

WorldDAB Automotive 2016: Drive to Digital - Europe

DRAFT AGENDA

11th May 2016

Autoworld Museum
Parc du Cinquantaire, 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 | 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:

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| 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 |

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| 12:25 | 12:30 | Q&A |
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| 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

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| 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 Bongard, Editor, Auto IT |
| 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 Bongard, Editor, Auto IT

Ronny Van Gerwen, Country Manager Belgium, JATO

14:35 14:55 **COFFEE**

14:55 15:55 **SESSION 4**
Driving digital radio in cars

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:

14:55 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

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

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