WORLD DAB Defining the future of digital radio

WorldDMB Industry Insight session at IBC 2014
WorldDMB is the convenor of the following Industry Insight session at IBC 2014, and will host a booth in exhibition Hall 9 Booth D30.

A secure future for in-car digital broadcast radio

How to keep your content prominent and relevant in the digital dashboard
14:00 – 15:30 | Monday 15 September 2014 | Emerald Room

In-car radio accounts for a large part of the daily European listening figures. Yet, the dashboard is changing. Apple's CarPlay, Google and Microsoft's connected cars of the future, all have the power to disrupt radio's long-held captive audience. Will in-car radio be relegated to just another source of entertainment and information, alongside Spotify, iTunes etc? This session will focus on finding some answers:

- the importance of broadcast in-car radio – to listeners, broadcasters and vehicle manufacturers
- the steps that the industry needs to take to ensure that radio maintains its leadership position for in-car entertainment – by addressing issues such as user interfaces, position within a "connected car" environment, hybrid services and free to air traffic information services.

The session will end with a lively round table panel discussion, addressing these important issues for digital multimedia broadcasting.

Presentation 1

Introduction and Session Chair
Patrick Hannon, President, WorldDMB

The case for broadcast radio, an overview of in-car listening, DAB coverage and FM switchover – an update. WorldDMB is supporting digital radio in the dashboard and this presentation will include an update on the strategy and activities of the WorldDMB automotive task force, as well as the WorldDMB Technical Committee's recent work on hybrid radio.

Presentation 2

Digital radio in today's automotive sector
Arjen Bongard, Editor-in-chief, automotiveIT.com

What is in today's infotainment system? Where does radio fit into the info system? What competition does radio face and what do people think of radio in the car. Research suggests that radio is an under-appreciated feature). Therefore radio faces a marketing and product placement challenge with a need to position digital radio as a USP for automotive manufacturers.

Presentation 3

Case Study: UK Drive time – the end of radio in the car as we know it
Ford Ennals, CEO, Digital Radio UK

DAB/DAB+ digital radio is now fitted in the majority of cars in the UK. This is a dramatic transformation made possible by close working relationships between broadcasters and the UK car industry. The next step is the delivery of a new minimum standard for car radios and working with manufacturers to ensure that radio retains its prominence on the digital dashboard. Find out the results of an audit on how radio appears on digital dashboards in connected cars in the UK.

Presentation 4

Case Study: Working with the car industry in The Netherlands
Jacqueline Bierhorst, Digital Radio+, The Netherlands

An update on working with the automotive sector from the Dutch broadcasters' perspective.

Presentation 5

The case for TPEG (traffic and travel) via DAB+
Thomas Kusche, President, TISA

An overview of current TPEG services, new devices in the market and why broadcasters should implement what could be the 'killer app' in cars. Information on the German decision to implement TPEG via DAB+ to fit with the ITS directive on safety and future uses of TPEG via DAB+.

Presentation 6

Radio's place in today's car dash board and the User Interface
Michael Hill, Managing Director, Radioplayer UK

An overview of where radio sits within the dashboard on new cars coming off the production line. The medium term future for radio in-car is mixed (hybrid) broadcast and IP. However, the current user experience is out of sync with modern touch screens and not easy to integrate into a vehicle's digital environment. This presentation will investigate solutions for how can we make radio look good and make radio a 'plug and play' feature in a connected dashboard.

END Followed by networking coffee break outside the session room.