

6th WorldDMB European Automotive Event “Radio the best connection in the car”

20 May 2015, AUTOWORLD, Parc du Cinquantenaire, 1000 Brussels

“What if you were a car maker and I told you I had an app that would work with existing hardware in a car to deliver – at no cost – local (and national and international) news, weather, sports and traffic information along with a wide range of curated music and spoken word content? Sounds incredible, right? What if I told you the app would also provide emergency alerts and would use an existing network with ubiquitous coverage that would work in your car, your home, at work and online? And what if that app were capable of delivering detailed traffic reports including information regarding the causes of backups and the status of the local response? What if I told you the app would work simply with existing controls in the car without distracting the driver? That is exactly what the existing car radio is today: a free ad-supported application with location-relevant content and services”. Roger Lancot, Strategy Analytics

DRAFT AGENDA

9.00 – 9.25	Welcome & Worldwide DAB+ Status & Trends: FM switch over
9.25 – 10.05	Digital Radio Technology: Standard Development & Spectrum Security
10.05 – 10.25	Europe wide initiative digital tick mark for the automotive sector: OEMs and dealerships
10.25 – 10.30	Q&A
10.30 – 10.45	Coffee Break
10.45 – 11.05	EC ITIS directive developments: Emergency warnings using DAB+ - Germany German Ministry for Transport
11.05 – 11.25	Planning regulation and roll out in France: Update on the 2009 digital radio law
11.25 – 11.45	Automotive marketing campaigns for automotive: New market Italy
11.45 – 12.05	Improving usability and the UI for drivers: What radio will look like in the car
12.05 – 12.25	Support from broadcasters around Europe: Public & Commercial Broadcasters
12.25 – 13.30	Lunch Break

13.30 – 13.50	Automotive Trends: Connected Car
13.50 – 14.10	OEM view of connected car and the future of the radio
14.00 – 14.20	OEM driver information: technology leaders
14.20 – 14.40	Infotainment for the mass market: Radio
14.40 – 15.00	Automotive Panel: VDA members, other

15.00 – 15.15	Coffee Break
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15.15 – 15.35	EU Automotive legislation
15.35 – 15.55	Digital Agenda 2015
15.55 – 16.15	Radio and the car - social, economic and cultural impact
16.15 – 16.30	Panel: Speakers from the session

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