

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

AGENDA

9.00 – 9.25	Welcome & Worldwide DAB+ Status & Trends: FM switch over Patrick Hannon, President, WorldDMB, UK
9.25 – 9.45	Digital Radio Technology: Standard Development & Spectrum Security Lindsay Cornell, WorldDMB Technical Committee Chairman, BBC
9.45 – 10.05	Europe wide initiative digital tick mark for the automotive sector: OEMs and dealerships Ford Ennals, DRUK, UK
10.05 – 10.25	Radio & the car social, economic & cultural impact Michael Hinterdobler, Director of the Free State of Bavaria Representation to the EU
10.25 – 10.30	Q&A
10.30 – 10.45	Coffee Break
10.45 – 11.05	Support from broadcasters around Europe: Public & Commercial Broadcasters Mathias Coinchon, EBU / Vincent Sneed, AER
11.05 – 11.25	EC ITIS directive developments: Emergency warnings using DAB+ & Roll out of the DAB+ national network in Germany Olaf Korte, Fraunhofer IIS / Thomas Wachter, Media Broadcast
11.25 – 11.45	Planning regulation and roll out in France: Update on the 2009 digital radio law Renaud Cases, Conseil supérieur de l'audiovisuel (CSA) - France media regulator

11.45 – 12.05 Automotive marketing campaigns for automotive: New market Italy

12.05 – 12.25 Networks and data: Who pays?

12.45 – 13.30 Lunch Break

13.30 – 13.50 Meeting the demands of the Connected driver in the Car
Arjen Bongard, Editor-in-Chief, Auto IT Magazine

13.50 – 14.10 Automotive & the Digital agenda in the EC

14.00 – 14.20 OEM view of connected car and the future of the radio

14.20 – 14.40 OEM driver information: technology leaders

14.40 – 15.00 Infotainment for the mass market: Radio

15.00 – 15.15 Coffee Break

15.15 – 15.35 Improving usability and the UI for drivers: What radio will look like in the car
Nick Piggott, RadioDNS / Tobias Wallerius, Visteon

15.35 – 15.55 Drive testing digital radio in Norway and developing digital radio for switch off
Michel Gascoin, NRK / Gunnar Garfors, NRK

15.55 – 16.15 TPEG for digital radio Europe wide Traffic & Travel data

16.15 – 16.30 Panel with speakers from the session

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