

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

20 May 2015, AUTOWORLD, Parc du Cinquantaire, 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

AGENDA

9.00 – 9.25	Welcome & Worldwide DAB+ Status & Trends: FM switch over
9.25 – 9.45	Digital Radio Technology: Standard Development & Spectrum Security
9.45 – 10.05	Europe wide initiative digital tick mark for the automotive sector: OEMs and dealerships
10.05 – 10.25	Meeting the demands of the Connected driver in the Car
10.25 – 10.30	Q&A
10.30 – 10.45	Coffee Break
10.45 – 11.05	Improving usability and the UI for drivers: What radio will look like in the car
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	Support from broadcasters around Europe: Public & Commercial Broadcasters
12.05 – 12.25	EC ITIS directive developments: Emergency warnings using DAB+ - Germany

12.25 – 12.45 Networks and data: Who pays?

12.45 – 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 - panel of broadcasters & an OEM talking about working together

15.00 – 15.15 Coffee Break

15.15 – 15.35 Radio & the car social, economic & cultural impact

15.35 – 15.55 Digital Agenda 2015: EC future for broadcasting

15.55 – 16.15 Automotive legislation in the EC

16.15 – 16.30 EC Panel: Speakers from the session

END