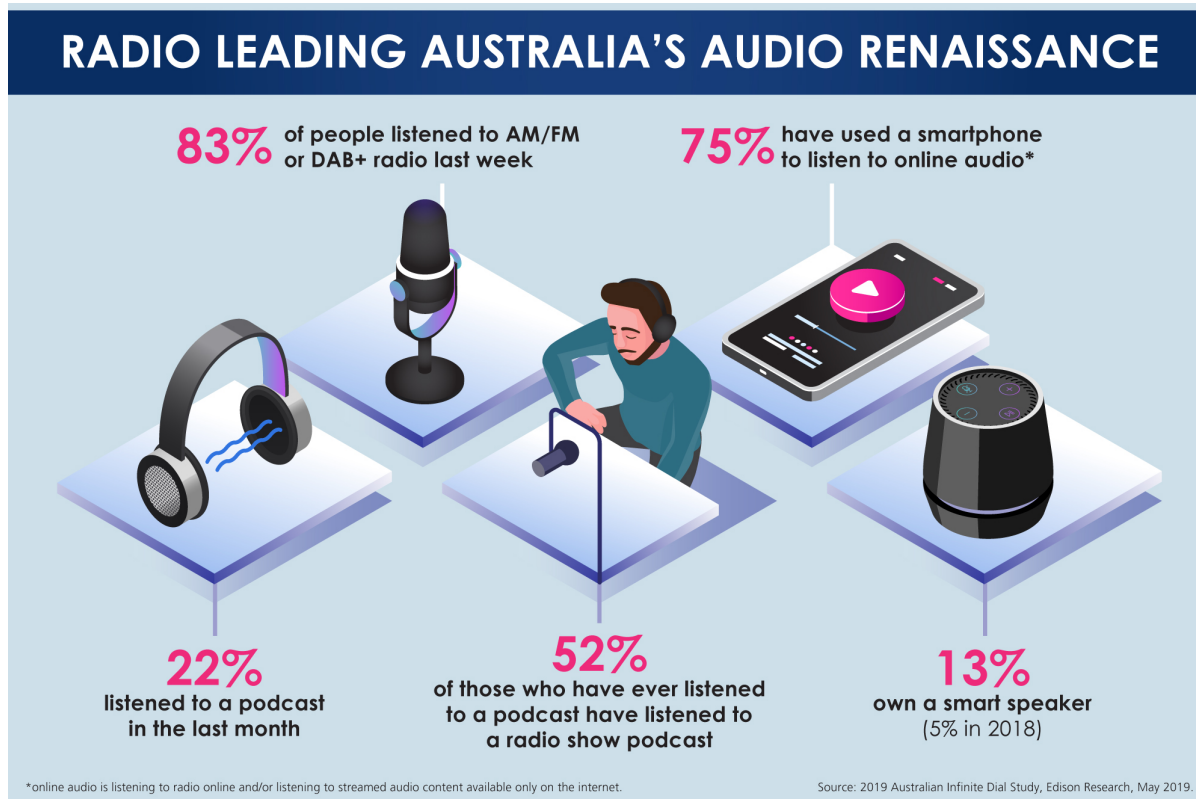


Digital radio and voice controls: threat or opportunity?

Joan Warner, Asia Pacific Chair, WorldDAB &
CEO, Commercial Radio Australia

WorldDAB Automotive 2019, Turin



RadioApp – your favourite stations wherever you are

- Industry RadioApp includes more than 300 Australian commercial and public radio stations
- 500,000 downloads
- Integrated with Apple CarPlay and Android Auto



RadioApp for Alexa

- Radio was not working as well as it could on smart speakers
- RadioApp for Alexa launched in November
- Listeners can ask any Alexa-enabled device to start playing any of the stations on RadioApp using their voice



Radio in the car

- Radio is the most popular form of entertainment in car
- Broadcasters must be proactive in educating car manufacturers and tech companies on the value radio brings to their products
- Car displays are getting larger
- WorldDAB's guidelines for automakers outlines how radio should be easily found and displayed in the multimedia system
- Allows for station logos, program information, internet integration and voice control of radio



Voice technology a perfect fit for radio

- Move to using voice to control the Internet of Things
- Hybrid digital radio and voice control has the potential to open up a richer, easier and safer radio experience in the car
- Radio is the audio expert and must be a central part of this innovation

