

FINAL 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

United Kingdom

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

Audi Germany

Martin Koch, Head of Infotainment and Multimedia, Audi

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

NB: This session will be presented in Italian – interpretation will be provided

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, Moritz Kirscht, Norddeutscher Rundfunk, 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 Lanctot, Associate Director, Global Automotive Practice, Strategy Analytics, USA

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

Roger Lanctot, 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 - Lindsey Mack, BBC in a fireside chat with Ben Poor, European Broadcasting Union

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 – Jacqueline Bierhorst, Project Director, Digital Radio NL

Norway – Jørn Jensen, Chief Advisor, NRK

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

Closing remarks: Patrick Hannon, President, WorldDAB

15:30 – 16:00 NETWORKING DRINKS