

## BLM Forum

- Date: 9th and 10th October, 2007
- Place: Audi Forum Ingolstadt, 85045 Ingolstadt

In Europe, there is as yet no uniform idea concerning the future of Digital Radio. While some countries are more inclined to stick to DAB in the present coding form, other countries would prefer DAB+ or DMB. In addition, there are more and more plans for digital satellite radio offerings, and the digitisation of FM and wifi radio is also under discussion in some countries. In Germany, the debate on the form to be taken by Digital Radio in future has reached a critical stage. All those active on the market now need clear targets and framework conditions, and also a binding timetable.

The development of Digital Radio in our neighbouring countries and the path chosen by Germany are the subject of the international conference "Quo Vadis Digital Radio?" in the Audi Forum in Ingolstadt on 9th/10th October, which is intended to provide a comprehensive insight into the future of radio.

## The Programme Tuesday, 9th October, 2007

### Developments in Europe

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| 10.00 | <i>Welcoming address and introduction</i><br>Prof. Dr. Wolf-Dieter Ring, President of Bayerische Landeszentrale für neue Medien (BLM – Bavarian State Centre for New Media), Munich           |
| 10.15 | <i>Present situation of different Digital Radio standards in Europe and the world</i><br>Bernt von zur Mühlen, Managing Partner, Bernt von zur Mühlen & Partner / moreUnneed GmbH, Luxembourg |
| 10.30 | <i>Status Quo DAB and outlook DAB+ worldwide</i><br>Larissa Erismann, Chairperson, WorldDMB Marketing Committee, Web Content / Marketing, Swiss Satellite Radio, Switzerland                  |

## Digital Radio in the United Kingdom

- 10.50 *What platforms should/can radio serve with which types of programmes?*  
John Ousby, Head of Distribution Technologies, Audio & Music Interactive, BBC, United Kingdom
- 11.10 *Current approach regarding a programme bouquet for a national DAB multiplex*  
Natalie Schwarz, Director of Radio, Channel 4, United Kingdom
- 11.30 *Who is making the money? Broadcasters or multiplex operators?*  
Nick Piggott, Digital Content Manager, GCap Media plc, United Kingdom
- 11.50 *Regulatory aspects and planned switchover scenario*  
Peter Davies, Director Radio & Multimedia, Ofcom, United Kingdom

## Special role of France

- 12.10 *Quo vadis France (DMB, DAB+, DRM)?*  
Philippe Chapot, Head of Communication, Association pour la Radio Numérique DR France and DR Working Group in Europe, France
- 12.30 **Light lunch**

## Standard questions common to many countries

- 13.30 *DIGITAL DELIVERY: Understanding your choices*  
Alexander Shulzycki, Head of Strategic Information Service, EBU, Switzerland
- 13.50 *Market approach by the chip manufacturers*  
*"Developing the right system and silicon roadmap to enable the future growth of digital radio"*  
Mark Hopgood, Director Business Development, Frontier Silicon Limited, United Kingdom
- 14.10 *Digital Satellite Radio for Europe*  
David Chegnion, Vice President, Alcatel-Lucent Mobile Broadcast, France

14.30 *Wifi radio as a possible way out of the dilemma over standards*  
*Internet Radio: supplementing Digital Radio with a return channel to the listener*  
Heiko Meertz, Managing Director, TerraTec, Nettetal

14.50 *Telephone companies as content producers?*  
*Comments from the point of view of an international consultancy company*  
Klaus Böhm, Senior Manager Media, Deloitte Consulting GmbH, Düsseldorf

15.10 **Coffee break**

## **Aspects of the diversity of standards**

15.40 *IBOC: HD Radio experiment in Switzerland*  
Markus Ruoss, Founder, Ruoss AG und Radio Sunshine, Switzerland

16.00 *FMeXtra (alternative IBOC system) and WiMax in the Netherlands*  
Jan Willem Brüggewirth, Chief Executive Officer, Talpa Radio / Radio 538, Netherlands

16.20 *DVB-H experiences in Europe and Asia*  
Stefan Schneiders, SCA Applications, Product Management, Business Development  
Mobile TV, Nokia Siemens Networks GmbH & Co. KG, Munich

