Guide to Digital Radio Platforms

13:30-13:50	**Broadcast radio – DRM**	**Alexander Zink** (Fraunhofer)

- Architecture/Profiles
- Future plans for technical updates
- Where it's used

13:50-14:10	**Broadcast radio – WorldDMB**	**Phil Kesby** (Arqiva)

- Architecture/Profiles
- Future plans for technical updates
- Where it's used

14:10-14:30	**Internet radio – IMDA**	**Andreas Giefer** (Deutsche Welle) IMDA TC Chairman

- Architecture/Profiles
- Where it fits compared to DRM/WorldDMB
- Future plans for technical updates
- Where it's used

14:30-14:50	**Hybrid – RadioDNS**	**Richard Morris** (Commercial Radio Australia

- Why it's needed
- How it works
- Deployment plans
- Development plans

14:50-15:10	**Q & A on standardized digital radio systems**	Round Table involving all the speakers

15:10-15:30	*Coffee*

Session 4: What is the magic formula for Digital Radio?

15:30-15:50	**What makes digital radio tick – a chipset vendor's roadmap**	**Mark Hopgood** (Frontier Silicon)
15:50-16:10	**A successful design philosophy for digital radio**	**Nick Jurascheck** (PURE)
16:10-16:30	**The Digital Radio Big Picture**	**Mathias Coinchon** (EBU)
16:30-16:50	**Discussion involving**	

- EBU
- Broadcasters
- Chipset vendor
- Receiver Manufacturer
- Network Operator

16:50-17:30	**Well, what is it? The MAGIC Formula**