



FUTURE OF  
**RADIO & AUDIO**  
*Symposium*

Thursday, February 19, 2015  
Glenn Gould Studio  
250 Front St W  
Toronto ON M5V 3G5 (Canada)



**SYMPOSIUM PROGRAM**

Conference Chair & MC: Julie McCambley, CBC/Radio-Canada

08:00 **Registration & Continental Breakfast (Glenn Gould Lobby)**

Sponsored by



08:30 **1.0 Opening Remarks**

- Michael McEwen, Director-General, North American Broadcasters Association (NABA)
- Julie McCambley, Director, Radio Production, CBC/Radio-Canada | Chair, NABA-RC

08:35 **2.0 Keynote Address: The Future of Radio**  
Ajit Pai, Commissioner, FCC

09:00 **3.0 The Future of Delivery – A Roundtable**

*What is the future of delivery and what will be delivered (including value-added content associated with the audio content, metadata, visual component, interactive data, etc...) What is the role of OTA delivery in an evolutionary streaming world? Is there a business model for additional services? How does the broadcaster afford to straddle two worlds and/or can they afford not to?*

Moderator: Marty Garrison, CTO, NPR

- Fred Mattocks, General Manager, English Services, Media Operations & Technology, CBC/Radio-Canada
- Zach Brand, Vice-President, Digital Media, NPR
- Paul Brenner, SVP, Chief Technology Officer, Emmis Communications
- Nick Piggott, Chair, RadioDNS Hybrid Radio Project
- Albert Chen, Director, Business Development, Consumer Electronics & Automotive, TuneIn

10:00 **Coffee Break (Glenn Gould Lobby)**

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10:15 **4.0 Digital Radio: Where it's at and How it Fits into a Broadband World**

*For over a decade, many radio broadcasters around the world have been investing in and moving to digital radio platforms with the hopes of better serving listeners and of transitioning radio from the analogue to the digital world. It has not been an easy process, and just as it looks to be gaining a foothold, along comes mobile broadband streaming technologies which present a whole new set of challenges and opportunities. In this session, presenters from both the digital radio and audio streaming industries will talk about the current status of the transition to digital radio and how radio and broadband services can both compete with and complement one another.*

Moderator: David Layer, Senior Director, Advanced Engineering, NAB

- Joe D'Angelo, Senior VP, Broadcast Programs & Advanced Systems, iBiquity Digital Corporation
- Felipe Padilla Luna, Engineer, AMITRA (Mexico)
- Steven Devries, Senior Product Manager, Americas, Traffic and Connected, HERE
- Jamie Moffat, Director, Business Development, StreamOn
- Jeff Ulster, Director, Digital Talk Content, CBC Radio

11:30 **5.0 Radio as a First Responder: The Importance of Radio in Emergency Situations**

*In times of natural or man-made emergencies, radio on a local, regional and national level has demonstrated very real value and at times a life-saving service to listeners. Is this enough to keep radio relevant in a digital multi-platform world? This session will discuss why radio provides a unique service and why television and mobile services have not been able to provide the same dependability and listener access, particularly in weather-related emergencies.*

Moderator: Kym Geddes, News Director, Newstalk 1010 Toronto

- Tim Wenger, Director, Content & Digital Strategy, Entercom Radio (WBEN Buffalo)
- Paul Temple, Senior VP, Regulatory & Strategic Affairs, Pelmorex (The Weather Network)
- Lynn Claudy, Senior VP, Technology, NAB / Co-author, ITU Report on Emergency Broadcasting
- Raj Shoan, Commissioner (Ontario), CRTC
- Geoff MacBride, President, Ontario Paramedic Association

12:30 **Lunch (Glenn Gould Lobby)**

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13:45 **6.0 Keynote Address: How to Make Broadcast Radio Still Work in a Streaming World**  
Jeff Smulyan, CEO, Emmis



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14:15 **7.0 Local – Is it Still Radio’s Competitive Advantage?**

*Radio has always been focused on delivering compelling content designed to answer the needs of local audiences. With the decline, and to some extent demise, of local newspapers, radio remains the only truly “local” traditional medium making personal connections with “local” listeners and partnering with “local” advertisers to help grow their businesses. According to 2013 CRTC financials almost 70% of radio revenue is local. With the proliferation of digital options and audio services that claim to be able to “localize” their products, what can radio do to maintain this local competitive advantage and grow revenue in the face of increased competition and downward pressure on staffing and operating expenses?*

Moderator: Paul Ski, Special Advisor to the President of Media, Rogers Communications

- Tom Pentefountas, Vice-Chair, Broadcasting, CRTC
- Erica Farber, CEO, Radio Advertising Bureau
- Jeff Vidler, President, Audience Insights Inc.
- Sean Ross, VP, Programming, Edison Research

15:15 **8.0 Revitalizing the AM Band**

*AM radio still maintains a relevancy and in many cases profitability in communities across North America. The panel will address the technical challenges of the MW Band (including the growth of EMI noise sources, frequency spacing limits bandwidth and data throughput, skywave interference potential at night, and ground conductivity impact on propagation and interference). Other issues which will be explored include regulatory responses to the marketplace, the changing workforce and the economic challenges inherent in a technology, and transmission facilities that are rooted in the 1940s and 1950s. Audience demographics and the future of MW services competing in an FM and wireless broadband world will end the panel’s AM Band review.*

Moderator: Karl Lahm, Director, RF Systems Engineering, Univision

- Garrison C. Cavell, Cavell Mertz & Associates Consulting Engineers
- Sylvie Courtemanche, Vice-President and Associate General Counsel, Government Relations | Law Department, Corus Entertainment
- Ben Dawson, Hatfield & Dawson Consulting Engineers
- Ben Downs, Vice-President & General Manager, Bryan Broadcasting Corporation

16:15 **Coffee Break (Glenn Gould Lobby)**

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16:30 **9.0 The Next Generation of the Auto Dashboard and What it Means for Radio**

*The in-car audio system is about to take a huge leap with manufacturers focusing on streaming broadband services and apps which lend themselves to the automotive environment. How does FM, AM and HD Radio find a place and relevancy in the next generation of in-car audio services? The panel will explore new technologies and emerging business models with a view to capitalize on the radio broadcaster’s content and community reach.*

Moderator: Julie McCambley, Director, Radio Production, CBC/Radio-Canada

- Paul Jacobs, Vice-President, General Manager, Jacobs Media
- Fred Dixon, Technology Manager, GM Canada
- Jeff Jury, Executive VP & Chief Operating Officer, iBiquity Digital Corporation
- Andrew Stess, Sales & Business Development Executive, Rdio

17:30 **10.0 Closing Remarks / Comments from the Floor**

- Paul Brenner, SVP, Chief Technology Officer, Emmis Communications | Vice-Chair, NABA-RC

**Networking Event & Trade Fair**

(Please visit exhibitors in the Glenn Gould’s lower lobby during all breaks and over lunch)



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