

WorldDAB Automotive 2017

DAB+ in the dashboard: Today, tomorrow and in the future

DRAFT AGENDA

21 June 2017

Holiday Inn Munich – City Centre, Hochstrasse 3, D-81669, Munich, Germany

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08:30 09:00 **Registration**

Opening Address

Patrick Hannon, President, WorldDAB and Vice President Corporate Development, Frontier Silicon

Session 1 Keynote speeches

In a watershed year for DAB with the switch off of FM in Norway, a key area of focus is DAB in cars. It is an important time with the need for as many cars in all European markets with digital radio as standard. This high level session looks at what each market is proposing for the future of digital radio.

Digital radio in the car – Germany

Digital radio in the car - United Kingdom

Digital radio in the car - Norway

Digital radio in the car - France

COFFEE

Session 2 Digital radio in the car today - key market overviews

Over the past 12 months DAB+ development has accelerated in key markets in Europe. This session will look at the developments with a specific focus on the

automotive market. There will also be a look around the world at markets which have also been moving towards DAB+.

Automotive country updates

Session 3 Digital radio in the car today - technology trends

There remains some confusion about the future of radio and how trends in technology are changing the way drivers can listen to radio. This session looks at Hybrid radio, radio in the connected car and traffic information services over digital radio. It also looks at the usability of digital radio in the HMI and how broadcasters and the digital radio industry is working towards a more standard way of delivering and showing information in the car.

In car hybrid radio

Digital radio in the connected car

Digital radio usability and the user interface

Is DAB+ the solution for big data

The automotive industry is experiencing an explosion in the amount of data that is generated and processed, with predictions of 250 million connected cars on the road by 2020. This mini-session looks at the benefits of using a hybrid system to fulfil demand.

Panel discussion

LUNCH

Session 4 Digital radio in the car in 5 years

Broadcasters support digital radio and no longer see internet radio as a competitor, more of a compliment. However both the audio industry and the automotive industries are changing rapidly, faster than many previously predicted. How will radio in the car be affected in the near future by these rapid changes? Especially with new players in the audio market and the changes in driving habits.

Panel Discussion

Session 5 Digital radio in the car in 10 years

In the longer term there are many developments which will affect driving. Among these autonomous cars. How would radio look and sound in the autonomous vehicle. How will longer-term media trends potentially affect how radio is listened to and what would this mean for the driver. This session looks at what

the future of cars, media and digital radio could be.

What will radio look and sound like in the autonomous car?

How does radio evolve alongside long-term innovations in the car?

Panel discussion

COFFEE

Session 6 Digital radio and the driver

One key area in the development of digital radio in the car has to be with the driving. How is their relationship with radio changing as radio goes digital and what has been done to make this transition smooth, also what can be done in the future so the driver is not affected by changes in digital radio technology?

Dealership session

Radio and the consumer – is the digital radio message reaching the driver and what more can be done?

Panel discussion

16:00 **Closing remarks**

Patrick Hannon, President, WorldDAB and Vice President Corporate Development, Frontier Silicon