

# DIGITAL RADIO

## SUMMIT

AN EBU EVENT

# SHAPING RADIO'S MULTIPLATFORM FUTURE

## BIOS

WEDNESDAY 16 FEBRUARY 2022 (09:15 – 17:10 CET)

09:15 - 09:30 **Welcome**



**Ben Poor** is Project Manager for Digital Radio at the EBU, having joined Technology and Innovation in 2017. Prior to this, he worked in UK commercial radio in various roles around digital innovation, digital radio user experience and hybrid radio. One of the founding members of RadioDNS, he is now chair of their Technical Group and also a member of the WorldDAB Steering Board.

**Antonio Arcidiacono** is Director of Technology & Innovation at the European Broadcasting Union. He has extensive experience in conceiving, developing and taking new products and services to market. Since joining the EBU in September 2018, Antonio has launched several initiatives designed to leverage the collective expertise and momentum of the EBU Membership for technology innovation, deliver key building blocks for the digital transformation of public service media, and strengthen collaboration between PSM, European policy initiatives, start-ups and academic institutions. Two of Antonio's most recent initiatives are the 5G Media Action Group (5G-MAG) and EuroVOX. 5G-MAG currently counts 40 members from the industry and aims to ensure future 5G standards are fit for purpose in media production and distribution. EuroVOX is a collaborative project of the EBU and several of its Members that aims to break down language boundaries for users and content. It consists of an open framework upon which services can be built, and a set of tools for media creators, such as speech-to-speech translation. Antonio previously worked as Director of Innovation and a Member of the Management Committee at Eutelsat; the European Space Agency; Telespazio, and Selenia Spazio.



## KEYNOTE SESSION

09:30 – 09:55 **Broadcasters going on-demand first**



**James Cridland** (Podnews) is Editor of Podnews a daily podcast newsletter. He is a radio futurologist - a writer consultant and public speaker on radio's future. James has worked in audio since 1989 as an award-winning copywriter radio presenter and internet strategist. @jamescridland on Twitter; <https://www.linkedin.com/in/jamescridland/>

## SESSION 1: ON-DEMAND FIRST

09:55 - 10:20 **Guerilla Radio**

Ingrained practices are the enemy of innovation. How do you fight in a guerilla war between established norms and doing it differently? We'll look at how digital radio is the new battleground against just "doing it the way it's always been done", and what difference a triumph for the guerillas could make to our medium.



**Nick Piggott** (Bristol Digital Radio) Nick Piggott (Bristol Digital Radio) has spent the majority of his career working in the radio industry, initially in programming and then moving to digital radio and technology innovation. As part of the UK's GWR Group he created an award-winning multi-skilled team which launched the world's first commercial DAB digital radio stations, and then went on to deliver technology-driven innovation over the next 15 years.

As well as being founder and Project Director of RadioDNS Hybrid Radio, the international not-for-profit membership organisation that develops technology to seamlessly combine broadcast radio and IP connectivity, Nick has helped several Small Scale DAB trials in the UK, co-founding Muxnet UK to provide commercial deployments of low cost DAB.

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10:20 - 10:45 **Radio New Zealand**



**Tim Watkin** has worked in journalism for nearly three decades, winning awards for news reporting, feature writing, TV and radio producing, and podcasting, including being named NZ Journalist of the Year in 2006. He's been deputy editor for the Listener, founding producer for TVNZ's Q+A and Executive Producer at TV3's The Vote and The Nation. He has written for the Guardian and the Washington Post, blogs at Pundit.co.nz and is currently Executive Producer, Podcasts & Series at RNZ.

RNZ podcasts – such as Gone Fishing, The Service, Our Changing World and White Silence – frequently top the podcast charts in New Zealand. They have won more than 40 awards in New Zealand, London and New York over the past five years and had more than 40 million downloads in 2021. Tim lives in Auckland and is married, with two sons and a dog.

