

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

More and more countries across Europe are actively digitising radio and progress is enhanced by the level of political support for digital radio, both at the national and European levels. This session looks at how DAB+ is establishing itself as the future core platform for radio in Europe.

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)

09:45 – 09:55 **The new DAB+ international logo**
Jacqueline Bierhorst, Project Director, Digital Radio NL

SESSION 2 Digital radio – key markets panels discussion

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

09:55 – 10:25 **Panel speakers**

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

10:25 – 10:55 **COFFEE**

SESSION 3 Digital radio and the user experience

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

10:55 – 11:10 **An auto manufacturer's view on the user experience for radio**

11:10 – 11:25 **WorldDAB guidelines on the digital radio user experience**

Laurence Harrison, Chair of WorldDAB Automotive Working Group, and Digital Radio UK

11:25 – 11:35 **The user experience – France research**

11:35 – 11:45 **The user experience – United Kingdom research**

Lindsey Mack, Senior Manager Digital Radio, BBC Radio

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 (Fiat Chrysler Automotive) Italy
- 13:15 – 13:30 **Connected solutions and infotainment strategies in the car industry**
Roger Lancot, Associate Director, Global Automotive Practice, Strategy Analytics
- 13:30 – 13:45 **Radio in the connected car – a UK perspective**
Peter Lawton, Aftermarket Development Manager, SMMT (Society of Motor Manufacturers and Traders)
- 13:45 – 14:00 **Voice controls and the impact of smart speakers**
Michael Hill, Radioplayer Worldwide
- 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 Deutschland

- 14:15 – 14:45 **Panel speakers:**
Joe D'Angelo, Xperi
Carsten Zorger, Digitalradio Büro Deutschland
- 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 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, Senior Director Program Management, NXP
- 15:10 – 15:20 **Signal coverage and working with the auto sector to get it right**
Hanns Wolter, Technical Director, DAB Italia
- 15:20 – 15:30 **An auto makers perspective on antenna placement**
Antenna manufacturer (speaker tbc)
- 15:30 – 15:40 **Designing receivers for the best performance**
Tier one manufacturer (speaker tbc)

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 the UK and Norway to ensure aftermarket products are installed correctly, and how consumer trends are affecting the development of these devices.

Session chair: Sophie Spooner, PR Manager, Pure

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

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