



FUTURE OF  
**RADIO AUDIO**  
*Symposium*

National Association of Broadcasters  
Conference rooms A, B, C  
1771 N Street N.W.  
Washington, DC 20036



**Wednesday, February 15, 2017**

18:00-19:30 Welcome Reception and tours @ NPR - 1111 North Capitol St NE, Washington, DC 20002

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Refreshments Sponsored by



**Thursday, February 16, 2017**

08:30 Registration and Continental Breakfast

09:00 **1.0 Opening**

- Michael McEwen, Director-General, North American Broadcasters Association (NABA)
- Paul Brenner, President, NextRadio - Emmis Communications | Vice-Chair, NABA-Radio Committee | Symposium Chair
- Richard Friedel, EVP & General Manager, Engineering & Operations, Fox Entertainment Group | NABA President – Welcome to all from NABA, and introduces Gordon Smith
- Gordon Smith, President & CEO, NAB – Introduces Chairman Pai

09:10 **2.0 Keynote Address: Ajit Pai, Chairman, FCC**

- Paul Brenner to thank Chairman Pai

09:30 **3.0 FM Activation in Smartphones: What are the Benefits?**

*NABA is tracking activation of FM radio in smartphones across all of North America and the numbers are very encouraging. More and more listeners (and broadcasters) are benefitting from this capability but the potential benefits are only starting to be realized. Advertisers, cellular service providers and the emergency alerting community also stand to reap big benefits; this panel will highlight the potential being unleashed.*

Moderator: Steve Newberry, President & CEO, Commonwealth Broadcasting

- David Layer, Senior Director, Advanced Engineering, NAB
- Mariana Ferreira, Senior Director, Business Development, BLU Products, Inc.
- Ernesto Reyes, Director, Engineering, Cámara Nacional de la Industria de Radio y Televisión (CIRT)
- Kirk Nesbitt, Technical Advisor, Canadian Association of Broadcasters (CAB)

10:30 **4.0 NABA Position Paper - A Voluntary North American Digital Radio Standard**

Jeff Detweiler, Executive Director, Broadcast Engineering, HD Radio™

10:35 Coffee Break

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10:50 **5.0 Consumer Expectations for Future Car Dashboards** - Roger Lanctot, Associate Director, Global Automotive Practice, Strategy Analytics

11:20 **5.1 Dashboard Strategies for Broadcasters**

*Given consumer expectations and increasing audio apps (like Apple CarPlay and Android Auto), what do broadcasters and car companies need to do to keep over-the-air radio accessible and prominent on the car dashboard?*

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

- Joe D'Angelo, SVP, DTS
- Anupam Malhotra, Director, Connected Vehicles, Audi of America, Inc.
- Demian Perry, Director, Mobile Operations, NPR
- Sam Matheny, Executive VP & CTO, NAB

12:20 Lunch & Networking Event

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13:20 **6.0** **In a Multi-Platform Audio World, What Helps Build Audiences for Over-The-Air Radio Broadcasting, and What is Competitive**  
*How are over-the-air broadcasters coping; what are their challenges, strategies and partnerships.*

**Panel Set-Up Presentation - What's out there...and what are broadcasters using:**  
Fred Jacobs, President, Jacobs Media Strategies

13:35 **6.1** Moderator: Fred Jacobs, President, Jacobs Media Strategies

- Lux, On-Air Personality, NOW 96.3
- Paul Morgan, Head, Technology, BBC Radio
- Leigh Jacobs, EVP, Research Analysis, NuVoodoo Media Services

14:35 **6.2** **Podcasting and Radio: How They Work Together to Build Audiences**  
*Podcasting and on-demand audio are up-and-coming audio services to complement both audio streaming and over-the-air radio broadcasting. How do broadcasters make use of these services to build their audience?*

Moderator: Michael Beach, VP, Distribution, NPR

- Paul Morgan, Head, Technology, BBC Radio
- Arif Noorani, Executive Producer, CBC Radio New Programs & Original Podcasts, CBC/Radio-Canada
- Chris Peterson, SVP, Podcasting, iHeartMedia
- Thomas Hjelm, Chief Digital Officer, NPR

15:35 Coffee Break

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**15:50 7.0 Data, Analysis and Attribution**  
*With the advent of smart devices and connected-cars that can be used as a bi-directional path for visual enhancements of broadcast radio, providers can now also measure each specific listener or device activity. The radio industry's share of advertising is being challenged by companies with less scale but better data. In this panel we will talk about the value of better measurement and data as an innovative outcome of marrying broadcast radio and internet-connected devices. Panelists will offer insights into how broadcasters can use data science to benefit their business and their listeners.*

Moderator: Paul Brenner, President, NextRadio - Emmis Communications

- Stephanie Young-Helou, VP, Data Analytics, NextRadio/TagStation
- Pierre Bouvard, Chief Insight Officer, Cumulus Media
- Radha Subramanyam, President, Insights, Research & Data Analytics, iHeartMedia
- Tariq Mondal, Director, Advanced Technology, NAB

**16:50 8.0 Key Trends to Affect the Radio Industry in the Next Year**  
*What do the panel members think are the top three key issues and trends that broadcasters need to get right over the next year or two to stay competitive in this ever-changing audio environment.*

Moderator: Michael McEwen, Director-General, NABA

- Paul Brenner, President, NextRadio - Emmis Communications
- Marty Garrison, CTO, NPR
- Ernesto Reyes, Director, Engineering, CIRT
- Steve Newberry, President & CEO, Commonwealth Broadcasting

**17:20 9.0 Closing Remarks and Comments from the Floor:** Michael McEwen, Director-General, NABA

**Conference Wi-Fi**

Network:  
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**On-Site Contact**

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