

WorldDAB Automotive 2019

20 June 2019
Turin, Italy

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Welcome to WorldDAB Automotive 2019

Dear colleagues,

Welcome to WorldDAB's annual automotive event – this year in the iconic Lingotto Congress Centre in beautiful Turin.

In the last 12 months, digital radio in cars has made significant progress, to the extent that over one third of new cars sold in Europe are now fitted with DAB, whilst in Australia, the figure is even higher at 69%.

In Europe, these figures are about to be boosted significantly following the adoption of the European Electronic Communications Code in December 2018. This Directive requires, within two years, all new car radios sold in the EU to be capable of receiving digital terrestrial radio. This is a massive endorsement of digital radio in the car.

Having completed much of the groundwork to secure DAB in cars, WorldDAB is now setting clear goals to improve motorists' in-car digital radio experience.

We – WorldDAB and its Automotive Working Group – are focused on three key areas.

First, we are providing guidance on how to improve the user interface of DAB radios – ensuring that drivers can easily and intuitively find the stations they are looking for.

Second, we are facilitating collaborative work to ensure that automotive DAB+ receiver performance is optimised – in particular, ensuring that car radios and adaptors have antennas which deliver a consistent, high-quality listening experience.

Our third area of focus is hybrid radio – combining radio via broadcast and IP networks to provide listeners with the best possible audio experience. WorldDAB is committed to building a fully digital future for radio – with DAB at the heart of a multi-platform strategy.

All these topics will be covered during our day together – aided by the strong support from the Italian DAB industry which continues to work closely with the automotive industry.

My thanks to all our speakers and our Italian hosts. I hope you all enjoy the day.

