

**EBU DIGITAL RADIO CONFERENCE 2008**  
**HOW BRIGHT IS THE FUTURE FOR DIGITAL RADIO?**  
**Cagliari, 18-19 September 2008**

**DAY ONE**

Chair (morning sessions): **Michael Mullane** (Head of Radio News, Sport & New Media, EBU)

0900 **Welcome Speeches**

**Paolo Morawski** (Executive Producer Prix Italia, RAI)

**Raina Konstantinova** (Director of Radio, EBU)

**Alain Massé** (Deputy Director to the President, Radio France, and Chairman EBU New Radio Group)

0915 **SESSION 1: THE DIGITAL DILEMMA**

*This session identifies key challenges and assesses the future for digital radio.*

**Joan Warner** (Chief Executive Officer, Commercial Radio Australia) presents the view from Australia

**Brian O'Neil** (Head of Research, Faculty of Applied Arts, Dublin Institute of Technology) and **Helen Shaw** (Managing-Director, Athena Media) present key findings from '2008 Digital Radio Europe – Technologies, Industries and Cultures'

**Laura Roberts** (Partner, Sparkler) discusses the evolution of young people's relationships with content and platforms

**Simon Cole** (Chief Executive Officer, UBC Media) outlines the challenges facing radio in the 21<sup>st</sup> century - TBC

**Alex Shulzycki** (Head of SIS, EBU) discusses the findings of the 'Public Youth Radio in Europe' report.

1115 Coffee

1130 **SESSION 2: THE DIGITAL DEBATE**

*The fragmentation of digital standards poses a serious threat to the future of radio, which has not grown at anything like the same speed as digital television. Distinguished speakers discuss the necessary steps to increase the number of people listening to digital radio around the world.*

Panellists:

**Colin Crawford** (Marketing Director, Pure)

**Quentin Howard** (President, WorldDMB) - TBC

**Alain Massé** (Deputy Director to the President, Radio France)

**Ruxandra Obreja** (Chairwoman, DRM Consortium)

**Lieven Vermaele** (Technical Director, EBU)

1300 Lunch

Chair (afternoon sessions): **Brett Spencer** (Interactive Editor, BBC Radio Five Live)

1430 **SESSION 4: WHAT FUTURE FOR RADIO?**

*This session asks to what extent the future is digital and which platform will prevail: DAB, online, both, something else, or none of the above. What role should governments and regulators play in promoting digital radio?*

**Robert Beveridge** (Lecturer, Napier University) discusses the regulatory hurdles and what needs to be done internationally to make digital radio a success - TBC

**J-P Coakley** (Head of Operations, RTE) – TBC – presents the view from the Irish Republic - TBC

**Trevor Dann** (Director, Radio Academy) presents the view from the United Kingdom.

**Prash Vadgama** (President, Radiopaq) explains how one company is tapping into the potential of broadband and Wi-Fi to win a new audience for radio - TBC

1600 **SESSION 5: AN EYEFUL OF RADIO**

*How much closer are we to radio with pictures after last year's Digital radio Conference and what are the implications for the future?*

**Yannick Andre-Masse** (President, VDL)

**Ben Chapman** (Interactive Editor, BBC Radio One)

1700 **SESSION 5: THE TROUBLE WITH STREAMING**

This session will look at new opportunities and challenges in media distribution over the Internet.

**Stephen Alstrup** (CEO, Octoshape)

**James Cridland** (Head of Future Media & Technology, BBC)

**Paolo Pusterla** (Head of Strategy and Development, Eurovision) - TBC

**Eric Whitlock** (Streamtheworld)

**2000 DINNER (OFFERED BY STREAMTHEWORLD)**

**EBU DIGITAL RADIO CONFERENCE 2008**  
**HOW BRIGHT IS THE FUTURE?**  
**Cagliari, 18-19 September 2008**

**DAY TWO**

Chair: **James Cridland** (Head of Future Media & Technology, BBC)

0900 **SESSION 1: FEEDBACK FROM THE DIGITAL RADIO SURVEY**

*EBU Members were asked to complete an online survey about the future of digital radio.*

**Michael Mullane** (Head of Radio News, Sport & New Media, EBU)

0920 **SESSION 2: WHAT'S HAPPENING ON THE RECEIVER FRONT?**

*What are the trends and the developments that will shape the receivers of tomorrow? A look at what is on the market now and what is still to come.*

**Colin Crawford** (Marketing Director, Pure)

**James Cridland** (Head of Future Media & Technology, BBC) - TBC

TBA

TBA

TBA

1030 Coffee

1045 **SESSION 3: THE MOBILIE MEDIA LANDSCAPE**

*This session will assess the impact mobiles will have on the future of radio, as well as the opportunities and challenges for mobile media in general.*

**Mats Akerlund** (Head of New Media, SR)

**Miguel Blockstrand** (Strategic Product Manager, Ericson)

**Thomas Kusche** (Senior Editor, SWR)

**Matteo Maggiore** (Head of European Policy, BBC)

**Nick Piggott** (Head of Creative Technology at GCap Media) - TBC

**Dominique Roux** (President, Bolloré Telecom) – TBC

**Alex Shulzycki** (Head of SIS, EBU)

1230 **SESSION 4: CLOSING REMARKS**

**Alain Massé** (Deputy Director to the President, Radio France, and Chairman EBU New Radio Group)

1300 Lunch and End of Conference