

Conference Organisers



RadioAsia 2010

RADIOASIA 2010 CONFERENCE
The Lalit, New Delhi | 22-24 February 2010

Journey to the Digital Land: Addressing Diverse Radio Audiences and Markets

RadioAsia2010 brings together leading radio media practitioners, communication specialists, policy makers, and academics from across the Asia-Pacific and beyond. Eminent speakers, who specialise in various aspects of radio and communications, will share their perspectives. The event consists of a half-day of workshop followed by a two and a half day conference where leading radio experts will deliver papers and presentations.

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RADIO WORKSHOPS
Day 1: 22 February 2010 (Monday)

Four workshops on specific subjects of topical interest

Workshop 1 09:30-11:00

The 10 great elements of great FM radio

Facilitator: Jochen Lukas and Wolfram Tech, Broadcast Partner, Germany

Winning strategies, creative programming ideas and promotions, adequate music profiling, top presenters and listeners returning back every single day: How to be the best in the market? How to compete with other radio stations? There are success factors for doing great radio. Wolfram Tech and Jochen Lukas from the broadcast partner will show you 10 of the most important elements of great FM radio. Together with you among other things they will work out:

- what successful programming means
- how to create a winning morning show
- how to find creativity inside the station
- how to choose the music that your listeners like the most
- how to develop funny, entertaining and money making promotions
- how to be relevant
- how you care about your listeners
- how to get the image that you care about your listeners
- how to develop your radio station as a brand
- why radio?

Workshop 2 09:30-11.00

New digital programmes

Facilitator: Digital Radio Mondiale Consortium (DRM)

Digital radio will change how we conceive radio programming. Programmers have to address how digital radio delivery technologies, such as the DRM, are compelling them to think new and innovative ways to exploit their full potential and ways to achieve the multimedia synergy. Discussions will be focused on new digital radio programming, additional text messages, electronic programme guides, visuals and slideshows, interactivity, Journaline, traffic, weather, disaster alerts and programming that sounds good in surround sound.

Workshop 3 11:30-12:30

This is about audience response: Modern research tools

Facilitator: Mark Neely, The Nielsen Company

The current methods of radio audience measurement offer a wealth of data about listener preferences; not only when they listen, but how they listen including details on their switching habits and detailed demographic and lifestyle information.

This workshop will focus on the current research tools available to the Industry and examine methods of interrogating the available data for sales and programming.

Workshop 4 11:30-12:30

Engaging the audience - Training for hosts of audience participation programmes

Facilitator: Thorsten Karg, Deutsche Welle, Germany

Workshops Conclude

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CONFERENCE PROGRAMME

As radio broadcasting continues to evolve and develop, one of the approaches is the creation of ever greater numbers of options for listeners. Experience shows that audiences do not really mind which platform to access content from. Consumers need to be “grabbed” by the content otherwise they will just hit the button to jump elsewhere. How can radio broadcasters be where the action is? How to get the attention of the audiences?

Content being the key driver, it is imperative to stand out from the crowd and offer content that makes listeners want to hear till the end of whatever grabs their attention. Digital radio provides many possibilities for new content applications together with a host of data based services and even graphics and still pictures – visual radio.

With developments in radio unfolding in India at a rapid pace, it is opportune to address current pressing issues facing the resurgent commercial radio industry there. Among the challenges facing the Indian commercial radio environment are need for content diversity, brand establishment, access to frequencies, stable revenues, and the need to offer actuality programming.

With a focus on India, Radio Asia 2010 will explore the diversity of the radio scene in Asia, where new technologies and broadcast regulation regimes are providing greater choices for the radio industry to become both entertainers and educators of the community.

Day 1 : 22 February 2010 (Monday)
Opening Session 14:00-15:00

Opening

Emcee: Ms Piya Ahuja

Welcome Remarks

David Astley, Acting Secretary-General, Asia Pacific Broadcasting Union

Dr. Sundeep R. Muppidi Secretary General, Asian Media Information and Communication Centre

Address by Principal Sponsor

Ms Ruxandra Obreja, Chairperson, DRM Consortium, London

Opening Address

Baljit Singh Lalli, Chief Executive Officer, Prasar Bharti, India

Challenge for radio: Addressing diverse audiences and markets

Industry Keynote: Jan Hoek, Director General, Radio Netherlands Worldwide
International broadcaster's perspective on Indian Landscape of Radio cooperation

Refreshment Break 15:00-15:30

Session 1 15:30-17:00

Ready for digital future? Radio we know is ending!

Chair: Ms Kudsia Kahar, General Manager, AMP Radio, Malaysia

- **How cost efficient digital technology will help draw listeners back to radio** – Ms Joan Warner, Chief Executive Officer, Commercial Radio Australia (CRA)
- **Innovation of Digital Radio in Japan - Mobile Multimedia Broadcasting in VHF band** –Mr. Masayuki Takada, Senior Research Engineer
Science & Technology Research Laboratories, NHK
- **A strong radio industry: Private and public broadcasters and the governments working together to implement digital radio** – Mrs Zohra Chatterji, Joint Secretary, Broadcasting, India

- **Radio in Iran: Is it ready for digital future?** – Mohammed Hossein Soufi, Vice-President, Radio, IRIB, Iran
- **How can digital technology make radio relevant to mass audiences-** Mark Bunting, Head of Strategy, BBC Global News Division

Session 2 17:00-17:45

Chair: Basharat Ahmed Khan, Controller Media Centre, Indira Gandhi National Centre for the Arts (IGNCA)

- **The rise of Green Radio** – Parni Hadi, President Director, RRI, Indonesia
- **“Lights-Out” makes progress: Plans for 2010** – Jun Ogawa, TBS, Japan
- **Low cost and fuel saving in digital radio** – Jochen Huber, CEO, Transradio Sender Systeme, Berlin