Best wishes

**Patrick Hannon,
President, WorldDAB**



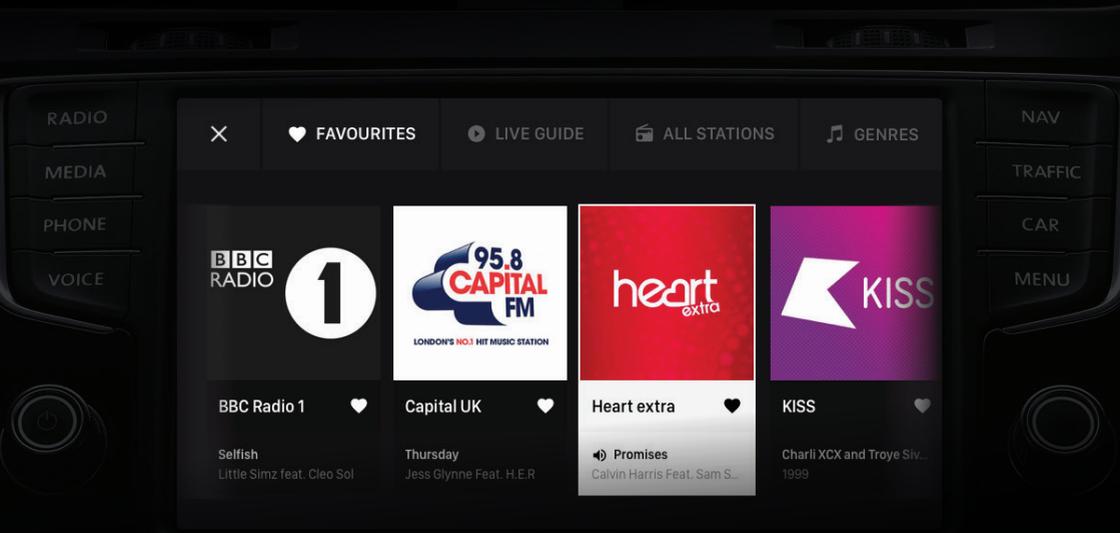
Patrick Hannon
President, WorldDAB



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Programme at a glance

Thursday 21 June 2019

Conference producer: Rosemary Smith, Manager (Automotive), WorldDAB

08:30 - 09:00	REGISTRATION
09:00 - 10:00	SESSION 1: European momentum for digital radio Perspectives from WorldDAB, EBU, France, United Kingdom and Audi
10:00 10:30	COFFEE
10:30 - 11:30	SESSION 2: Italy – collaboration between automotive and broadcast radio FCA, AGCOM, RAI, Italian Advertising Federation, GfK Italy
11:30 - 12:40	SESSION 3: Digital radio user experience, performance and service following DAB UX update and logos on the screen Views from the Italian manufacturers Why service following? Traffic and travel Italian update Panel discussion – aftermarket devices
12:40 - 13:30	LUNCH – sponsored by DAB Italia, EuroDAB Italia and Rai
13:30 - 14:30	SESSION 4: Digital radio – smart, hybrid, connected, voice controlled Keynote: Radio's place in the car Connected cars – a market analyst's perspective Digital radio and voice controls – threat or opportunity? 5G and its impact on DAB in the car The hybrid panel
14:30 - 15:30	SESSION 5: Digital radio in the car around Europe DAB European auto initiatives updates
15:30 - 16:30	NETWORKING DRINKS – sponsored by in2digi

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dal 2020 in Italia in tutte le auto nuove!



An update from the WorldDAB Automotive Working Group



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

Digital radio in the car has come a long way since the last WorldDAB Automotive Event in Munich, with a number of exciting developments taking place both internally – within WorldDAB and the WorldDAB Automotive Working Group – as well externally, on a pan-European level. As digital radio becomes

increasingly popular both in and out of the car, we continue to push the limits of digital radio in the connected, autonomous vehicle, ensuring the DAB experience is as good as possible.

Within the WorldDAB Automotive Group we have continued our schedule of meetings with the leading OEMs and have listened to what they've said about developing digital radio in the car. In February, we launched a new version of the Digital Radio User Experience Guidelines which included feedback we'd received from OEMs. The new guidelines also provide clearer direction towards hybrid radio as providing the best UX, and the launch of new Audi models with hybrid radio have provided a great demonstration of this.

The research done within the task force on Receiver Performance has been shared with OEMs in our meetings, and has instigated useful collaborative work with broadcasters on improving performance. These discussions on performance have led to calls from OEMs for DAB test routes to be made available through WorldDAB, and this has been done. The test routes are in different European markets to help any company producing vehicles, antennas and equipment to test their products and services on a route which shows different conditions for DAB.

OEMs also asked for a managed system to alert the industry to DAB network issues. RadioDNS and WorldDAB are now planning a project that could deliver this and we aim to consult with members in the coming weeks.

The WorldDAB Aftermarket Group started their work on what a device in the aftermarket should contain, and further work in this area is ongoing. The group is focusing on bringing together examples of what each market is doing in terms of the aftermarket; devices, specifications and installer/self-install schemes and marketing of these schemes.

The WorldDAB UX Group has initiated work on the future use cases for radio in connected autonomous cars. OEMs have been clear that they are focusing on development in this area, and the UX Group is collecting and collating future use-cases from broadcasters and OEMs. Thinking beyond what is possible now and focusing on the opportunities for radio in cars with IP connectivity, artificial intelligence, voice, larger screens, and – further into the future – autonomous driving, is the aim. We will then identify where collaboration is required between broadcasters and OEMs to deliver each use case and take action.

There is no doubt that the introduction of the European Electronic Communication Code (EECC) mandating DAB digital radio in all new cars in Europe is a hugely important step that will help safeguard digital radio's future in the connected car. WorldDAB has played an important role in helping our OEM partners understand the regulation to ensure they comply, and to help foster a fruitful and successful collaboration between broadcasters and OEMs. My thanks to all of those who have helped and contributed to the work of the Group and its Task Forces.

Session 1

European momentum for digital radio

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 and Eugenio LaTeana, Head of Research and Development, EuroDAB 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

10:30 – 10:30 Coffee



Patrick Hannon
WorldDAB



Antonio Arcidiacono
European
Broadcasting Union



Olivier Humbaire
SECIMAVI



Martin Koch
Audi



Ian O'Neill
Media and Sport
(DCMS)

10:30 – 11:30

Session 2

Italy – collaboration between automotive and broadcast radio

Conference host: Andrea Borgnino, RAI, Italy

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.