## SESSION 2: INNOVATIONS

11:15 – 11:40 **EBU Bluepilot: podcasts on steroids**

EBU T&I explores how EuroVox, Peach and other technologies used for the News Pilot could be applied to Podcasts, helping Member deliver a better User experience to their audience.



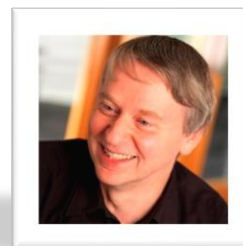
Active since 2012 in the Broadcasting industry, first at RTS the french speaking Swiss National Broadcaster as a software developer, **Sébastien Noir** evolved to lead the development of multiple digital products and mobile applications. He then became the Product Manager of the VOD Platform PlaySRG for Switzerland, coordinating development teams, and delivering multilingual products for the different linguistic region. In 2017, he joined the European Broadcasting Union to work as Product Owner for PEACH, the Personalisation and Recommendation System developed by Broadcasters for Broadcasters. He now acts as head of Software Engineering in EBU Technology and Innovation Department, coordinating teams and developments effort of innovative Services like PEACH, EuroVOX, and the EBU News Pilot (monitoring tool and European Perspective).

11:40 - 12:05 **Building a low-cost digital radio receiver**



**Nigel Fry**, Director of Distribution - BBC World Service produces content in 42 languages, operating direct to home TV services in Arabic and Persian, radio services in 20 languages and producing television programmes in 12 languages. These reach an estimated weekly audience on tv of 131million and 158million on radio through direct transmissions or through a network of 800 partner broadcasters. Nigel is responsible for the aggregation, global distribution and transmission of BBC World Service broadcast programmes and channels. The systems and technologies include scheduling, automation, satellite distribution and transmitters, from low power FM to high power AM (shortwave and medium wave). In some countries BBC World Service radio is broadcast on DAB/DAB+ channels and for a number of years pilot DRM transmissions have been operated to Europe and in Asia.

**Tim Whittaker**, head of audio development – Cambridge Consultants, part of Capgemini Invent, is a world leader in innovation and technology-based consulting, helping ambitious companies achieve the seemingly impossible. From large multinationals to innovative start-ups, our clients trust us to develop breakthrough technologies and solve their most critical, high-risk challenges. With a team of more than 900 staff in Cambridge (UK), Boston, San Francisco and Seattle (USA), Singapore and Tokyo, we have one of the world's largest independent engineering and design development teams. Over the years, we have led the creation of major wireless technologies and developed service platforms that have transformed our clients' businesses. This includes the world's first single-chip Bluetooth radio, radios that manage more than half of the globe's airspace and the most densely packed cellular network in the world, which has revolutionized warehouse automation. Our breakthroughs across diverse markets range from telecoms, IoT and satellite, to healthcare, consumer, audio and automotive. This technical expertise and deep market knowledge also provide the commercial insight that helps our clients navigate the emerging technology landscape and offers the intelligence to underpin their most critical strategic decisions. [www.CambridgeConsultants.com](http://www.CambridgeConsultants.com)



**Matthew Phillips** Matthew is the VP of Marketing for CML Microcircuits Ltd. CML was Europe's first 'fabless semiconductor' company when started 53 years ago. It is now a world leader in high performance, low power consumption IC's for wireless communications. CML specialises in radio frequency (RF) and DSP technology bringing its effective low power design skills to both disciplines. Many Public Safety and life critical communication devices are based on CML's unique technology.

Matthew has worked with wireless semiconductor devices in business strategy, market, and product creation for over 30 years. He has helped companies develop market leading products in the Bluetooth, Wi-Fi, GNSS, and Cellular segments. Matthew aims to use that experience to support Digital Broadcasting for the worlds unconnected. Matthew believes low power, low-cost digital technology can drive social, educational, and commercial benefits in many regions of the world.

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### 12:05 – 12:30 When virtualisation meets radio production

Virtualisation brings multiple opportunities for radio brands to get closer to their audience and flourish in the new media world.