Day 2 : 23 February 2010 (Tuesday)
Session 3 09:00-10:30

Digital radio services and innovation in content

Chair: Grahame Lucas, Head of South Asia Service, Deutsche Welle

- **Radio news online** – Prashant Pandey, Executive Director, ENIL / Radio Mirchi, New Delhi
- **Digital innovation in content** – Alexander Zink, Fraunhofer IIS, Germany
- **Enhancing user experience through digital radio** - Daniel Karlsson, Vice President Sales, STREAMTHEWORLD, Switzerland
- **New platforms for radio content and commercial opportunities** – Ms Kudsia Kahar, General Manager, AMP Radio Networks, Malaysia
- **Formats and audience measurement** – Mark Neely, The Nielsen Company

Session 4 11:00-12:30

How we became ‘Top of the market’

Chair: Simon Spanswick, Chief Executive, AIB, London

- **Broadcast Partner, Germany** - Jochen Lukas and Wolfram Tech
- **Media Prima, Malaysia**- Seelan Paul, Chief Operating Officer
- **AIR** – Ms Vijaya Chabra, Deputy Director General
- **AMP Radio, Malaysia** - Dato’ Borhanuddin Osman, Executive Director
- **Radio Mirchi, India**– Tapas Sen, Chief Programming Officer
- **BBC ,London**- Neil Curry, Head of Business Development for The Asia Pacific Region

Lunch 12:30-14:00

Session 5 14:00-15:30

Commercial FM radio in new markets - The challenges

Chair: Ms Elizabeth Smith, Secretary-General, Commonwealth Broadcasting Association, UK

- **News adds value to commercial radio** - Ms Nisha Naraynan, Senior Vice President, Programming and Projects, RED FM.
- **How does the commercial FM radio market measure up in India?** –Pradeep Hejmadi, Senior Vice President, TAM Media Research Pvt. Ltd.
- **Digital radio and brand promotion** – Kathryn Brown, Strategic Development, Commercial Radio Australia
- **Place of radio in the new media mix** – Andrew Flynn, Director, International Broadcasting, CVC, UK
- **Internet radio: Ever growing diversity and capabilities** - Jean-Paul de Vooght, Solution Specialist, STREAMTHEWORLD

Different roles of community radio

Chair; Louie Tabing, Tambuli Community Radio, Philippines

- **Thrust of community radio development in India** - R. Sreedher, Director, Commonwealth Educational Media Centre for Asia
- **Economically viable model for community radio** – Ishwar Singh Mehla, Director, Broadcast Engineering Consultants India Ltd (BECIL), New Delhi
- **Government funded community radio** - P. Pavitharan, formerly with Kothmale Community Radio, Sri Lanka
- **Role of community radio in disaster reduction** – Mike Adams, Rapid Response Radio Unit, Coordinator Health Communication Resources, UK
- **Economic viability of community radio in the Philippines**-Kalinga Seneviratne, AMIC, Singapore

Day 3 : 24 February 2010 (Wednesday)

Session 7 09:00-09:45

Special Session: Digital technologies in radio

Moderator: Ms Joan Warner, CRA

- **Low-cost to multi-featured digital radios-** T.V.B.Subrahmanyam, Senior Programme Manager, Analog Devices, India
- **Quality broadcast in medium wave using DRM digital technology-** Matthias Stoll, Thomson Broadcast and Multimedia, Germany
- **Why digital radio: Is it necessary for survival of radio?** - Vineeta Dwivedi, Project Director, DRM

Session 8

09:45-11:00

Focus on Indian radio industry: Reshaping radio broadcasting environment

- **Implementing digital radio – Is the Indian industry ready to handle it?** – M.C. Aggarwal, Chief Engineer, AIR
- **Radio - expanding in FM radio in India : Building up opportunities for digital radio-** P. S Sundaram, Managing Director, Technomedia Solutions, New Delhi
- **How do the market differences influence programming content-** Indu Shekhar, Business Development Manager for India, BBC
- **How will digital radio reshape the radio broadcasting environment** – R. Narasimha Swamy, JGM, BECIL, India
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Session 9

11:30-12:30

Panel Discussion: Change management in radio industry

Moderator: David Astley, ABU

Whether it's caused by cuts to budgets, changes to the regulatory environment, internal restructuring or market changes - we all have to deal with it. A panel discussion about what worked, what didn't, the pitfalls and the rewards.

Lunch

12:30-14:00

The continuing relevance of Public Service Broadcasting

Chair: Dr Sundeep Mupiddi, Secretary-General, AMIC

- **A world perspective on PSB around the Commonwealth**-Ms Elizabeth Smith, Secretary General, Commonwealth Broadcasting Association, UK
- **Radio Midnight Express-Role of public service radio in Japan** –Mikio Watanabe, Senior Producer, NHK , Japan
- **Providing a crucial service to remote communities –**
- **Radio Sagarmatha: From community radio to Public Service Broadcasting** – Ghamaraj Luitel, Station Manager, Radio Sagarmatha, Nepal

International radio and public service

Chair: Kalinga Seneviratne, Head of Research, AMIC

- **Sending quality audio feeds from “Anywhere”**- A J Janitschek, Director, Programme & Operations, Radio Free Asia
 - **Training PSBs in content production for education**- Steve Ahern,
 - **Connecting overseas workers with the homeland** – Ms Evelyn Agato, Radyo Pilipinas
 - **PSB radio as part of formal education system** – Dr. Rajamani Chellamuthu, Head, South Asia Division, Astro, Malaysia
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