This session will be in Italian and interpretation into English will be provided – remember to collect your headset during the coffee break.

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



Andrea Borgnino
RAI, Italy



Sergio Natucci
DAB Italia, Italy



Claudio Nervi
FCA Italy



Fausto Amorese
Advertising Federation
of Italy



Roberto Sergio
RAI



**Massimiliano
Carlomagno**
AGCOM

11:30 – 12:40

Session 3

Digital radio user experience, performance and service following

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 and shows 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, Roberto Moro, SRG SSR, Switzerland interviewed by Nick Piggott, RadioDNS (with audience questions)



11:30 – 12:40

Session 3

Digital radio user experience, performance and service following

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

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Hanns Wolter
DAB Italia



Ford Ennals
Digital Radio UK



Stan Baaijens
Funke



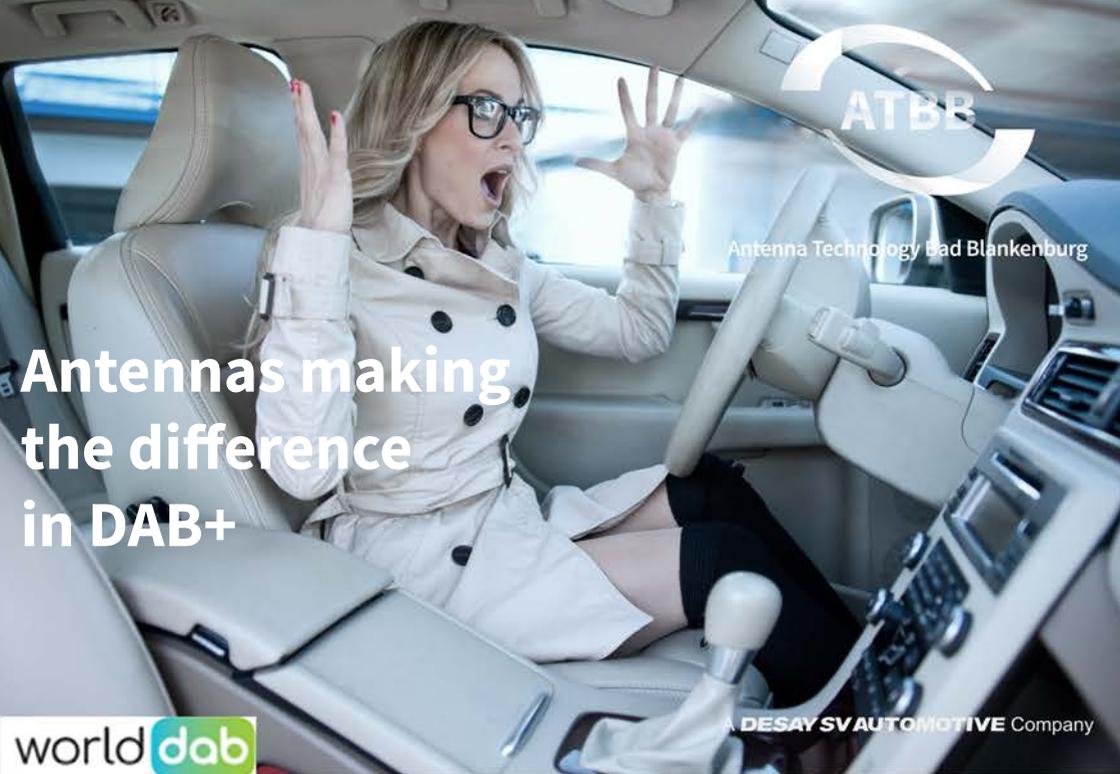
Alf Morten Engvik
AutoHifi AS



George Tennet
Pure



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



Antennas making the difference in DAB+

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Antennentechnik Bad Blankenburg GmbH is a high-tech company that designs intelligent multifunctional antennas for the automotive industry, critical communications services, radio and smart meter applications for the energy sector and the device industry.

