

WorldDAB Automotive 2018

15 May, Holiday Inn City Centre, Munich, Germany

08:30

REGISTRATION

SESSION 1 DAB+ digital radio – the core platform for radio in Europe

As more and more are digitising radio it is clear that the future core platform for radio across Europe is DAB+. Cross industry collaboration is delivering good coverage, an exciting content proposition to the listener and receivers are readily available for both the car and in the home. Progress is enhanced by strong political support for digital radio, both at the national and European levels.

Session chair: Patrick Hannon, President, WorldDAB

09:00 – 09:15 **DAB+ the core platform for Europe**
Patrick Hannon, President, WorldDAB

09:15 – 09:30 **DAB+ in Germany**
Martin Wagner, Chairman of the ARD Radio Commission and Director of Radio, Bayerischer Rundfunk

09:30 – 09:45 **DAB+ in France**
Francois-Xavier Bergot, Deputy Head of Radio Directorate, Conseil Supérieur de l'Audiovisuel (CSA)

SESSION 2 Digital radio – key markets focus

European markets are at different stages in the adoption of DAB+. This panel discussion will cover key headlines on the number of new cars with digital radio, increased road coverage, new stations on air for drivers and the marketing campaigns to promote listening to DAB+ in the car.

Session chair: Jacqueline Bierhorst, Project Director, Digital Radio NL, The Netherlands

09:45 – 10:15 **Norway and the digital revolution, the first six months without FM**
Ole Jorgen Torvmark, Digital Radio Norway
Italy and mandatory digital radio in all receivers by 2020
Eugenio LaTeana, RTL 102.5 and EuroDAB, Italy
UK to hit 50% listening and the DSO discussion
Laurence Harrison, Digital Radio UK
France and the continued rollout of digital radio nationwide
Jean-Marc Dubreuil, WorldDAB France
Switzerland's digital switchover plan
Rene Wehrlin, Ofcom, Switzerland

10:15 – 10:45 **COFFEE**

SESSION 3 Digital radio and the user experience

Radio is simple - turn on, tune in, listen. 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. This session looks at how the auto and broadcast industries are working together to ensure digital radio remains easy to use and distraction free.

Session chair: Roger Lanctot, Director Automotive Connected Mobility, Strategy Analytics, USA

10:45 – 11:00 **An auto manufacturer's view on the user experience for radio**
speaker tbc

11:00 – 11:15 **WorldDAB guidelines on the digital radio user experience**
Laurence Harrison, Chair of WorldDAB Automotive Working Group, and Digital Radio UK

11:15 – 11:25 **The user experience – France research**
Speaker tbc

11:25 – 11:35 **The user experience – United Kingdom research**
Lindsey Mack, Senior Manager Digital Radio, BBC Radio

11:35 – 11:45 **The new DAB+ international logo**
Jacqueline Bierhorst, Project Director, Digital Radio NL

11:45 – 12:00 **Panel discussion**

12:00 – 13:00 LUNCH

SESSION 4 Digital radio and the connected car

The connected car offers new 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 what is the impact of voice control for the auto maker and the broadcaster?

Session chairman: Nick Piggott, Project Director, RadioDNS

- 13:00 – 13:15 **Keynote: Cars, radio and connected solutions by the auto industry**
Claudio Nervi, Feature Portfolio Planning Manager, FCA Italy
- 13:15 – 13:30 **Connected solutions and infotainment strategies in the car industry**
Roger Lancot, Strategy Analytics, USA
- 13:30 – 13:45 **Radio in the connected car – a UK perspective**
Peter Lawton, Aftermarket Development Manager, SMMT, UK
- 13:45 – 14:00 **Voice controls and the impact of smart speakers**
Michael Hill, Radioplayer Worldwide, UK
- 14:00 – 14:15 **Panel discussion**

SESSION 5 Digital radio in the dashboard

This session considers the competition digital radio faces today and in the future. Will radio be designed out of the dashboard? Could the future see radio as no longer part of the listening experience in the car?

Session chair: Caroline Graze, Radioplayer, Germany

- 14:15 – 14:45 **Panel speakers:**
- Joe D'Angelo, Xperi, USA
JATO Dynamics
OEM
Broadcaster

- 14:45 – 15:00 **COFFEE**

SESSION 6 Digital radio performance - 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 unique engineering challenges. The way to overcome these challenges is for broadcasters and automotive manufacturers to work together. This session looks at the work being carried out on receivers, antennas and coverage to ensure the driver really hears his or her favourite station. The session chair will also give an update on the Radio Equipment Directive.

Session chair: Lindsay Cornell, WorldDAB Technical Chairman

- 15:00 – 15:10 **WorldDAB Research - Antenna placement/type and receiver sensitivity**
Ron Schiffelers, NXP, Germany
- 15:10 – 15:20 **Signal coverage and working with the auto sector to get it right**
Hanns Wolter, DAB Italia
- 15:20 – 15:30 **An auto makers perspective on antenna placement**
Antenna manufacturer
- 15:30 – 15:40 **Designing receivers for the best performance**
Tier one manufacturer

SESSION 7 The aftermarket and the role of dealerships

While more and more vehicles now come with DAB+ as standard, aftermarket products are still an important part of the digital radio ecosystem and working with the driver remains a key area of focus. This session looks at initiatives in in UK and Norway to ensure aftermarket products are installed correctly, and will consider how consumer trends are affecting the development of these devices.

- 15:40 – 15:50 **Insights from the UK 'Go Digital' car conversion pilot**
Sam Bonham, Digital Radio UK
- 15:50 – 16:00 **DSO lessons learned from Norway on converting cars already on the road**
Michel Gascoin and Jørn Jensen, NRK, Norway

CLOSING REMARKS: Patrick Hannon, President, WorldDAB

16:00 – 17:00 NETWORKING DRINKS

Conference Producers:

Rosemary Smith, Automotive Manager, WorldDAB
Bernie O'Neill, Project Director, WorldDAB