



Metadata powers the future radio experience in-car

**WorldDAB General
Assembly
November 2020**



**Laurence Harrison
Chair
WorldDAB Automotive
User Experience Group**

Metadata campaign background

2

Radio in-car needs to be a rich visual experience to keep listeners engaged

Metadata is the answer – the textual and visual information about your station

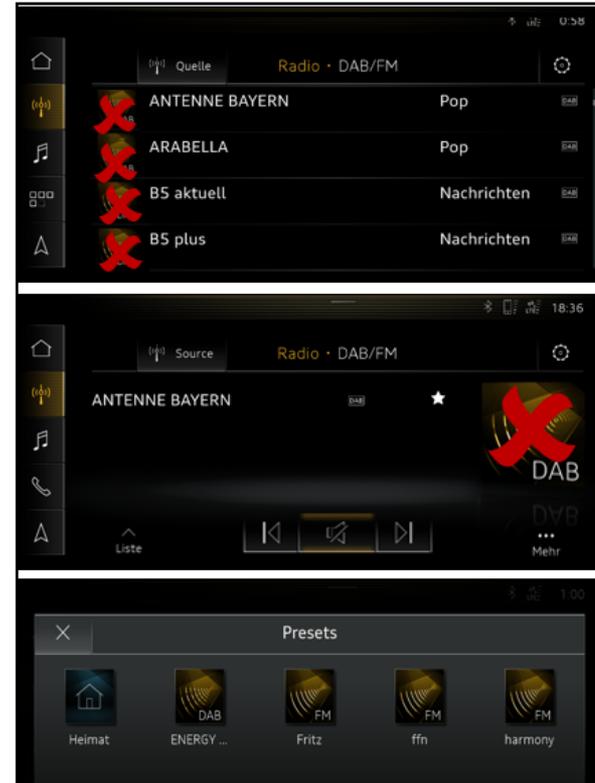
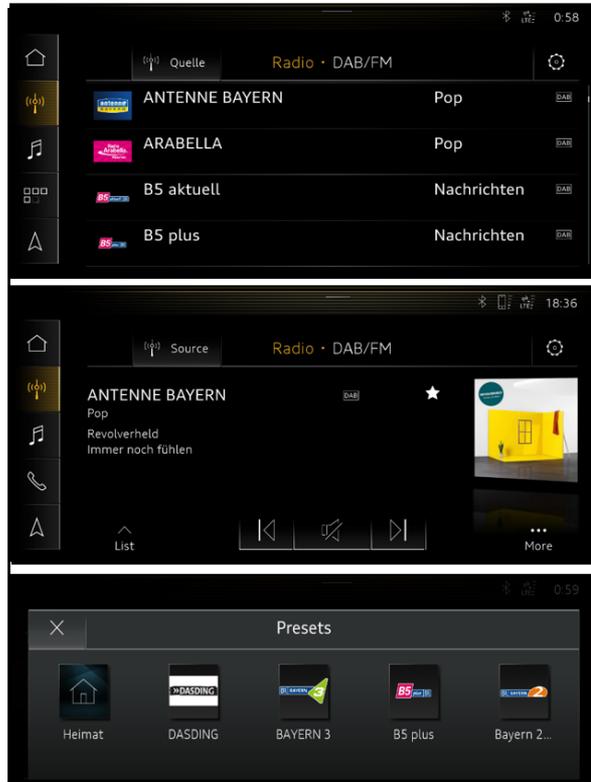
Broadcasters are responsible for providing metadata

Our campaign highlights why its important and what broadcasters need to do

Video

What is metadata and are you providing it already?

5

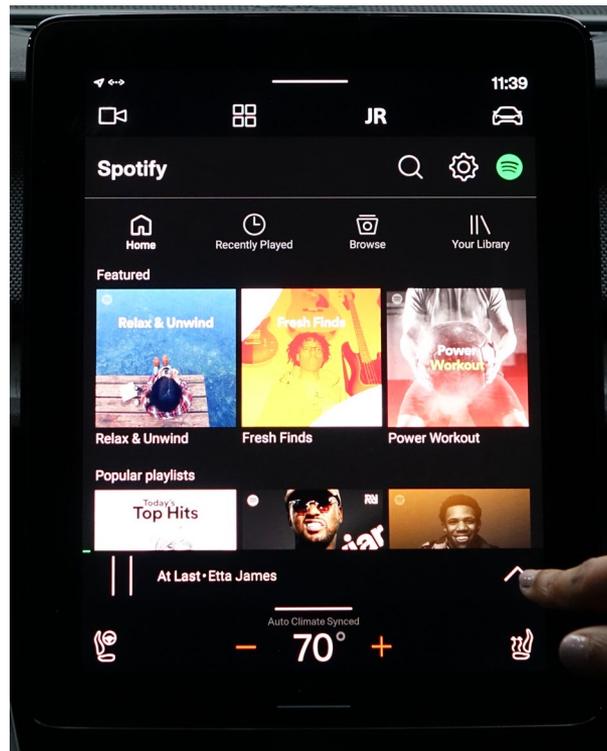


Why now? – Competition

Dashboard screens are getting bigger

Radio's competitors look good...

They are gaining prominence and share and investing heavily in the user experience



Why now? – Keep your listeners

Around Europe 30% - 60% of listening takes place in the car

***Drivers expect radio to have an intuitive user experience with visuals & text –
WorldDAB UX
Consumer Research***



Why now? – Cars can receive metadata over DAB+

3.8 Million

- ***Norway and Belgium: 100% coverage***
- ***UK: Logo DAB+ trial***
- ***France: DAB+ metadata working group***
- ***Germany: Growing DAB+ logo distribution***
- ***Italy: Early stage development***

Why now? – Support our car manufacturer partners

“With metadata the broadcaster makes the radio user experience more attractive and provides a real advantage for DAB....The in-vehicle radio experience will be better if the broadcaster provides as much metadata as possible along with the music via DAB. This give us the ability to provide a better in-vehicle radio user experience” (Ford)

Metadata will power the Radio UX in the future

10



...Providing a more personalized experience of radio

...A seamless listening experience between the car and other devices

...User interfaces with improved interactivity, search, visuals and voice capability need metadata

I get it! What do I need to do?

Metadata is text & images you already create for online & social



What do broadcasters need to do

- ***Engagement*** – make sure you are thinking about how your station looks in the car now and in the future
- ***Hygiene*** – you have this data already. Make sure your metadata is available in the car
- ***Responsibility*** – ensure someone is responsible for managing metadata generation and communication for the car. Maybe the same person who does it for apps and the website?

We and our members can help.....

WorldDAB can help broadcasters

Any questions and to find out more contact metadata@worlddab.org

Find the explainer video, fact sheet and information on WorldDAB members who can help go to:

<https://www.worlddab.org/automotive/metadata>



Metadata powers the future radio experience in-car

