

# Westminster eForum Keynote Seminar: The future of UK digital radio

Timing: Morning, Tuesday, 5<sup>th</sup> April 2011

Venue: Hall of India and Pakistan, Royal Over-Seas League, Over-Seas House, Park Place,  
St James's Street,  
London SW1A 1LR



Agenda subject to change

8.30 - 9.00 Registration and coffee

9.00 - 9.05 **Chairman's opening remarks**  
**Rt Rev The Lord Bishop of Manchester**

9.05 - 9.35 **The prospects for the development of digital radio in the UK**  
*How is the UK radio industry responding to the opportunities and challenges posed by the move to digital radio? What is the future for radio in the UK?*  
**Andrew Harrison**, Chief Executive Officer, RadioCentre  
**Jeremy Vine**, Broadcaster  
Questions and comments from the floor

9.35 - 10.15 **The future of radio - DAB? Internet? Satellite? FM?**  
*Is the Government's decision to make DAB the 'preferred method of radio delivery in the UK' looking premature? What is the current thinking on the technical and financial merits and disadvantages of other delivery methods such as internet, satellite or traditional FM? With the rise of podcasts and Last.fm, and other developments such as Facebook for listeners, what steps are established radio businesses taking to compete with them or to incorporate the propositions they offer into their own services? Is on-demand programming proving to be complementary to or competitive with live broadcasts? What effect is the emergence of new competition and platforms having on traditional radio advertising and the industry's revenue streams?*  
**Daniel Nathan**, Director, Brighton & Hove Radio  
**Mark Rock**, Chief Executive Officer, Audioboo  
**Daniel Rose**, Digital Radio Consultant  
**Jack Schofield**, Ask Jack, Guardian  
Questions and comments from the floor

10.15 - 10.20 **Chairman's closing remarks**  
**Rt Rev The Lord Bishop of Manchester**

10.20 - 10.45 Coffee

10.45 - 10.50 **Chairman's opening remarks**  
**Rt Hon Don Foster MP**, Co-chair of the Backbench Committee for Culture, Media, Olympics and Sport

10.50 - 11.15 **DAB migration - next steps for Digital Radio UK**  
*What are the practical next steps the Digital Radio sectors needs to take to successfully market digital radio migration and deliver a successful switchover?*  
**Ford Ennals**, Chief Executive, Digital Radio UK  
Questions and comments from the floor

11.15 - 12.05 **Overcoming the technical challenges for switchover - who pays for the new waves**  
*What is the progress on agreeing how the financial burden of upgrading the DAB network should be distributed between the BBC, commercial broadcasters and multiplex operators? How is slow consumer demand, and the absence of a definitive switchover date, affecting the network upgrade negotiations? What is the current assessment of the technical challenges to upgrading the DAB network to match FM coverage and reach 90 percent of the population as well as all major roads? What are the implications for the industry of an extended period of dual/triple play content?*  
**Paul Eaton**, Director of Radio, Arqiva  
**Travis Baxter**, Consultant, Content and External Affairs Director, Bauer Media  
**Clive Dickens**, Chief Operating Officer, Absolute Radio  
**Jimmy Buckland**, Director of Strategy, UTV Media  
**Mark Friend**, Controller, Multiplatform & Interactive, Audio & Music, BBC  
Questions and comments from the floor

12.05 - 12.55 **Marketing DAB migration to consumers**  
*What do DAB operators need to do to encourage consumers to upgrade? What lessons can Digital Radio UK take from the digital television switchover and the Freeview offering? Latest assessment of when the 50% listeners switchover trigger is likely to be reached. How successful has been the analogue radio scrappage scheme in encouraging people to migrate? Is the industry closer to establishing a USP for DAB and a compelling message to consumers on replacing their radios? How can greater collaboration be facilitated between retailers, radio operators, car makers and radio manufacturers to promote DAB?*  
**Colin Crawford**, Director of Marketing, PURE  
**Leen Petre**, Chair, Consumer Expert Group on Digital Switchover  
**Gretel Jones**, Consumer Markets Policy Advisor, Age UK  
**Clare Newsome**, Group Editor, What Hi-Fi? Sound and Vision  
**William Rogers**, Chief Executive Officer, UKRD Group  
Questions and comments from the floor

12.55 - 13.00 **Chairman's and Westminster eForum closing remarks**  
**Rt Hon Don Foster MP**, Co-chair of the Backbench Committee for Culture, Media, Olympics and Sport  
**Thomas Raynsford**, Senior Producer, Westminster eForum