

DRAFT PROGRAMME

WorldDAB Automotive 2019

20 June 2019, Turin, Italy

8.30

REGISTRATION

SESSION 1 European momentum for digital radio

09:00-10:05

Radio is going digital in cars across Europe and European governments need to be clear in their plans to support the automotive industry. The EBU is the largest group of public broadcasters in the world and is working towards closer collaboration between broadcasters and the automotive sector across Europe to protect radio's future in the car. This session will highlight the plans from some of the key governments around Europe and give the views from the EBU on how broadcasters will work with the car industry now and in the future.

Session moderator: Eugenio La Teana, RTL 102.5 Hit Radio, Italy

Opening & Welcome

Sergio Natucci, DAB Italia, Italy

European developments including the European Electronic Communications Code

Patrick Hannon, President, WorldDAB, UK

Keynote: European Broadcasting Union

Antonio Arcidiacono, Head of Technical Department, European Broadcasting Union, Italy

Italy

Marcello Cardani, President, Agcom, Italy

Germany

Martin Koch, Head of Infotainment and Multimedia, Audi, Germany

UK

France

10:05 – 10:30 COFFEE

SESSION 2 Italy - collaboration between automotive and broadcast radio

Conference host: Andrea Borgnino, Rai, Italy

10:30 – 11:30 Italy is a key automotive market in Europe with higher than average in-car radio listening. Italy has been clear in its plans for going digital and continues to have the support from the whole radio ecosystem. This session explores the work of the Italian regulator, broadcasters and network operators to make digital radio a success in Italy.

Session moderator: Patrick Hannon, President, WorldDAB

Keynote: The car manufacturer

The Italian regulator

The public broadcaster

The radio advertiser

Digital Radio Market Researcher

Manuela Motta, Radio Audience Measurement And Media Research, GFK Italy

Q&A

SESSION 3 Digital radio User Experience, Performance and Service Following

11:30 – 12:40 The driver wants radio to be a seamless experience offering good performance, more content, relevant information and as little distraction as possible to remain safe. Car manufacturers want a radio performance that exceeds FM but also need information on the screens for the driver. This session will look at how broadcasters and car manufactures are working together to achieve these goals.

Session moderator: Ron Schiffelers, NXP, The Netherlands

User Experience from a broadcasters perspective and logos on the screen

Italian car manufacturer representatives

The Italian car market will be the first outside Norway to go digital in line with the Italian digital radio legislation which comes into force from 1 January 2020.

Performance of digital radio in the car

Performance of digital radio in cars is a key topic of discussion for both broadcasters and car manufacturers. This session will present the results of the studies on performance that have been carried out in different markets.

The importance of traffic and travel information via DAB

Hanns Wolter, DAB Italia and Eugenio La Teana, RTL 102.5 Hit Radio, Italy

Service following: hard, soft and Implicit linking

How can collaboration between broadcasters and manufactures ensure service linking works and how to explain it to drivers?

Aftermarket devices: UX, performance and installation

Information from the manufacturers of aftermarket devices discuss solutions for now and in the future

12:40 – 13:30 LUNCH

SESSION 4 Digital radio - smart, hybrid, connected, voice controlled

13:30 – 14:30 Broadcasters want to secure radio's future in the car, raising many questions - where is connected listening happening? Is hybrid a threat? What does voice control mean for the driver?

Session moderator: Roger Lanctot, Strategy Analytics, USA

Keynote: radio's place in the car

An overview of radio's biggest competitors in the car

Connected cars, who is connecting and for what? – the market analyst's perspective

Roger Lanctot, Strategy Analytics, USA

Digital radio and voice controls: threat or opportunity?

A discussion on the collaboration between broadcasters and voice control device manufacturers and the future of voice controls for digital radio in the car

5G and its impact on DAB in the car

The hybrid panel

Moderator: Jacqueline Bierhorst, Digital Radio NL

Joe D'Angelo, Xperi

Xavier Filliol, Radioline

Michael Hill, The Radioplayer

Dennis Laupman, Pluxbox

Nick Piggott RadioDNS

SESSION 5 Digital radio in the car around Europe

14:30 – 15:30 Digital radio development is different in each market in Europe even if the cars driven across Europe are not. The car industry however want one solution and one point of contact (not multiple broadcasters). Each country rolling out DAB+ has formed a national body to co-ordinate messaging to car manufacturers. This session is a round up from each country on marketing digital radio to the driver, signal coverage, and collaboration with the automotive industry.

Session moderator: Joan Warner, CRA, Australia

The country experts panel

France - Jean-Marc Dubreuil, WorldDAB

Germany - Dennis Grams, ARD

United Kingdom

Italy

The Netherlands

Belgium

Norway - Jørn Jensen, NRK

Switzerland

Closing remarks: Patrick Hannon, President, WorldDAB

15:30 – 16:00 **NETWORKING DRINKS**