

The car market worldwide – an OEM perspective

WorldDAB Automotive Conference 2022 // Martin Koch

The WorldDAB Automotive Working Group

The User Experience Working Group
works on improving the user interface for
in-car digital radio.

The Aftermarket Devices Working Group
supports manufacturers and promoters of
DAB+ automotive aftermarket products.



Chairman:
Martin Koch,
Volkswagen CARIAD,
Germany



UX Group Chairman:
Gregor Poetzsch,
Volkswagen CARIAD,
Germany



AMD Group Chairman:
Roberto Moro,
SRG SSR,
Switzerland

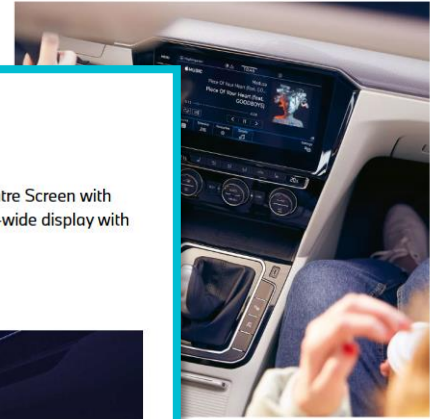
Radiodays Europe 2022 – Volvo positions themselves as “online only” brand, Volkswagen continues broad portfolio



The car industry - Partnering with big-tech

Medien-Streaming

Die Streaming-Dienste Apple Music und Tidal stehen Ihnen nun auch direkt und einfach über das Infotainment-System Ihres Volkswagen zur Verfügung*.



05/19/22 | Ingolstadt | Company


Audi adds Apple Music t



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BMW Theatre Screen brings cinematic experience into the vehicle.

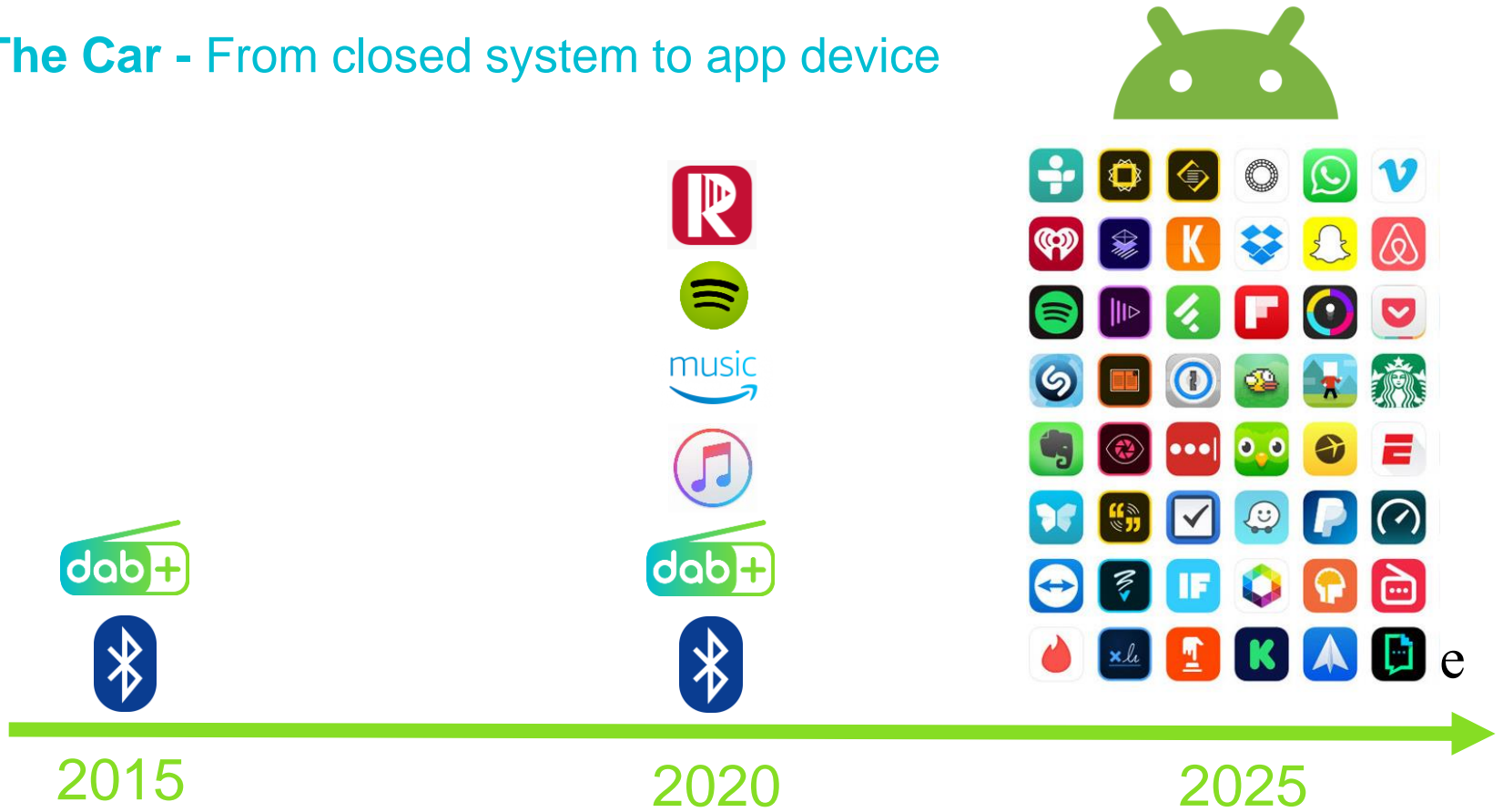
05.01.2022 PRESS RELEASE TDP 

+++ BMW previews in-car entertainment of the future on the occasion of CES 2022 +++ BMW Theatre Screen with Amazon Fire TV built-in +++ Theatre mode turns vehicle fund into cinema lounge +++ 31-inch ultra-wide display with resolution up to 8K +++

#Technology - #Las Vegas - #Infotainment, Control Concepts - #America



The Car - From closed system to app device



NAB Pilot & WorldDAB Android Automotive Radio Initiative – Make DAB support compelling of of the box



Key Takeaways

- Position of DAB+ in the car was never more solid than today / FM starting to be on danger
- Cinema Screens and Video Services are launching in premium class
- Android automotive provides broadcasters the opportunity to extend offers by an own in-car app
- WorldDAB is supporting initiatives to make DAB support in Android automotive compelling
- Music and radio is key in the car

Thank you!