

# AGENDA

## Opening address

Patrick Hannon, President, WorldDAB and Vice President  
Corporate Development, Frontier Silicon



Patrick Hannon

09:15 - 10:10

## Session 1

### Keynote speeches

In a watershed year for DAB with the switch-off of FM in Norway, a key area of focus is DAB in cars, with the need for cars in all European markets to be equipped with digital radio as standard. This high-level session looks at what each market is proposing for the future of digital radio.

#### Digital radio in the car – Germany

Siegfried Schneider, President, Landesmedienanstalten (DLM)  
Nathalie Wappler Hagen, Chair of ARD Radio Committee

#### Digital radio in the car – United Kingdom

Ford Ennals, Chief Executive Officer, Digital Radio UK

#### Digital radio in the car – Norway

Rune Hafskjær, Chief Digital Officer, P4

#### Digital radio in the car – France

François-Xavier Bergot, Deputy Head of Radio Directorate,  
Conseil supérieur de l'audiovisuel (CSA)

#### Digital radio in Europe

Helwin Lesch, Steering Group Board Member, European Digital Radio Alliance (EDRA)



Siegfried  
Schneider



Nathalie  
Wappler Hagen



Ford  
Ennals



Rune  
Hafskjær



François-Xavier  
Bergot



Helwin  
Lesch

## Digital radio in the car today – key market overviews

Over the past 12 months, DAB+ development has accelerated in key markets in Europe. This session will look at these developments, with a specific focus on the automotive market.

**Moderator:** Patrick Hannon, President, WorldDAB and Vice President Corporate Development, Frontier Silicon

### Automotive country updates

Laurence Harrison, Market Development Director, Digital Radio UK

Jacqueline Bierhorst, Project Director, Digital Radio Netherlands

Hanns Wolter, WorldDAB Regulatory and Spectrum Committee Chair and Technical Director, DAB Italia

Tobias Enné, Spokesman, National Digital Radio Campaign, Primitime

Michael Reichert, Future Radio Development, Bayerischer Rundfunk

René Wehrin, Project Manager, Digitisation and Convergence, OFCOM

Jean-Marc Dubreuil, Programme Manager, WorldDAB



Patrick  
Hannon



Laurence  
Harrison  
United Kingdom



Jacqueline  
Bierhorst  
The Netherlands



Hanns  
Wolter  
Italy



Tobias  
Enné  
Denmark



Michael  
Reichert  
Germany



René  
Wehrin  
Switzerland



Jean-Marc  
Dubreuil  
France

## Digital radio in the car today – technology trends

The future of radio seems assured, but how are trends in technology changing the way that drivers can listen to radio. This session looks at hybrid radio, radio in the connected car and traffic information services over digital radio. It also looks at the usability of digital radio and how broadcasters and the digital radio industry are working towards a more standard way of delivering and showing information in the car.

**Moderator:** Arjen Bongard, Editor in Chief, automotivET International

### In-car hybrid radio

Christian Winter, Development Engineer Connected Radio, Audi

### Digital radio usability and the user interface: Update from WorldDAB User Experience Working Group & release of report on user experience research

Laurence Harrison, Market Development Director, Digital Radio UK

### DAB network coverage planning

Hanns Wolter, WorldDAB Regulatory and Spectrum Committee Chair and Technical Director, DAB Italia

**Panel Moderator:** Arjen Bongard, Editor in Chief, automotivET International

### Panel discussion

- Christian Winter, Development Engineer, Connected Radio, Audi
- Laurence Harrison, Market Development Director, Digital Radio UK
- Hanns Wolter, WorldDAB Regulatory and Spectrum Committee Chair and Technical Director, DAB Italia



Arjen  
Bongard



Christian  
Winter



Laurence  
Harrison



Hanns  
Wolter

## Digital radio in the car in 5 years

Broadcasters support digital radio and no longer see internet radio as a competitor – more of a complement. Both the audio industry and the automotive industries are changing rapidly, faster than many previously predicted. How will radio in the car be affected in the near future by these rapid changes, especially with new players in the audio market and the changes in driving and listening habits?

