

# WorldDMB European Automotive Event 2015

Radio – the best connection in the car

Wednesday 20 May 2015, Brussels, Belgium

## AGENDA

09:00	09:25	<b>Launch of network operator Norkring DAB+ commercial multiplex</b> Sven Gatz, Flemish Minister for Culture, Belgium
09:25	09:45	<b>Welcome and Worldwide DAB+ status and trends</b> Patrick Hannon, President, WorldDMB and Vice President Corporate Development, Frontier Silicon
09:45	10:05	<b>Radio and the car: social, economic and cultural impact</b> Dietrich Schirm, Director ICT and Telecommunication Division, Bavarian State Ministry for Economic Affairs and Media, Energy and Technology
10:05	10:25	<b>Meeting the demands of the connected driver in the car</b> Arjen Bongard, Editor-in-Chief, automotiveIT International
10:25	10:30	Q&A
10:30	10:45	COFFEE BREAK
10:45	11:00	<b>Digital Radio Technology: standard and spectrum</b> Lindsay Cornell, WorldDMB Technical Committee Chair and Principal Systems Architect, BBC Future Media
11:00	11:15	<b>Support from broadcasters around Europe: public and commercial broadcasters</b> Mathias Coinchon, Senior Project Manager, Media Technology & Innovation, European Broadcasting Union
11:15	11:35	<b>EC ITIS directive developments: emergency warnings using DAB+ and rollout of the DAB+ national network in Germany</b> Olaf Korte, Head of Broadcast Applications Group, Fraunhofer IIS Thomas Wächter, Head of Product Management, Radio Business Unit, Media Broadcast GmbH
11:35	11:50	<b>Planning regulation and rollout of DAB+ in France</b> Renaud Casès, Broadcast Radio Officer, Conseil supérieur de l'audiovisuel (CSA)
11:50	12:10	<b>Automotive marketing campaigns for automotive: new market Italy</b> Eugenio La Teana, Head of Research and Development, RTL 102.5 Hit Radio
12:10	12:30	<b>European initiative on a digital tick mark for the automotive sector</b> Laurence Harrison, Technology and Market Development Director, Digital Radio UK
12:30	12:40	Q&A
12:40	13:30	LUNCH BREAK
13:30	13:50	<b>Radio – the best connection in the car?</b> Roger C. Lanctot, Associate Director, Automotive Multimedia and Communications Service, Strategy Analytics
13:50	14:10	<b>The European automotive market: an overview</b> Erwin Kirschner, Technical Affairs Director, European Automobile Manufacturers' Association (ACEA)
14:10	14:30	<b>Business opportunities in the aftermarket: experiences and messages from Norway</b> Hans Christian Andersen, Chief Executive Officer, Sahaga AS, Norway
14:30	14:50	<b>Talking to the automotive industry: bringing broadcasters and the auto sector together</b> Ernst Werder, Managing Partner, MCDT, Switzerland
14:50	15:10	<b>Starting automotive digital radio development in a new market: putting the driver first</b> Jacqueline Bierhorst, Project Leader, Digital Radio+ Network, The Netherlands
15:10	15:30	COFFEE BREAK
15:30	15:50	<b>Improving usability and the user interface for drivers: what radio will look like in the car</b> Nick Piggott, Chair, RadioDNS Project Tobias Wallerius, Global Hardware Architect / TP Digital Radio, Visteon
15:50	16:10	<b>A radio listener's test drive along the fjords and how Norway achieved its 2017 FM switch-off</b> Gunnar Garfors, President of International DMB Advancement Group (IDAG) and Advisor on Radio Distribution at Norwegian Broadcasting Corporation (NRK)
16:10	16:30	<b>The future of digital radio car products</b> Michael Hill, Managing Director, Radioplayer
16:30	16:50	<b>TPEG for digital radio Europe wide traffic and travel data</b> Agneta Ronceret, Marketing Director, V-Traffic Services, Mediamobile
16:50	17:45	NETWORKING DRINKS