

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 – 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 **Opening: 2020 vision for digital radio in Europe**
Patrick Hannon, President, WorldDAB and VP Corporate Development, Frontier Silicon

09:15 10:45 **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 - **DE**
- François-Xavier Bergot, Deputy Head of the Radio Directorate, CSA - **FR**

10:45 11:15 **COFFEE**

11:15 12:30 **Session 2**
Driving across Europe

11:15	11:30	Keynote: Automotive Association Mike Hawes, Chief Executive Officer, SMMT
11:30	11:45	Keynote: European Digital Radio Alliance Helen Boaden, Head of Radio, BBC & President, European Digital Radio Alliance

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:

11:45	11:50	UK – Ford Ennals, CEO, Digital Radio UK
11:50	11:55	Germany – Helwin Lesch, Director of Production & Technology, Bayrische Rundfunk
11:55	12:00	Norway – Jarle Ruud, Marketing Communications, Digital Radio Norge
12:00	12:05	Switzerland – Mathias Coinchon, Senior Manager, European Broadcasting Union
12:05	12:10	Italy
12:10	12:15	Belgium – Nicolas Bresou, RTBF
12:15	12:20	Netherlands – Jacqueline Bierhorst, Digital Radio Netherlands
12:20	12:25	Denmark
12:25	12:30	Q&A

12:30	13:15	LUNCH
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13:15	14:35	Session 3 Digital Radio's future in cars
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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 Bloc, Managing Editor, Europe Auto News

13:15	13:35	Keynote: Digital Radio & Audi Holger Hees, Development Radio, TV, Drive, Audi AG
13:35	13:50	Updates from the Automotive Sector on current trends & experiences of radio Arjen Bongaard, Editor, Auto IT

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| 13:50 | 14:05 | Radio's place in the car
Ronny Van Gerwen, Country Manager Belgium, JATO |
| 14:05 | 14:20 | Why OEMs are driving a digital future |
| 14:20 | 14:35 | Panel: Digital Radio in the car today
Holger Hees, Development Radio, TV, Drive, Audi AG
Arjen Bongaard, Editor, Auto IT
Ronny Van Gerwen, Country Manager Belgium, JATO |

14:35	14:55	COFFEE
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14:55	15:55	SESSION 4 Driving digital radio in cars
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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:

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| 14:55 | 15:10 | WorldDAB Announces Best Cases Group for digital radio on the in car UI
Laurence Harrison, Digital Radio UK |
| 15:10 | 15:25 | Project Logo: RadioDNS providing more information into the car |
| 15:25 | 15:40 | Using your mobile to upgrade your car radio – Hybrid/Car Converters
Michael Hill, Managing Director, Radioplayer |
| 15:40 | 15:55 | Traffic & Travel information: User experiences of traffic & travel
Thomas Kusche, President, TISA |

15:55	16:35	Session 5 Working with the consumer aftermarket
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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, Marketing Communications, Digital Radio Norge

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| 16:10 | 16:30 | Selling to the aftermarket in preparation for Switchover
Jarle Ruud, Marketing Communications, Digital Radio Norge |
| | | Announcement: Commercial product presentation
Graham Johnson, Business Development Manager, Connects 2 |
| | | Panel: Selling Aftermarket Products for Consumers
Tom Vedvik, Marketing Manager, TT Micro
Jasper Wybrants, PURE
Damien Brion, Senior Engineer Project Manager, Clarion
Dave Volkaerts, Sales Manager SND, JVCKenwood
Andrea Pasqualotto, FIAMM Antennas |
| 16:30 | 16:35 | Closing remarks
Patrick Hannon, President, WorldDAB and VP Corporate Development, Frontier Silicon |
| 16:35 | 18:00 | Networking Drinks |