

## WorldDAB Automotive 2016: Drive to Digital - Europe

### DRAFT AGENDA

11<sup>th</sup> 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**

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| 11:15 | 11:30 | <b>Keynote: Automotive Association</b><br>Mike Hawes, Chief Executive Officer, SMMT                                              |
| 11:30 | 11:45 | <b>Keynote: European Digital Radio Alliance</b><br>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:

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

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| 12:30 | 13:15 | <b>LUNCH</b> |
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| 13:15 | 14:35 | <b>Session 3</b><br><b>Digital Radio's future in cars</b> |
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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

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| 13:15 | 13:35 | <b>Keynote: Digital Radio &amp; Audi</b><br>Holger Hees, Development Radio, TV, Drive, Audi AG                           |
| 13:35 | 13:50 | <b>Updates from the Automotive Sector on current trends &amp; experiences of radio</b><br>Arjen Bongard, Editor, Auto IT |

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

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| 14:35 | 14:55 | <b>COFFEE</b> |
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| 14:55 | 15:55 | <b>SESSION 4</b><br><b>Driving digital radio in cars</b> |
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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 | <b>WorldDAB Announces Best Cases Group for digital radio on the in car UI</b><br>Laurence Harrison, Digital Radio UK       |
| 15:10 | 15:25 | <b>Project Logo: RadioDNS providing more information into the car</b>                                                      |
| 15:25 | 15:40 | <b>Using your mobile to upgrade your car radio – Hybrid/Car Converters</b><br>Michael Hill, Managing Director, Radioplayer |
| 15:40 | 15:55 | <b>Traffic &amp; Travel information: User experiences of traffic &amp; travel</b><br>Thomas Kusche, President, TISA        |

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| 15:55 | 16:35 | <b>Session 5</b><br><b>Working with the consumer aftermarket</b> |
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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 | <b>Selling to the aftermarket in preparation for Switchover</b><br>Jarle Ruud, Marketing Communications, Digital Radio Norge                                                                                                                                                  |
|       |       | <b>Announcement: Commercial product presentation</b><br>Graham Johnson, Business Development Manager, Connects 2                                                                                                                                                              |
|       |       | <b>Panel: Selling Aftermarket Products for Consumers</b><br>Tom Vedvik, Marketing Manager, TT Micro<br>Jasper Wybrants, PURE<br>Damien Brion, Senior Engineer Project Manager, Clarion<br>Dave Volkaerts, Sales Manager SND, JVCKenwood<br>Andrea Pasqualotto, FIAMM Antennas |
| 16:30 | 16:35 | <b>Closing remarks</b><br>Patrick Hannon, President, WorldDAB and VP Corporate Development, Frontier Silicon                                                                                                                                                                  |
| 16:35 | 18:00 | <b>Networking Drinks</b>                                                                                                                                                                                                                                                      |