



Programme - Tuesday, 3 July 2018

WorldDAB Day

Radio needs to innovate to compete in a changing audio landscape. DAB+ offers broadcasters a proven technology that offers space for new services and allows for more content and language offerings.

In South Africa, the DAB+ trial was extended until April 2018. Regulator, ICASA, is currently soliciting industry responses to its consultation paper on implementing digital radio. Elsewhere in Southern Africa, countries are looking at how to implement digital radio and the lessons that can be learnt from South Africa's trial.

Held at Radio Days Africa, sponsored by Sentech and hosted by WorldDAB and SADIBA, this DAB+ stakeholder event brings together industry experts from South Africa and around the world to share their experiences of using DAB+, showing how commercial broadcasters can grow audiences and revenues by moving to digital.

09:00 – 09:45

Tea

09:45 – 09:50

Welcome: Join **Prof. Franz Krüger (Director: Wits Radio Academy)** as discussions around digital radio insights kick off at #RDA18.

09:50 – 10:10

Opening Remarks: As a proud supporter of Radio Days Africa and the exclusive DAB+ Day, **Flenk Mnisi (Head of Transmission: Sentech)** sets the scene for a day filled with learning and knowledge-sharing in the DAB+ space. A key partner in supporting broadcasters to make digital radio a reality, Sentech leads the way in South Africa as the platform for the future of digital radio.

10:10 – 10:30

Regulation And Policy For Digital Radio In South Africa: Legislative framework and policy is key to ensure the equitable and efficient use of spectrum in a digital radio environment. ICASA shares its progress and thoughts around DAB+, the licensed trial and the future.

10:30 – 10:50

Southern Africa DAB Update: Lynn Mansfield (Chairperson: SADIBA) shares an update on the digital radio plans from neighbouring territories, as well as the progress SADIBA is making across the digital radio landscape.

10:50 – 11:10

DAB+ Global Update: Darren Willsher (Communications Manager: WorldDAB) gives a birds-eye view of the adoption and implementation of DAB+ technologies in Europe and Asia, as well as updates from trials and roll-outs across the world.

11:10 – 11:40

Break

11:40 – 12:10

Why Australia's Commercial Radio Broadcasters Embraced DAB+: Joan Warner (CEO: Commercial Radio Australia & Vice-President: WorldDAB) discusses the success both commercially, and in providing expanded content offerings to audiences across Australia.

12:10 – 12:40

Case Study From The UK's Commercial Radio Sector: The Wireless Group has a long history in traditional radio across the United Kingdom and Ireland. The shift to DAB+ has proved to be hugely successful for the Wireless Group. Piers Collins (DAB Director: Wireless Group) shares their success stories and how they manage the transition to include digital radio.

12:40 – 13:40

Break

13:40 – 14:10

DAB+ in Norway – Lessons Learnt From The FM Switch-Off: Jørn Jensen (Senior Advisor Head Of Distribution: NRK - Norwegian Broadcasting Corporation) gives an overview of being the first country to switch off FM and move exclusively to DAB+. From legal challenges, infrastructure, planning and roll-out, the Norwegian switch-off is a blueprint for learning in the digital space.

14:10 – 14:40

DAB+ Goes Dutch: The Netherlands has seen a successful implementation of DAB+ with good traction from audiences and advertisers. Jacqueline Bierhorst (Project Director: Digital Radio Netherlands & Vice-President: WorldDAB) tells the Dutch story.

14:40 – 15:10

Break

15:10 – 15:40

Update: SA DAB+ Trail: The Sentech Technical Team share some brief insight into the recent technical trial in South Africa.

15:40 – 16:10

South African Commercial Broadcasters Perspective On DAB+: Nick Grubb (CEO: Kagiso Media Radio) shares his thoughts on the value of DAB+ in the South African commercial radio landscape. Accessibility, content, cost and revenue are key areas of potential focus.

16:10 – 16:30

In Closing: Marius Venter (Head of Network Planning: Sentech) closes the agenda on the digital radio discussion.