16.40 *Discussion: Possible multi-standard approach in Switzerland*

- Marcel Regnotto, Section Manager Local Media and Further Distribution, BAKOM, Switzerland
- Jürg Bachmann, President of the Association of Swiss Private Radio Broadcasters, Managing Director Energy Zurich, Switzerland
- Heinz Gantenbein, Radio Management, Chief of Staff DRS, Schweizer Radio DRS, Switzerland
- Dr. Giovanni Conti, Chief Executive Officer, Swisscom Broadcast AG, Switzerland

Chairman: Reiner Müller, Manager Technology, BLM, Munich

18.00 **End of the meeting and Get together**

### *Overall chairman*

Bernt von zur Mühlen, Geschäftsführender Gesellschafter, Bernt von zur Mühlen & Partner / moreUneed GmbH, Luxembourg

## The Programme

Wednesday, 10th October, 2007

### The Path to Digital Radio in Germany

- 9.30 *The end of sound broadcasting - radio, virtual radio, audio*  
Helmut G. Bauer, Lawyer, Köln
- 9.40 *General conditions for Digital Radio - Who does what?*  
*Initiative and need for the State Media Institutions to regulate matters*  
Dr. Gerd Bauer, Director of Landesmedienanstalt Saarland (LMS - Saarland State Media Institution), Member of the Conference of Directors of the State Media Institution (DLM) with responsibility for sound broadcasting, Saarbrücken

#### General technical conditions

- 10.10 *Transmission capacities and standards - How much and when?*  
Dr. Chris Weck, Head of department broadcast- and information technology, Deutschlandradio, Berlin
- 10.30 *Radio or media platforms - authorities and bodies, business models, end user devices*  
Thomas Wächter, Head of Digital Broadcast Technology, T-Systems Media&Broadcast GmbH, Frankfurt a. M.
- 10.50** *Demands raised by the equipment industry and planned time scale, marketing*  
Dr. Heinz D. Friedrichs, ZVEI, department head, Robert Bosch GmbH, Berlin
- 11.10 *Digital Radio - Requirement in the automotive industry*  
Dr. Riclef Schmidt-Clausen, Head of Development Radio / Multimedia, Audi AG, Ingolstadt
- 11.30 **Coffee break**
- 12.00 *Cable, satellite and radio: Opposite poles or complementary fields?*  
Werner Litza, Vice President Sales Broadcast, ASTRA Platform Services, Unterföhring
- 12.40 *Internet radio*  
Markus Langemann, Managing Director, Deluxe Entertainment GmbH, München
- 13.00 **Light lunch**

## The route to Digital Radio

- 14.00 *Local, regional, national: Earnings potential for Digital Radio*  
Johannes Kors, Deputy Managing Director, BLM, Munich
- 14.20 *Radio usage in the digital world*  
Wolfgang Werres, Managing Director, TNS Infratest MediaResearch, München
- 14.40 *ARD (Association of Public Broadcasting Corporations in Germany) and Digital Radio*  
Helwin Lesch, Head of department platform-distribution, Bayerischer Rundfunk, München
- 15.00 *Statement: Germany-wide programmes as an engine of digitisation*  
Erwin Linnenbach, Spokesman for the Management, Regiocast, Berlin
- 15.20 *Statement: What will happen to local radio stations?*  
Dr. Stephan Ory, Managing Director, Arbeitsgemeinschaft Privater Rundfunk (Association of Private Broadcasting), Munich
- 15.40 **Coffee break**
- 16.00 *Panel discussion: Next Steps? Platforms, financing, planned time scale, distribution channels*
- Hans Dieter Hillmoth, Managing Director and Director of Programs, Radio / Tele FFH, Vice-President and Chairman of the Radio and Audio Services Division, VPRT, Bad Vilbel
  - Willi Schreiner, Chairman, Verband Bayerischer Lokalfunk (VBL - Association of Bavarian Local Radio), Straubing
  - Helwin Lesch, Head of Program Distribution, Bayerischer Rundfunk (BR), Munich
  - Dr. Klaus-Peter Potthast, Head of Broadcasting Section, Bavarian State Chancellery, Munich
  - Prof. Dr. Wolf-Dieter Ring, President of BLM, Munich
  - Ernst Elitz, Director, Deutschlandradio (DLR), Köln

### *Overall chairman*

Helmut G. Bauer, Lawyer, Köln