**Benjamin Lardinoit** (OnHertz) is the CEO and co-founder of On-Hertz the Belgian specialist of virtualised production solutions. Combining his passions for live audio and innovation Benjamin is helping media brands get closer to their audience by breaking free from the limitations of legacy hardware environments. <https://www.linkedin.com/in/benjamin-lardinoit-38194a17/>  
<https://www.linkedin.com/company/on-hertz/> [https://twitter.com/on\\_hertz](https://twitter.com/on_hertz)

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### 12:30 - 12:45 Discussion and reflections



**Edita Kudláčová** is the Head of radio at the European Broadcasting Union. She is a senior radio and audio executive with more than 12 years' experience at Czech Radio. Kudláčová took up her position at EBU in March 2021. Prior to that, Edita Kudláčová worked at Czech Radio in 2008, since 2013 as the Head of International Relations in 2013 and her last role was Chief Creative Producer, a post she has held since 2016. She worked both on innovative audio content production as well as radio and audio trends, and has always been cooperating closely with the national and international audio community of producers and innovators. She has won multiple awards in journalism and public service for her work, including the Journalism Award for the best online journalism, and 2018 Prix Europa for the Best Digital Audio Project that the team won for their 1968 Project. Her experience includes extensive collaboration with public service media outlets.

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## SESSION 3: AUTOMOTIVE RADIO



Moderated by **Elisha Sessions** (BBC) worked in digital production and podcast commissioning before joining the BBC's digital partnerships team where he is focused on in-car distribution.

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### 13:45 - 14:10 Case Study: Audience behaviour in car

BBC commissioned a large piece of audience research to understand our audiences needs and barriers to content in car. The research uncovered a complex ecosystem of needs and mediating factors that influence audio choices people make when in-car.



**Aleksandra Gojkovic** (BBC) specialises in audience research in emerging technology and distribution. She delivers industry-leading audience and market insight across areas such as immersive experiences, AI, smart speakers, and more. She has been leading BBC's research into connected cars, ensuring a thorough understanding of audiences is at the heart of decision making

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### 14:10 – 14:25 Radio in cars in Europe today

Analysis of audio and radio in-car listening trends with a main focus on the European markets

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**Matthieu Rawolle** (EBU MIS) After graduating in economics I started to work in the media industry. From a data analyst I became a media analyst. Passionate by music and radio I joined the European Broadcasting Union in 2021 to work specifically on related topics. In the organization's Media Intelligence Service I'm writing reports and helping the EBU's Members anticipate the evolution of the industry and defend the crucial uniqueness and value of public service media.  
<https://www.linkedin.com/in/matthieu-rawolle-1906a4128/>

### 14:25 - 14:50 Powering the connected cars: the key role of the App Stores



**Sergio Sousa** (Faurecia Aptotide Automotive) is Partnership Manager at FAA and joined the company in its very beginning – when the App Stores in connected cars were still a path to be paved. Since then, he has been focused on building a comprehensive and diverse Apps Ecosystem that aims to bring renewed connected experiences to the car manufacturers and their customers.

### 14:50 - 15:15 Exploring the service ecosystem

The performance car brand's electric fastback Polestar 2 was the first car with Google Automotive Services and Android Automotive, providing a platform of easy accessibility to familiar content. Anya will talk about the importance of understanding your audience wants and needs, as well as the value of making use of user data to personalise the experience of radio in the car.



**Anya Ernest** (Polestar) Exploration Lead. Anya is driven by understanding how technology, business, and design interact in order to design meaningful user experiences and creative digital services. She finds inspiration in trying to understand scenarios and how people act in them. In the role she explores now, Anya leads Polestar's explorative work from a service and systemic design perspective through partnerships, student relations and cross-organisational work. She also works with the continuous exploration of the in-car apps within Android Automotive for all Polestar markets. Anya studied Interaction Design at Chalmers University of Technology in Gothenburg, Sweden. She is also a regular participant in panels and podcasts, as well as a regular lecturer at Hyper Island and Yrgo. She is also on the Board of Advisors for Yrgo and Rethink, Karlstad University.

