



## WorldDMB Car Manufacturer Workshop

Germany, 27<sup>th</sup> May 2009

### *Draft Programme*

#### Wednesday, 27<sup>th</sup> May 2009

10:00-10:30 Workshop Registration

10:30-10:35 Welcome

Quentin Howard (WorldDMB)

#### Session 1: Digital Broadcasting in Europe

10:35-10:40 Introduction

10:40-10:50 **Switzerland**

Services, multimedia, coverage, future plans

10:50-11:00 **Germany**

Services, multimedia, coverage, future plans

11:00-11:10 **Nordic Countries**

Services, multimedia, coverage, future plans

11:10-11:20 **France**

Services, multimedia, coverage, future plans

11:20-11:30 **UK**

Services, multimedia, coverage, future plans

11:30-11:40 **Italy**

Services, multimedia, coverage, future plans

11:40-12.15 **Round Table on Country implementation**

- Regulation & EU policy
- Analogue Switch off
- Roadmaps
- Q&A

12:15-13:15 Networking Lunch

Quentin Howard (*WorldDMB*)

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**Session 2: The Car Industry and digital radio**      **Gerald Spreitz, Robert Bosch GmbH (TBC)**

- 13:15-13:25      **State of the Car Nation**  
Where is the car market today, what is the future of the information system in cars
- 13:25-13:35      **How to get music into the car**  
What is required to get digital radio in the cars of tomorrow, how has the infotainment system developed, what is the roadmap, future plans
- 13:35-13:45      **Digital radio applications for the car market**  
What is the roadmap for applications such as TPEG, Roadmap, services available, convergence of broadcasters & the car market
- 13:45-13:55      **Navigation & Infotainment Systems**  
What is the future for digital radio as a part of the navigation and Infotainment systems
- 13:55-14:05      **Multistandard chips for the car industry**  
Some of the problems chip manufacturers face in the car industry as part of the infotainment system
- 14:05-14:15      **Broadcast vs. Connected**  
An overview of the different types of content delivery system currently available to the car sector
- 14:15-15:15      **Round Table on Car implementation**
  - Automotive specific issues
  - Roadmap
  - Navigation
  - Traffic & Travel Information
  - Standard vs. Optional feature
  - Q&A
- 15:15-16:00      Coffee

**Session 3: Receiver Profiles and the Car Industry**      **Lindsay Cornell, BBC (TBC)**

- 16:00-16:15      **Specifying Receiver Profiles**  
How to make the Profiles relevant to the car industry, What's the car industry's view. Where the Profiles will differ from fixed receivers
- 16:15-16:30      **Implementing Receiver Profiles—a roadmap**  
What's required and what's the roadmap
- 16:30-16:45      **Use Cases for the Car Industry**  
How to implement the different profiles. What are the broadcasters planning for mobile digital broadcasting?
- 16:45-17:30      **Concluding Round Table**
  - Receiver Profiles for the car market?

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- Broadcaster/Car manufactures views
- Looking at the future of the Profiles
- Conclusion

17:30

End of Workshop

Networking Event – details to be confirmed