ATBB strives for a strong and rapid technological growth. ATBB also develops the right solution for the customer requirements of the telecommunications industry. With our antennas, we are already able to enable optimal 5G networking for DAB +, LTE, TETRA, UMTS, GNSS, GSM and every conceivable application of Industry 4.0.

Our slogan "**Antenna Technology Builds Business**" explains perfectly how important is our mediation role for the transmission of communication. For this reason, ATBB is the expert company with customized antennas for all customer needs.

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13:30 – 14:30

Session 4

Digital radio – smart, hybrid, connected, voice controlled

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 with Lindsey Mack, BBC in fireside chat with Ben Poor, European Broadcasting Union



Roger Lanctot
Strategy Analytics



Joan Warner
Commercial Radio
Australia



Lindsey Mack
BBC



Ben Poor
European
Broadcasting Union

13:30 – 14:30

Session 4

Digital radio – smart, hybrid, connected, voice controlled

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



Jacqueline Bierhorst
Digital Radio NL



Joseph D'Angelo
Xperi



Nick Piggott
RadioDNS



Cas Adriani
Pluxbox



Michael Hill
Radioplayer Worldwide



Xavier Filliol
Radioline

OBSERVA

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The OBSERVA monitoring range is the market leader for the monitoring and analysis of DAB+ networks. Contemporary and practical interfaces navigate a user through customisable software applications, providing assurance throughout the broadcast chain. Utilising SNMP, real-time data and instant alerts, the OBSERVA range delivers cost-efficient tools for network validation, supervision and multiplex management of EDI, ETI and RF.



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AFTERMARKET PRODUCT SOLUTIONS



14:30 – 15:30

Session 5

Digital radio in the car – around Europe

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, CEO, Digital Radio UK

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

Belgium – Jacqueline Bierhorst, Project Director, Digital Radio NL



Joan Warner
Commercial Radio
Australia



Dennis Grams
ARD



Jacqueline Bierhorst
Digital Radio NL



Ford Ennals
Digital Radio UK



Fabrizio Savorani
DigitalRadio Italia



Jean-Marc Dubreuil
WorldDAB France

14:30 – 15:30

Session 5

Digital radio in the car – around Europe

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**

Sponsored by



René Wehrlin
 Project Manager,
 Digitisation and
 Convergence, OFCOM
 Switzerland



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



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DAB Italia is a consortium of enterprises which is authorised to operate as a national network provider broadcasting 18 programmes, 10 of which are DAB+ only. DAB Italia is a founding member of WorldDAB and digitalradio.it and has played an active role in the development of the Eureka 147 family of standards.

www.dab.it



Operating in Italy since 2011, **EuroDAB Italia** is a national digital radio network operator, authorised by the Ministry to broadcast of DAB+ digital radio. EuroDAB is a member of WorldDAB, supports RadioDNS and is a founding member of digitalradio.it.

www.eurodabitalia.it



RAI Radiotelevisione Italiana is the national public broadcasting company of Italy. RAI broadcasts 13 TV channels and 12 radio channels – 6 DAB+ only – on all platforms, with a wide range of free programmes and news. RAI's international presence is one of the most widespread in Europe, with a total of 12 offices around the world. RAI is the TV audience leader in Italy and one of the leading groups in the radio industry.

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Xperi and its brands, DTS and All In Media, are dedicated to creating innovative technology solutions for broadcasters and their listeners. DTS and All In Media are focused on delivering leading radio experiences in the vehicle, on mobile devices, and on connected devices for the home.

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www.tinyaudio.eu



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Hybrid radio is the combination of broadcast radio and IP into one seamless experience. Our **open standards** are perfectly aligned with DAB/DAB+. **RadioDNS Hybrid Radio™** is the evolution of radio for the connected car.

radiodns.org / [@RadioDNS](https://twitter.com/RadioDNS)



WorldDAB General Assembly 2019

5-6 November 2019
Brussels, Belgium

Conference venue: Square – Brussels Convention Centre

Gala dinner venue: Brussels Comic Book Museum



WorldDAB Members