## INTERLUDE: DIGITAL RADIO STRATEGIES

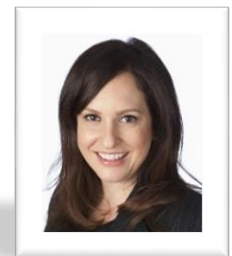
### 15:30 - 15:55 What to do with all of that content?

How the Canadian Broadcasting Corporation packages, publishes and distributes 100 new pieces of on-demand audio a day.



**Kevin Siu** is the Senior Director of CBC Gem and CBC Listen at the Canadian Broadcasting Corporation, where he leads the strategy and product roadmap for the OTT video and audio streaming services. Previous to joining the CBC in 2019, he held several roles at The Globe and Mail, including managing editor, head of digital and head of experience.

**Julie McCambley** is the Senior Manager of Planning & Operations with CBC Listen at the Canadian Broadcasting Corporation. Julie is responsible for driving reach, engagement and revenue by helping to develop the CBC's digital audio strategy and implementing the day-to-day operations that support it. Previous to joining this team in 2019, Julie held several roles within CBC, including head of Network Radio Operations, Operations Manager for CBC North and head of Contingency planning.



## SESSION 4: DISTRIBUTION MATTERS

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Moderated by **Darko Ratkaj** (EBU) At the EBU's Technology & Innovation department I am engaged in collaboration amongst EBU Members and with the industry on strategic issues related to the future distribution of public service media content and services. I am also involved in R&D projects standardisation interdisciplinary technical and regulatory studies and radio spectrum management covering both content production and distribution.

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### 15:55 - 16:10 **Setting the scene – ten things about radio distribution in ten minutes**

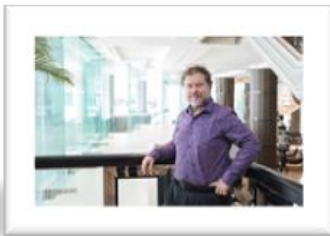
Some quick fire facts and figures around the changing face of radio distribution, as well as more than a few questions.

**Ben Poor** (EBU)

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### 16:10 - 17:00 **The Great Debate: The future of radio distribution**

**Hanns Wolter** (DAB Italia)



**Peter Mac Avock** is Head of Delivery, Platforms and Services, EBU Technology and Development and DVB Chairman. At EBU, he heads the team responsible for innovation projects relating to delivery technologies, spectrum management and software platforms. Amongst other things, he is responsible for spectrum matters and high level projects related to Hybrid Radio and Television including HbbTV, DVB, RadioDNS and others. In July 2016, he was elected Chairman of the DVB Project, and retains a role as co-chair of the HbbTV Requirements Group. He is an Irish national living and working in Switzerland.

**Roland Beutler** has a master's degree in physics from the University of Stuttgart Germany and a PhD degree in mathematical physics from the Max-Planck-Institute for Metal Physics Stuttgart. In 1993 he joined SWR to work in the frequency planning department and is currently responsible for programme distribution strategy. Between 1995 and 1996 he worked at the Università degli Studi di Lecce Italy under a Fellowship of the European Commission. Dr Beutler has been participating in EBU technical activities for more than 20 years and has chaired several EBU groups dealing with the future of broadcast distribution systems. He was chair of the several of EBU's Strategic Programmes and Project Teams. Currently he acts as chairman for the Strategic Programme on Distribution. This group coordinates the engagement of European broadcasters in 3GPP the global standardization organization of mobile technology. Roland Beutler is actively participating in different 3GPP groups to support the requirements of broadcasters for 4G and 5G developments. He is also a member of the Steering Group of the 5G Media Action Group. Roland Beutler is also involved in ITU and CEPT work and has been responsible for several of their working groups both radio and TV related. He participated in RRC-06 WRC-12 WRC-15 and WRC-19. Moreover he has published several articles and four books. <https://www.linkedin.com/in/dr-roland-beutler-5b971333/>



**Lindsey Mack** (BBC)

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### 17:00 - 17:10 **Wrap-up**

**Ben Poor** (EBU)

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