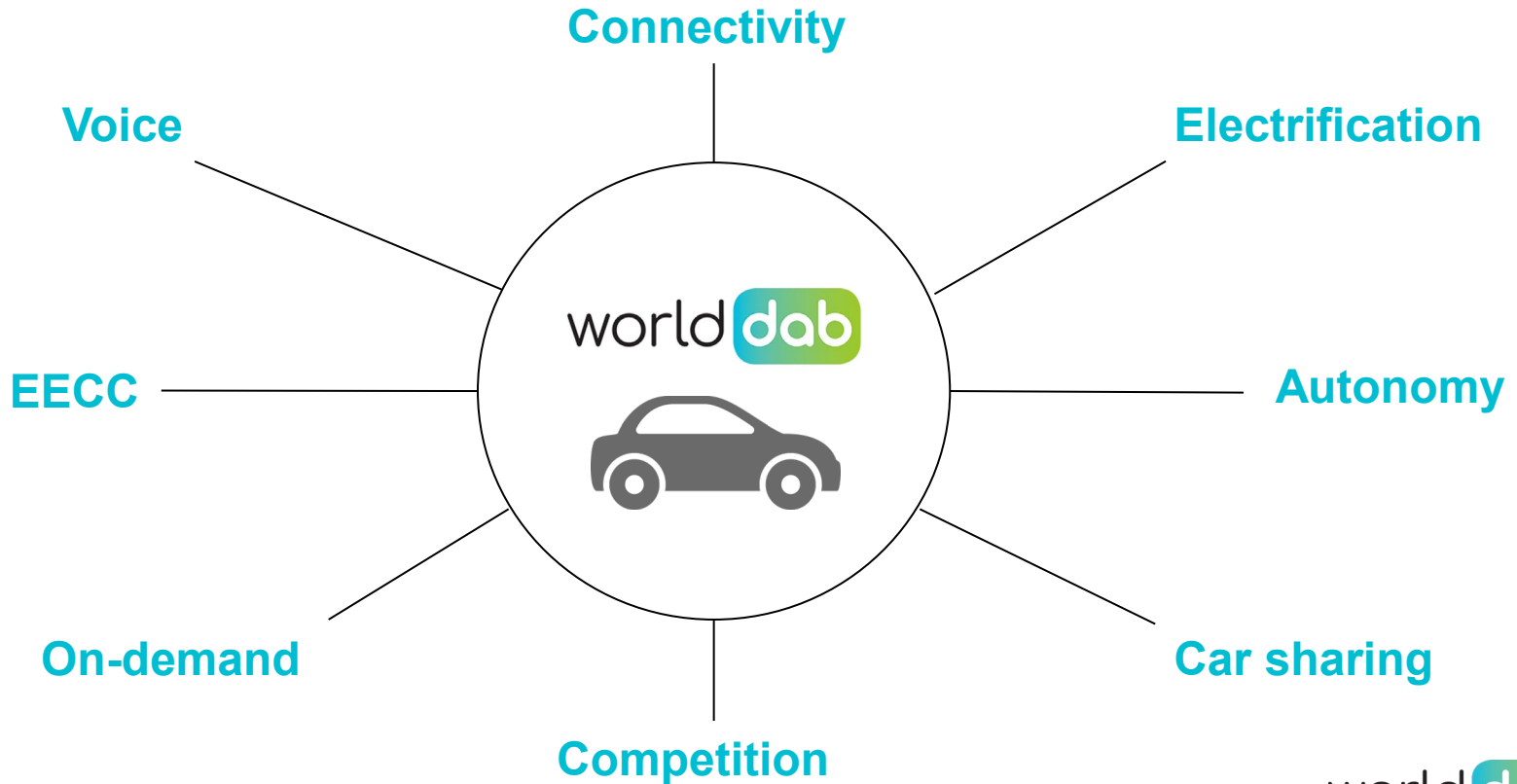


Collaboration between broadcasters and the auto sector

World DAB Automotive Group
Laurence Harrison, Chairman

Create a brilliant digital radio experience

We must respond to the same trends and opportunities



WorldDAB is collaborating in two main areas to keep radio strong ⁴

User Experience

UX Guidelines

DAB Test Routes

Aftermarket UX



Future vision

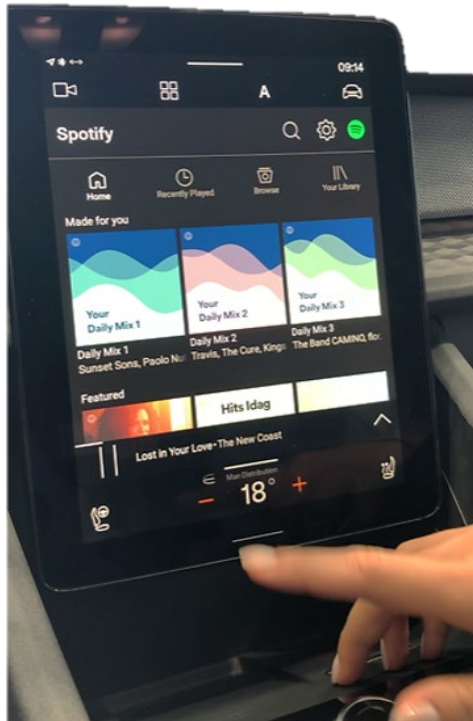
Richer visuals

Content discovery

Seamless device transition

Personalised experience

Broadcaster Metadata is vital for Radio's future in-car



Our new project will highlight the importance of Metadata



Thank you