



FUTURE OF
RADIO AUDIO
Symposium



Cámara Nacional de la Industria de Radio y Televisión (CIRT)
"Board of Directors Room" (2nd Floor)
Avenida Horacio 1013, Polanco, Miguel Hidalgo
11550 Ciudad de México, D.F., Mexico

SYMPOSIUM PROGRAM

(All indicated times are in "CST" local time and are at the above venue)

Wednesday, March 2, 2016

17:30 – 19:00 **Welcome Cocktail Reception @ CIRT**

Sponsored by



Thursday, March 3, 2016

Translation Services

(The entire event will offer English-to-Spanish and Spanish-to-English translation services for all in attendance)

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08:30 **Registration & Continental Breakfast**

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09:00 **1.0 Opening Remarks**

- Paul Brenner, SVP, Emmis Communications | Vice-Chair, NABA-RC
- Michael McEwen, Director-General, North American Broadcasters Association (NABA)

09:10 **2.0 Reform of Mexican Electoral Law, the New Telecommunications Law, and Technological Delay**
Keynote: Miguel Orozco Gómez, Director-General, CIRT

09:30 **3.0 HD Radio Rollout in Mexico: The Business Case**

The HD Radio system is the only digital broadcast technology approved by the Mexican Federal Institute of Telecommunications (IFT). HD Radio broadcasts cover more than 30% of the Mexican population, with more than 100 digital channels currently broadcasting in Mexico offering new advanced digital services like multicasting, images and information. 14 major automotive manufacturers are currently shipping more than 50 different models with HD Radio technology. Join this panel to learn the experiences of broadcasters and automakers who are driving this digital radio revolution in Mexico.

Moderator: Claudio Martinez, VP, Consumer Electronics Business Development, DTS, Inc.

- Fausto Cuevas, Director-General, Asociación Mexicana de la Industria Automotriz (AMIA)
- Glynn Walden, Consultant, CBS Radio
- Mario Avila, General Director, Radio Stations, Grupo Fórmula
- Keith Boone, Vice-President, Grupo Megaradio
- Carlos Lara Sumano, Director-General, Instituto Mexicano de la Radio (IMER)



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10:30 **4.0 The Digital Transition in Mexico City**

Speaker: Miguel Fernandez Arias, Director, Engineering, IMER (Instituto Mexicano de la Radio)

The challenges of HD Radio implementation in the Mexico City region, including communication between studio-plant facilities, digital sound processes, the generation method, and implementation costs.

10:45 **Coffee Break**



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11:15 **5.0 Connected Car – Encroachment by the Technology Companies**

Speaker: John Ellis, Founder & Managing Director, Ellis & Associates

"Technology companies are encroaching into the automotive industry specifically and the transportation industry generally. But what really is the encroachment, who will be impacted and what will that look like?" –John Ellis, former Global Technologist of Ford Motor Company's connected car business unit, as he shared the narrative to (as he says), "create the appropriate level of paranoia."

12:15 **6.0 North American Update on the FM Chip in Mobile Devices**

Tremendous progress has been made in the U.S. on getting FM chips activated in smartphones, bringing the FM radio listening experience to the devices that people use the most. This panel will focus on why this is such an important initiative for the broadcasting industry, where things stand in the U.S., and how broadcasters can help expand this growth of FM in smartphones into the Mexican and Canadian markets.

Moderator: David Layer, Senior Director, Advanced Engineering, NAB | Chair, NABA-RC FM Chip WG

- Mariana Ferreira, Senior Director, Business Development, BLU Products, Inc.
- Kirk Nesbitt, Technical Advisor, Canadian Association of Broadcasters (CAB)
- Sam Matheny, CTO and Executive Vice-President, NAB
- Daniel Chappell, Director, Comité de Radio, PI-AR

13:15 **7.0 Closing Remarks / Comments from the Floor**

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

Symposium Satisfaction Survey

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On-Site Contact

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