

# What's driving the automotive industry?!

WorldDAB Automotive Conference 2021 // Martin Koch

# The WorldDAB Automotive Working Group

***The User Experience Working Group***  
works on improving the user interface for  
in-car digital radio.

***The Aftermarket Devices Working Group***  
supports manufacturers and promoters of  
DAB+ automotive aftermarket products.



**Chairman:**  
Martin Koch,  
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Roberto Moro,  
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# WorldDAB Automotive Working Group

## Focus Areas



**Cross industry collaboration**

**Metadata campaign**

**User Experience**

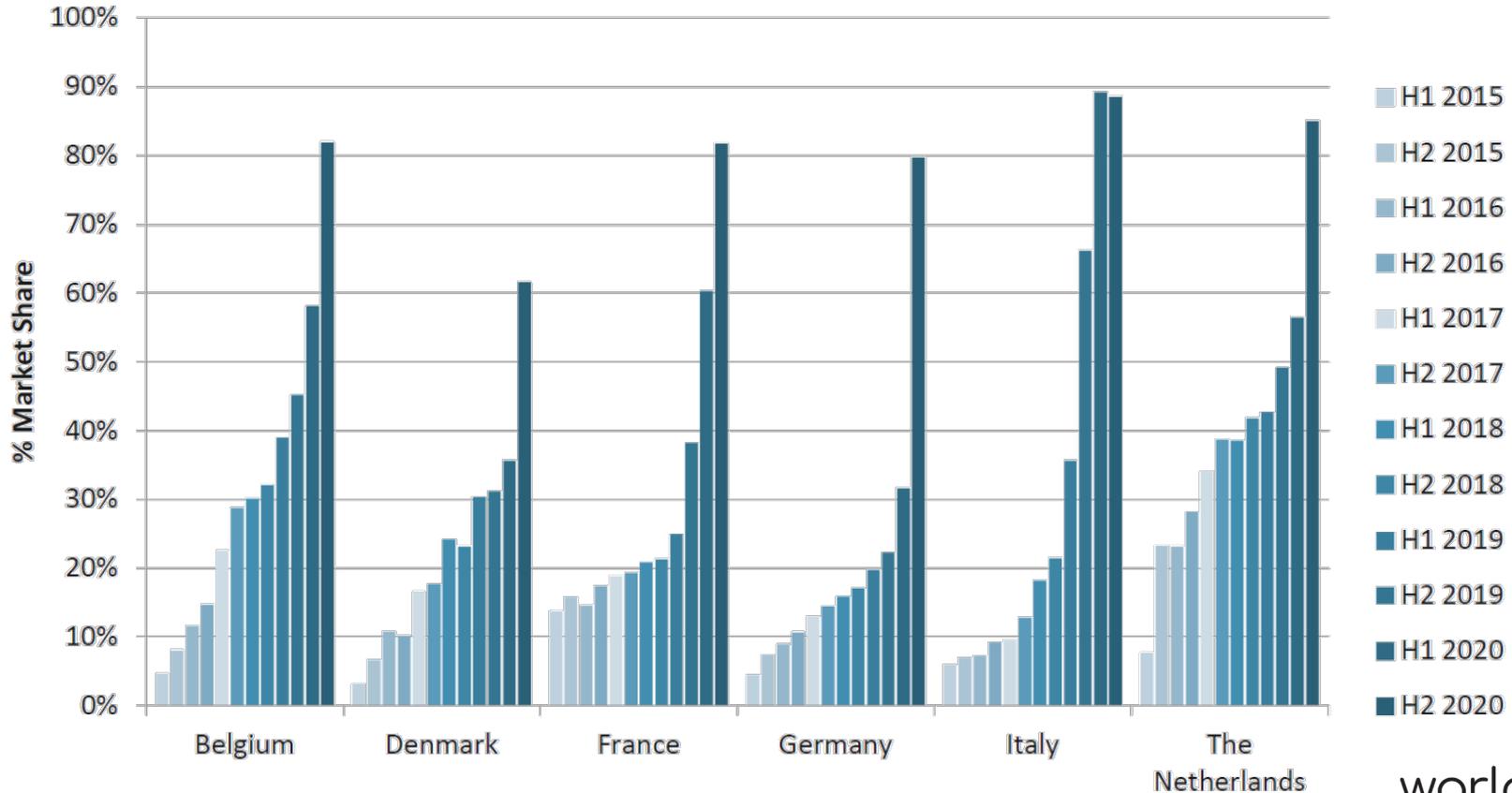
**Voice control**

**New Technologies**

## Topics today

- DAB+ fitment of cars in Europe
- Mega trends in automotive infotainment
- Prospects on radio in the dashboard

# DAB+ fitment of cars in Europe: as standard



Source: WorldDAB, JATO DAB/DAB+ study H2 2020 / February 21;

# Mega trends in automotive infotainment

## #1 Passenger Displays



Source: YouTube.com @Siili Auto @autobild @mercedesbenz @porsche

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## #2 Android Automotive



Source: t3n.de

## Key Takeaways

- Position of DAB+ in the car was never more solid than today due to EECC
- In the car more and more entertainment options fight for attention of drivers and passengers (e.g. video, games)
- Radio should provide more than “audio only” to attract audience on large screens (e.g. online slide show)
- Android automotive provides broadcasters the opportunity to extend offers by an own in-car app
- There are several automotive app-stores to consider

**Thank you!**