

## DRAFT PROGRAMME

### WorldDAB Automotive 2019

20 June 2019, Turin, Italy

8.30

REGISTRATION

#### SESSION 1 European momentum for digital radio

09:00-10:00

Radio is going digital in cars across Europe and European governments need to be clear in their plans to support the automotive industry. As the largest group of public broadcasters in the world, the European Broadcasting Union is working towards closer collaboration between broadcasters and the automotive sector across Europe. This session will provide a high-level perspective from around Europe on how broadcasters and auto manufacturers are working together to protect radio's future in the car.

**Session moderator:** Eugenio La Teana, Head of Research and Development, EuroDab Italia

##### Opening and welcome

Sergio Natucci, Director, DAB Italia

##### European developments including the European Electronic Communications Code

Patrick Hannon, President, WorldDAB

##### European Broadcasting Union

Antonio Arcidiacono, Head of Technical Department, European Broadcasting Union

##### France

Olivier Humbaire, President, SECIMAVI

##### Audi Germany

Martin Koch, Head of Infotainment and Multimedia, Audi

##### United Kingdom

Ian O'Neill, Head of Radio, Head of Television, Department for Culture, Media and Sport (DCMS)

10:00 – 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 to go 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: Sergio Natucci, Director, DAB Italia, Italy**

### **Keynote: The car manufacturer**

Claudio Nervi, Product Planning and Institutional Relations, Feature Portfolio Planning, FCA Italy

### **The regulator**

Massimiliano Carlomagno, Technical Staff Consultant, AGCOM

### **The public broadcaster**

Roberto Sergio, Director of Radio, RAI

### **The radio advertiser**

Fausto Amorese, President, Advertising Federation of Italy

### **The 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 Drivers want 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 needs to show 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, Senior Director Programme Management, NXP Semiconductors, The Netherlands**

### User Experience from a broadcasters perspective and logos on the screen

Laurence Harrison, Market Development Director, Digital Radio UK and Chairman, WorldDAB Automotive Working Group

### Italian car manufacturer representatives

Italy will be the first car market outside Norway to go digital in line with Italian digital radio legislation which comes into force from 1 January 2020. Hear from some of the key players what this will mean.

### Service following: hard, soft and implicit linking - making the best driver experience

Håvard Wien, NRK, Norway, Laurence Harrison, Digital Radio UK, UK, Roberto Moro, SRG SSR, Switzerland interviewed by Nick Piggott, RadioDNS (with audience questions)

### The importance of traffic and travel information via DAB

Hanns Wolter, Technical Director, DAB Italia, Italy, Eugenio LaTeana, Head of Research and Development, Eurodab Italia, Italy

### Aftermarket devices: UX, performance and installation

Manufacturers of aftermarket devices discuss solutions for now and in the future.

**Moderator:** Ford Ennals, Chief Executive, Digital Radio UK

Jørn Jensen, Chief Advisor and NRK, Chairman of WorldDAB Aftermarket Devices Working Group, Norway

George Tennet, Director, Global Sales and Marketing, Pure, United Kingdom

Alf Morten Engvik, Product Manager, AutoHifi AS, Norway

Stan Baaijens, CEO, Funke, The Netherlands

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 and how will 5G impact broadcast digital radio. This session explores what the future of broadcasting in the car might look like.

**Session moderator: Roger Lancot, Associate Director, Global Automotive Practice, Strategy Analytics, USA**

### **Keynote: Connected cars, who is connecting and for what?**

Roger Lancot, Associate Director, Global Automotive Practice, Strategy Analytics, USA

### **Digital radio and voice controls: opportunity or threat?**

Joan Warner, Chief Executive Officer, Commercial Radio Australia

### **5G and its impact on DAB in the car**

The BBC trial Lindsay Mack, BBC, UK fireside chat with Ben Poor, European Broadcasting Union, UK

### **The hybrid panel**

**Moderator:** Jacqueline Bierhorst, Digital Radio NL, The Netherlands

Joseph D'Angelo, Senior Vice President, Broadcast Radio, Xperi, USA

Xavier Filliol, Chief Operating Officer, Radioline, France

Michael Hill, Managing Director, Radioplayer Worldwide

Cas Adriani, Chief Technology Officer, Pluxbox, The Netherlands

Nick Piggott, Project Director, RadioDNS, United Kingdom

## SESSION 5 Digital radio in the car - around Europe

**14:30 – 15:30** Digital radio is at a different stage of development in each market in Europe. The car industry, however, requires one solution and one point of contact, as opposed to multiple broadcasters. Countries rolling out DAB+ have formed a national body to co-ordinate messaging to car manufacturers and consumers. This session gives an update from each country on initiatives to market digital radio to the driver, signal coverage, and collaboration with the automotive industry.

**Session moderator: Joan Warner, Commercial Radio Australia**

Germany – Dennis Grams, Digital Communication and Marketing, ARD

France – Jean-Marc Dubreuil, WorldDAB France

Italy – Fabrizio Savorani, Senior Business and Marketing Advisor, DigitalRadio Italia

United Kingdom – Ford Ennals, Chief Executive Officer, Digital Radio UK

The Netherlands – Jacqueline Bierhorst, Project Director, Digital Radio NL

Belgium

Norway – Jørn Jensen, Chief Advisor, NRK

Switzerland – René Wehrlin, Project Manager, Digitisation and Convergence , OFCOM

Switzerland

**Closing remarks: Patrick Hannon, President, WorldDAB**

**15:30 – 16:00 NETWORKING DRINKS**