

DRAFT PROGRAMME

WorldDAB Automotive 2018

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SESSION 1 European Governments support for DAB+ digital radio

Digital radio development is being moved forward by the political support of governments around Europe and the European Commission. At a political level it is understood that radio is going digital and that the platform on which it will go digital is DAB+. This first session focuses on the governments around Europe and their support for DAB+.

SESSION 2 Digital radio market focus

The European market for DAB+ remains at different stages in different countries. Focusing on each market, this session will give an overview on: the number of new cars with digital radio as standard, the road coverage in the market, the number of new stations on-air for drivers, the market efforts by broadcasters with regard to automotive and the key headlines within the market.

SESSION 3 Digital radio and the User Experience

Radio is simple turn on, tune in, listen. But how do we keep radio simple and safe for the driver in the future? The experience of using digital radio in the car must offer the driver more but continue to offer a user experience which adheres to the simplicity which drivers have come to expect from radio. This session looks at how the car and broadcast industries are working together to ensure digital radio remains easy to use and distraction free.

SESSION 4 Digital radio and the connected car

Having a connected car opens up listening opportunities for drivers but what are they listening to and how are they connecting? What does the non-broadcast connection mean for the broadcaster and how is the wave of voice controls affecting the auto and broadcast industries?

SESSION 5 Digital radio in the dashboard

This session will look at the competition digital radio faces today and in the future. Will radio be designed out of the dashboard, could the future of audio in cars mean radio is no longer part of the listening experience in the car? How is listening changing with podcasts, live radio etc and how will this affect digital radio development in the car?

SESSION 6 Digital radio performance and technical focus

Listening to the radio in the car needs to give the driver an audio experience similar to that in the home, which presents a myriad of challenges in a metal box travelling at speed. The only way to overcome these challenges is when broadcasters and automotive manufacturers work together. This session looks at the work being carried out on receivers, antennas and coverage to ensure the driver really hears their favourite station!

NETWORKING DRINKS