



# WorldDMB Car Manufacturer Workshop

Holiday Inn, Munich, Germany, 7<sup>th</sup> July 2010

*Sponsored by – STMicroelectronics*

## Agenda

### Wednesday, 7<sup>th</sup> July 2010

10:00-10:30	Workshop Registration	
10:30-10:35	Welcome	WorldDMB/STMicroelectronics

#### Session 1: DAB Family Development in Europe

**Chairperson:**

10:35-10:40	Introduction	
10:40-10:50	<b>Germany</b> Services, multimedia, coverage, future plans, marketing of digital radio	<i>Thomas Wachter, Media Broadcast</i>
10:50-11:00	<b>UK</b> Services, multimedia, coverage, future plans, marketing of digital radio	<i>Tony Moretta, DRUK</i>
11:00-11:10	<b>Italy</b> Services, multimedia, coverage, future plans, marketing of digital radio	<i>Hanns Wolter, Club DAB Italia / Eugenio La Teana, RTL (TBC)</i>
11:10-11:20	<b>France</b> Services, multimedia, coverage, future plans, marketing of digital radio	
11:20-11:30	<b>Nordic Countries</b> Services, multimedia, coverage, future plans, marketing of digital radio	
11:30-11:40	<b>Eastern Europe Overview</b> Services, multimedia, coverage, future plans	<i>WorldDMB</i>
11:40-12.15	<b>Round Table on Country implementation</b> <ul style="list-style-type: none"> <li>➤ Receivers</li> <li>➤ View from the broadcasters</li> <li>➤ Analogue Switch off &amp; Regulation</li> <li>➤ The European Commission &amp; it's plans</li> <li>➤ Q&amp;A</li> </ul>	

12:15-13:15      Networking Lunch

## Session 2: Automotive digital development

Chairperson:

13:15-13:25      **Digital Radio where are we now?**      *VDA (TBC)*

A year on from the publication of the French Law on receivers where is the car industry in terms of development of digital radio as standard in car

13:25-13:35      **Traffic & Travel Information**      *Bev Marks, TISA Forum*

TPEG is seen as the killer App for the car industry in terms of digital radio roll out in cars. But at what stage is the TPEG specification

13:35-13:45      **Are we on the same wave-length?**

What technical innovations within the car sector are dominating the here and now and how will this impact broadcasters

13:45-13:55      **We supply what you need...**      *STMicroelectronics*

Where is the current status of the semi-conductor business in ensuring that in-car digital radio moves forward

13:55-14:05      **The after market device can it serve the car-park**

one of the problems chip manufacturers face in the car industry as part of the infotainment system

14:05-14:15      **Looking to the future through the crystal ball**      *Joanne Blight, Strategy Analytics*

Where are we now and where do we think we will be in the future the key questions every sector has to ask

14:15-15:15      **Round Table on Car implementation**

- Automotive specific issues
- Traffic & Travel Information
- After market saviour or slayer
- Q&A

15:15-16:00      Coffee

## Session 3: Broadcasters & Automotive Working Together

Chairperson:

16:00-16:15      **Together we can make radio the future**

With rapidly changing technology advances how do two industries which rely on stability of standards, quality and consumer satisfaction look in the future

16:15-16:30      **Mobile and the future**      *David Levine, IT IS*

The push for cellular: why lack of DAB ubiquity is

pushing automotive OEMs towards a technology they don't like

16:30-16:45

**When two industries collide**

How can the two industries work more closely together to the benefit of both

16:45-17:30

**Concluding Round Table**

- Broadcaster/Car manufactures views
- Looking at the future and closer co-operation
- Conclusion

17:30

End of Workshop

Networking Event