



FUTURE OF
RADIO & AUDIO
Symposium



NAB Show
Room N258, North Hall
Broadcast Engineering and Information
Technology Conference (BEITC)
Las Vegas Convention Center

Sunday April 7th, 2019

10:10 Room opens

10:40 1.0 Opening Remarks

- Michael McEwen, Director-General, North American Broadcasters Association (NABA)

Session 1 – The Next Generation of Radio

Review of the “Value Proposition for Radio in a Connected World” document (10-15 mins.) (NOTE: document is available at www.nabanet.com)

Panel discussion (45 mins.)

The focus of the session will be a strategic look at the next generation of radio. Panelists will give perspective on the recommendations in the NABA document. Discussion will include a look at the many different audio distribution options and how/why/if a station should get involved in audio beyond standard over-the-air broadcast. Is adding broadcast and online metadata worth the additional work? How should broadcasters think about the amount of local, regional, and national content on their air if they are part of a regional or national network? How should they think about that mix if they are not part of a regional or national network? What are the strengths and weaknesses of the radio industry and product? What opportunities and threats do broadcasters face?

Audience Q&A (15 mins.)

Moderator: Michael Beach, VP, Distribution, NPR | Lead, NABA-RC Next-gen Radio Working Group

- Natale Polito, Senior Manager of Radio Engineering, Bell Media
- Steve Newberry, EVP, Industry Affairs and Special Projects, NAB
- Dave Casper, SVP, Digital Services, Radio Advertising Bureau
- Lawrence Galkoff, General Manager, Radioplayer Worldwide
- Samuel Sousa, Senior Advisor, Streaming R&D, Triton Digital

12:00 Lunch Break

13:30 2.0 Session 2 – Digital Radio Roll Out Around the World

It's been over 20 years since the first digital radio broadcasts aired. Digital radio offered the promise of improved audio quality, more efficient use of spectrum and a multitude of additional services, and around the world these promises are being fulfilled today by a number of different digital radio technologies. But unaccounted for in the development and initial deployment of digital radio was the advent of the internet and mobile broadband technologies that are changing the way listeners consume audio content. In this session, our panel will reflect on the achievements of digital radio systems around the world and consider how these systems benefit from and compete with internet-based audio streaming services.

Moderator: David Layer, VP, Advanced Engineering, NAB

- Lindsay Cornell, Principal Systems Architect, BBC | Chair of World DAB Technical Committee
- José Luis Rodríguez, President, CIRT
- Joan Warner, CEO, Commercial Radio Australia | VP, World DAB
- Ole Jørgen Torvmark, CEO, Norsk Radio AS (Norwegian Radio)
- Joseph F. D'Angelo, SVP, Radio, Xperi

14:50 Afternoon Coffee Break & Networking **Coffee provided by NABA**

15:20 3.0 Session 3 – Connected Car/Audio on Demand/Advertising and Big Data

US broadcasters know full well that the majority of radio listening takes place in the car. As connected cars become more pervasive, the options for listeners are increasing and include “internet radio” channels as well as on-demand audio, like podcasts, all being monitored through connectivity. On the business side, connected car listening promises to be significantly more attributable and offers broadcasters, automakers and others with valuable data opportunities. Experts from around the world will discuss connected car technology focusing on the implications for broadcasters and listeners.

Moderator: Paul Brenner, President, BTC, Emmis Communications | Vice-chair, NABA Radio Committee

- Martin Koch, Head, Development Multimedia, Audi AG
- Scott Burnell, Global Lead, Content Ecosystem Mgmt, Ford
- Stacey Lynn Schulman, CMO, Katz Media Group
- Lisa Joy Rosner, CMO, Otonomo

16:35 End of Day - Closing Remarks

- Michael McEwen, Director-General, North American Broadcasters Association (NABA)

16:40 Session ends

NABA On-Site Contact

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NABA Evaluation Survey

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Online: <http://tiny.cc/FRAS>

(Paper copies of the survey are also available in the session room)