

WorldDAB Automotive 2016: Drive to Digital - Europe

DRAFT AGENDA

11th May 2016

Autoworld Museum
Parc du Cinquanteenaire, Brussels, Belgium

in association with the Netherlands EU Presidency 2016

08:30 09:00 **Registration**

Guest moderation for the day: Alain Gerlache – Web, Media, Society Journalist, RTBF

Session 1 **Digital Radio in the single European market**

Digital radio (DAB / DAB+) is extending its footprint across Europe. In this session, key stakeholders will outline their vision for digital radio – and highlight the need for collaboration between national governments, broadcasters, car makers and European institutions. Our goal is to make the transition to digital as smooth as possible.

09:00 09:15 **2020 vision for digital radio in Europe**
Patrick Hannon
President, WorldDAB and Vice President Corporate Development, Frontier Silicon

09:15 10:30 **Opening: Representative of the European Commission**

Government support from Across Major European Markets

- Jos de Groot, Director Telecommunications, Ministry of Economic Affairs - **NL**
- Ian O'Neill, Programme Director Radio at DCMS - **UK**
- CSA representative

Automotive Associations Presentation

Session 2 **Driving across Europe**

Moderator: Patrick Hannon, President, WorldDAB, Vice President Corporate Development, Frontier Silicon

10:30 11:15 In 2016 the digital radio landscape is changing, with the first markets moving towards Digital Switchover (DSO). This session provides an overview of coverage, take up and content on-air for drivers in key European markets:

UK – Ford Ennals, DRUK
Germany – Helwin Lesch, BR
Norway - Jarle Ruud, Digital Radio Norge
Switzerland – Mathias Coinchon, EBU
France – Jean-Marc Dubreuil, WorldDAB
Belgium – Nicolas Bresou, RTBF
Denmark
Italy
Netherlands – Jacqueline Bierhorst, Digital Radio Netherlands

11:15 11:35 **COFFEE**

Session 3 **Digital Radio's future in cars**

Automotive manufacturers are beginning to embrace digital radio as part of their media platform. This session looks at manufactures plans now and in the future. It also provides a clear view of trends and how the automotive industry can work with broadcasters:

Moderator: Mark Friend, Controller, BBC Radio & Music Multiplatform - UK

11:35 11:55 **Keynote: Digital Radio & Audi**
 Peter Blum, Audi

11:55 12:10 **Updates from the Automotive Sector on current trends & experiences of radio**

12:10 12:25 **Why OEMs are driving a digital future**

12:25 12:40 **Radio's place in the car today and tomorrow**

12:40 13:00 **Panel: Digital Radio in the car today**

13:00 14:00 **LUNCH**

SESSION 4

Broadcasters support for Digital Radio's future

Broadcasters are working to improve the digital radio experience for drivers – helping to ensuring that radio remains a relevant, accessible and safe experience for drivers. This session looks at keeping UIs simple, content on air, making the best digital radio and a look at mobile.

Moderator:

14:00 14:15 **A great DAB experience – UI and what the broadcasters can do to help improve them**
Nick Piggott, Project Director, Radio DNS

14:15 14:30 **Broadcasters & Innovative New Content**

14:30 14:45 **What we are hearing? – The OEM experience of radio, what drivers want**

14:45 15:00 **In car receiver specifications – how to get the best experience for the consumer**

15:00 15:15 **Using your mobile to upgrade your car radio – Hybrid/Car Converters**
Michael Hill, Managing Director, Radioplayer

15:15 15:30 **COFFEE**

Session 5

Working with the consumer aftermarket

One area which is key to the success of digital radio is the aftermarket which supplies devices to ensure cars on the road today can receive digital radio. This session explores the steps being taken by manufacturers and retailers to ensure success in this market.

Moderator:

15:30 15:50 **Panel: Selling Aftermarket Products for Consumers**

15:50 16:05 **Traffic & Travel information: User experiences of traffic & travel**

16:05 16:15 **Announcement: Commercial product presentation**
Connects 2

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| 16:15 | 16:30 | Closing remarks
Patrick Hannon
President, WorldDAB and Vice President Corporate Development, Frontier Silicon |
| 16:30 | 18:00 | Networking Drinks |