

## WorldDAB Automotive 2016: Drive to Digital - Europe

### DRAFT AGENDA

11<sup>th</sup> 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 across Europe. In this session, key stakeholders outline their vision and highlight the need for collaboration between national governments, broadcasters, carmakers and European institutions 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 VP 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, DCMS - **UK**
- Mike Hawes, Chief Executive, SMMT - **UK**
- Frank Krüger, Senior Representative, BMVI - **Germany**
- CSA representative - **France**

#### **Automotive Associations Presentation**

## Session 2 Driving across Europe

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

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:

10:30	11:15	<b>UK – Ford Ennals, CEO, Digital Radio UK</b> <b>Germany – Helwin Lesch, Director of Production &amp; Technology, Bayrische Rundfunk</b> <b>Norway – Jarle Ruud, Marketing Communications, Digitalradio Norge</b> <b>Switzerland – Mathias Coinchon, Senior Manager, European Broadcasting Union</b> <b>France – Jean-Marc Dubreuil, Consultant France, WorldDAB</b> <b>Belgium – Nicolas Bresou, RTBF</b> <b>Netherlands – Jacqueline Bierhorst, Digital Radio Netherlands</b> <b>Denmark</b> <b>Italy</b>
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11:15	11:35	<b>COFFEE</b>
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## 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	<b>Keynote: Digital Radio &amp; Audi</b> Peter Blum, Head of Infotainment, Audi
11:55	12:10	<b>Updates from the Automotive Sector on current trends &amp; experiences of radio</b>
12:10	12:25	<b>Why OEMs are driving a digital future</b>
12:25	12:40	<b>Radio's place in the car today and tomorrow</b>

12:40    13:00    **Panel: Digital Radio in the car today**  
Peter Blum, Head of Infotainment, Audi

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 radio to remain 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: Doug Bolduc, Managing Editor, Automotive News Europe - UK**

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 to ensure success in this market.

**Moderator:**

15:30    15:55    **Selling to the aftermarket in preparation for Switchover**  
Jarle Ruud, Digital Radio Norge

**Panel: Selling Aftermarket Products for Consumers**  
Connects 2

15:55	16:05	<b>Announcement: Commercial product presentation</b> Graham Johnson, Connects 2
16:05	16:15	<b>Traffic &amp; Travel information: User experiences of traffic &amp; travel</b>
16:15	16:30	<b>Closing remarks</b> Patrick Hannon, President, WorldDAB and VP Corporate Development, Frontier Silicon
16:30	18:00	<b>Networking Drinks</b>