

DRAFT PROGRAMME
“Expertenforum – Digitalradio im Auto”
“Expert forum – Digital radio in cars”

Moderator: Thomas KUSCHE, TISA

13:30-14:00	Registration & Networking
14:05-14:15	Welcome address Speaker: TBC
14:15-14:30	Digital radio and why it is so important (for the German market) Short introduction with description of digital-radio-value for commercial radios especially with regard to commercial exploitation. Speaker: TBC
14:30-14:45	Digital radio is more than just audio What opportunities does digital radio offers for a public broadcaster? What is the network development and how does the roadmap for the next two years look like? Speaker: Sebastian Kett, ARD project office
14:45-14:55	Q&A
14:55-15:10	Potentials and challenges of digital radio for OEMs The digital radio launch in 2011 was an earthquake. Which take rates exist, what are the OEMs plans for the next years and which (dealer-fit, aftermarket) solutions exist? Speaker: TBC
15:10-15:20	Q&A
15:20-15:35	Everything possible with in-car multi-band chipsets Digital radio, FM and Internet ... everything in one radio. How can this be achieved? Speaker: Sebastian Schreuder, NXP
15:35-15:45	Q&A
15:45-16:00	TPEG – safety relevant content for free Impact of the EU directive for the free provision of safety-relevant content. Speaker: Rainer Biehn
16:00-16:10	Q&A
16:10-16:25	Digital radio development in Europe and worldwide Digital radio is not only a German story. Country update on the most important markets in Europe (and world-wide). Speaker: Patrick Hannon, WorldDMB
16:25	Open discussion/Networking