

WorldDAB Automotive 2016: Drive to Digital - Europe

DRAFT AGENDA

11th May 2016

Autoworld Museum
Parc du Cinquantenaire, 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 10:45 **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**
- Frank Krüger, Senior Representative, BMVI - **Germany**
- CSA representative - **France**

Automotive Associations Keynote

Mike Hawes, CEO, SMMT

Session 2 Driving across Europe

Moderator:

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:

10:45	11:10	UK – Ford Ennals, CEO, Digital Radio UK Germany – Helwin Lesch, Director of Production & Technology, Bayrische Rundfunk Norway - Jarle Ruud, Marketing Communications, Digitalradio Norge Switzerland – Mathias Coinchon, Senior Manager, European Broadcasting Union France – Jean-Marc Dubreuil, Project Manager France, WorldDAB
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11:10	11:40	COFFEE
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11:40	12:00	Italy Belgium – Nicolas Bresou, RTBF Netherlands – Jacqueline Bierhorst, Digital Radio Netherlands Denmark
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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: Doug Bolduc, Managing Editor, Europe Auto News

12:00	12:20	Keynote: Digital Radio
12:20	12:35	Updates from the Automotive Sector on current trends & experiences of radio
12:35	12:50	Why OEMs are driving a digital future
12:50	13:05	Radio's place in the car today and tomorrow
13:05	13:30	Panel: Digital Radio in the car today

13:30 14:30 **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:

14:30 14:45 **A great DAB experience – UI and what the broadcasters can do to help improve them**
Nick Piggott, Project Director, Radio DNS

14:45 15:00 **Broadcasters & Innovative New Content**

15:00 15:15 **What we are hearing? – The OEM experience of radio, what drivers want or dealership presentation**

15:15 15:30 **UI how to give the consumer the best digital experience**

15:30 15:45 **Using your mobile to upgrade your car radio – Hybrid/Car Converters**
Michael Hill, Managing Director, Radioplayer

15:45 16:10 **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: Jarle Ruud, Digital Radio Norge

16:10 16:20 **Selling to the aftermarket in preparation for Switchover**
Jarle Ruud, Digital Radio Norge

Panel: Selling Aftermarket Products for Consumers

Graham Johnson, Business Development Manager, Connects 2
Tom Vedvik, Marketing Manager, TT Micro

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| 16:20 | 16:30 | Announcement: Commercial product presentation
Graham Johnson, Business Development Manager, Connects 2 |
| 16:30 | 16:45 | Traffic & Travel information: User experiences of traffic & travel
Thomas Kusche, President, TISA |
| 16:45 | 16:50 | Closing remarks
Patrick Hannon, President, WorldDAB and VP Corporate Development, Frontier Silicon |
| 16:30 | 18:00 | Networking Drinks |