**Moderator:** Nick Piggott, Project Director, RadioDNS

### Digital radio sales today and a look to the future

Thomas Glassenhart, Customer Services Manager, Europe, JATO Dynamics

**Panel Moderator:** Nick Piggott, Project Director, RadioDNS

#### Panel discussion:

- Benjamin Poor, Project Manager, Technology & Innovation, EBU
- Florian Franz, Manager Entertainment and Antennas, BMW
- Gereon Joachim, Vice President, Business Development Europe, XPERI



Nick  
Piggott



Thomas  
Glassenhart



Benjamin  
Poor



Florian  
Franz



Gereon  
Joachim

## Digital radio in the car in 10 years

In the longer term, there are many technology developments that will affect driving. Among these are autonomous cars. This session looks at how radio may look and sound in the autonomous vehicle. How will longer-term media trends potentially affect how radio is listened to and what would this mean for the driver?

**Moderator:** Mark Friend, Controller, BBC Radio and Music Multiplatform

### What will radio look and sound like in the autonomous car?

Caroline Grazé, Managing Director, Radioplayer Deutschland

### How does radio evolve alongside long-term innovations in the car?

Arjen Bongard, Editor-in-Chief, automotiveIT International

### Insights from an in-car product manufacturer

Damien Brion, Senior Engineer, Project Manager, Clarion Europe SAS

**Panel moderator:** Mark Friend, Controller, BBC Radio and Music Multiplatform

### Panel discussion

- Caroline Grazé, Managing Director, Radioplayer Deutschland
- Arjen Bongard, Editor in Chief, automotiveIT International
- Damien Brion, Senior Engineer, Project Manager, Clarion Europe SAS



Mark  
Friend



Caroline  
Grazé



Arjen  
Bongard



Damien  
Brion

## Digital radio data and the driver

DAB is both versatile and there to provide a service to drivers. With overloaded networks and more connected cars, how can DAB be used in the context of the big data issues that OEMs face? And is the message about digital radio getting to the consumer? This double session looks at two areas that are important in the development of DAB digital radio.

**Moderator:** Jacqueline Bierhorst, Project Director, Digital Radio Netherlands

**Panel moderator:** Ronald Haanstra, CEO MTVNL and Vice President, IDAG

### Panel discussion

**Is DAB+ the solution for big data and how can DAB technology be used to create other opportunities for the car industry?**

The automotive industry is experiencing an explosion in the amount of data that is generated and processed, with predictions of 250 million connected cars on the road by 2020. This panel looks at the benefits of using a hybrid (4G/5G and DAB+) system to fulfill demand and at other systems which offer opportunities for the car industry.

- Carsten Friedrich, Account Director Automotive Services, Mediamobile
- Rainer Biehn, Technical Manager, Bayerischer Medien Technik
- Martin Speitel, Group Manager Infotainment, Communication Systems Division, Fraunhofer Institute for Integrated Circuits IIS



Jacqueline  
Bierhorst



Ronald  
Haanstra



Carsten  
Friedrich



Rainer  
Biehn



Martin  
Speitel

**Panel moderator:** Jacqueline Bierhorst, Project Director, Digital Radio Netherlands

## Panel discussion

**Radio and the consumer – is the digital radio message reaching the driver and what more can be done?**

One key area in the development of digital radio in the car should be with the driver. How is the driver's relationship with radio changing as radio goes digital and what has been done to make this transition smooth? What can be done to help drivers get ready for the roll-out of digital radio across Europe?

- Paul Smith, Chief Executive Officer, Pure International Limited
- Eugenio La Teana, Head of Research and Development, RTL 102.5 Hit Radio
- Hans Christian Andersen, Chief Executive Officer, Sahaga AS

## Closing remarks

Patrick Hannon, President, WorldDAB and Vice President Corporate Development, Frontier Silicon



Jacqueline  
Bierhorst



Paul  
Smith



Eugenio  
La Teana



Patrick  
Hannon



Hans Christian  
Andersen



Networking drinks  
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