

Agenda

08:30	09:15	Registration
		Guest moderator for the day: Alain Gerlache, Journalist, RTBF
09:15	10:45	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, car makers and European institutions to make the transition to digital as smooth as possible.
09:15	09:30	Opening: 2020 vision for digital radio in Europe Patrick Hannon, President, WorldDAB and VP Corporate Development, Frontier Silicon
09:30	10:30	Government support from across major European markets <ul style="list-style-type: none">• Jos de Groot, Director Telecommunications Market, Ministry of Economic Affairs, The Netherlands• Ian O'Neill, OBE, Head of Radio and Television Policy, Department for Culture, Media & Sport (DCMS), United Kingdom• Frank Krüger, Director, Federal Ministry of Transport and Digital Infrastructure (BMVI), Germany• François-Xavier Bergot, Deputy Head of Radio Directorate, Conseil Supérieur de l'Audiovisuel (CSA), France
10:30	10:45	Q&A
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, Society of Motor Manufacturers & Traders Ltd
11:30	11:45	Keynote: European Digital Radio Alliance Helen Boaden, Director BBC Radio & BBC England & President, European Digital Radio Alliance
		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. Moderator: Patrick Hannon, President, WorldDAB and VP Corporate Development, Frontier Silicon
11:45	12:25	UK – Ford Ennals, Chief Executive, Digital Radio UK Germany – Helwin Lesch, Head of Distribution and Controlling, Bayerischer Rundfunk Norway – Jarle Ruud, Marketing, Digitalradio Norway Switzerland – Mathias Coinchon, Senior Project Manager, Media Technology & Innovation, European Broadcasting Union (EBU) Italy – Eugenio La Teana, Head of Research & Development, RTL 102.5 Hit Radio Belgium – Nicolas Bresou, Digital Radio Manager, RTBF Denmark – Lars Kierkegaard, Head of Strategy and Business Development, Teracom Netherlands – Jacqueline Bierhorst, Project Director, Digital Radio Netherlands
12.25	12.30	Q&A
12:30	13:15	LUNCH
13:15	14:35	SESSION 3 Digital radio's future in cars
		Automotive manufacturers are beginning to embrace digital radio as part of their infotainment system. This session looks at manufacturers' plans now and in the future. It also provides a clear view of trends and how the automotive industry can work with broadcasters. Moderator: Douglas A. Bolduc, Managing Editor, Automotive News Europe
13:15	13:35	Keynote: Digital radio and Audi Holger Hees, Head of Development Broadcast Radio, TV & Optical Media Drivers, Audi AG
13:35	13:50	Updates from the automotive sector on current trends and experiences of radio Arjen Bongard, Editor-in-chief, automotivET International

13:50	14:05	<p>Radio's place in the car Ronny Van Gerwen, Country Manager Belgium, JATO</p>
14:05	14:20	<p>Why OEMs are driving a digital future Robbert Van Den Heuvel, Communications Manager, Fiat Chrysler Netherlands B.V.</p>
14:20	14:35	<p>Panel: Digital radio in the car today Holger Hees, Head of Development Broadcast Radio, TV & Optical Media Drivers, Audi AG Arjen Bongard, Editor-in-chief, automotivIT International Ronny Van Gerwen, Country Manager Belgium, JATO Robbert Van Den Heuvel, Communications Manager, Fiat Chrysler Netherlands B.V.</p>
14:35	14:55	COFFEE
14:55	16:10	<p>SESSION 4 Driving digital radio in cars</p> <p>The radio industry is working to improve the digital radio experience for drivers. This session looks at the latest work on keeping the user interface simple, providing more information to the car, using the smartphone to get digital radio, and how digital radio is the future of traffic and travel information.</p>
14:55	15:10	<p>WorldDAB announces Automotive User Interface Group Laurence Harrison, Technology and Market Development Director, Digital Radio UK</p>
15:10	15:25	<p>Digital radio in car: the future possibilities Marco Carbone, Director Radio Products, STMicroelectronics</p>
15:25	15:40	<p>Project Logo: RadioDNS providing more information into the car Mathias Coinchon, Chairman, RadioDNS/Senior Project Manager, Media Technology & Innovation, European Broadcasting Union (EBU)</p>
15:40	15:55	<p>Using your mobile to upgrade your car radio Michael Hill, Managing Director, Radioplayer UK</p>
15:55	16:10	<p>Traffic and travel information: user experiences of traffic & travel Thomas Kusche, Senior Editor, Westdeutscher Rundfunk/President of TISA</p>
16.10	16:45	<p>SESSION 5 Working with the consumer aftermarket</p> <p>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 drivers can receive radio in the future.</p> <p>Moderator: Jarle Ruud, Marketing, Digitalradio Norway</p>
16:10	16:40	<p>Selling to the aftermarket in preparation for switchover Jarle Ruud, Marketing, Digitalradio Norway</p> <p>Announcement: Commercial product presentation Graham Johnson, Business Development Manager AutoDAB range of products, Connects2</p> <p>Panel: Selling aftermarket products for consumers</p> <ul style="list-style-type: none"> • Tom Vedvik, Marketing Manager, TT Micro • Jasper Wybrants, Senior Business Development Manager, Pure • Damien Brion, Senior Engineer & Project Manager, Clarion • Dave Volkaerts, Sales Manager SND, JVCKENWOOD • Andrea Pasqualotto, Market Development, FIAMM Antennas
16:40	16:45	<p>Closing remarks Patrick Hannon, President, WorldDAB and VP Corporate Development, Frontier Silicon</p>
16:45	18:00	Networking drinks