

The image features a dark blue background with a large, stylized graphic on the right side consisting of two overlapping circles. The outer circle is red, and the inner circle is dark blue. The text is positioned on the left side of the image.

**EBU**

OPERATING EUROVISION AND EURORADIO

# **WORLDDAB AUTOMOTIVE 2021**

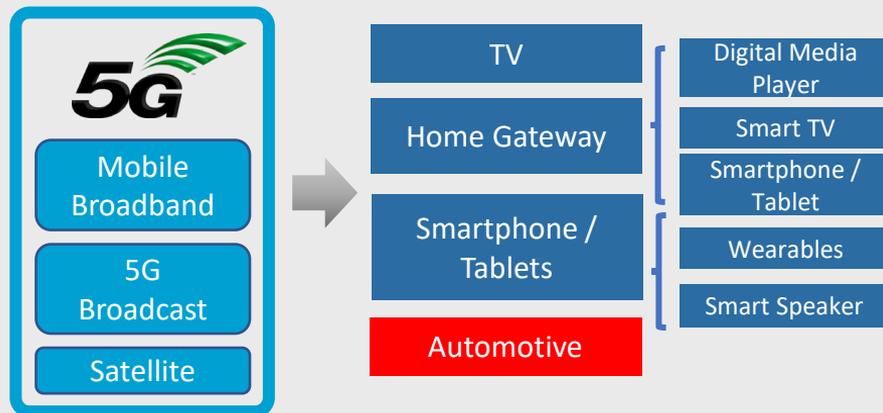
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# Improving the user experience in the era of Android automotive

- Hybrid Radio has successfully transformed the user experience of Radio: broadcast + broadband delivers for audiences
- **The arrival of Android Automotive could enable the next major leap forward!**
- For an always-connected driver, take advantage of different tuners: Cellular, DAB+, 5G broadcasting, Satellite
- Allowing broadcasters to create both shared and personalized experiences using a combination of these distribution paths



# The Pitch

- The broadcast spectrum as a first point of discovery and prominence for broadcasters. **Hybrid Radio** makes this more visually appealing: logos, additional information, links to services.
- **The Radio App as the “launchpad”**: links to the broadcaster’s own apps and environment, provided their own **branded live experience**, automatically downloaded and seamlessly linked
- Additional broadcaster services, including: **archives, past shows, podcasts, dynamically-generated content, personalized playlists, translations, recommendations, notifications**
- These could be offered to car manufacturers and OEMs, allowing them to build their offering with trusted broadcaster content

# Knowing the User

- My **content should be adapted to my road** (distance, location, traffic,...)
- Relieving the burden of my journey, providing a **pleasant user experience** adapted to customers' needs : Not feeling the time passing...
- **Radio is the original “social audio” platform**
- **Personalization** providing an individual experience, also a **group experience** bringing audiences and groups together.



# The Zero-Button experience

- Sitting in a device **that knows you** and offers an **adaptive user experience**
- Recommendation engines (e.g. EBU **PEACH**) that know the context your journey and understand your feelings and environment.
- **Dynamic recommendations** from live content.
- Your car **speaks your language** when travelling abroad: local news and content.



# The Future

Immersive Audio : YES

Full Immersive video ?

- Augmented reality ?
- Collective or Individual ?
- When ?
- 100% coverage & sustainable => multilayer distribution





› Thank you !