

WorldDAB Automotive 2017

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

21 June 2017

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

DRAFT AGENDA

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 for radio, with the need for cars in all European markets to be equipped 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

Siegfried Schneider, President, Landesmedienanstalten (DLM), Germany
Nathalie Wappler-Hagen, Chair of ARD Radio Committee, Germany

Digital radio in the car - United Kingdom

Ford Ennals, CEO, Digital Radio UK

Digital radio in the car – Norway

Rune Hafskjær, Chief Digital Officer, P4, Norway

Digital radio in the car - France

Le conseil supérieur de l'audiovisuel (CSA)

Digital radio in Europe

Travis Baxter, External Affairs Director, Bauer Media, UK and Chairman, European Digital Radio Alliance

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

Laurence Harrison, Digital Radio UK

Jacqueline Bierhorst, Digital Radio NL

Hanns Wolter, DAB Italia

Tobias Enné, Spokesman, National Digital Radio Campaign, Primetime, Denmark
Germany

Switzerland

France

Q&A

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: Update from WorldDAB User Experience Working Group

Laurence Harrison, Technology and Market Development Director, Digital Radio UK

Receiver Sensitivity in the car

Tom Vedvik, Marketing Manager, TT Micro AS

Panel discussion: Is DAB+ the solution for big data

Moderator: Ronald Haanstra, Vice-President, IDAG and CEO, Mobiele TV NL

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.

Carsten Friedrich, vTraffic

Veit Olischläger, Head of Marketing, Sales and Communication, BMT

Martin Speitel, Broadband and Broadcasting, Fraunhofer IIS

LUNCH

Session 4 Digital radio in the car in 5 years

Moderator: Nick Piggott, Project Manager, RadioDNS

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 and listening habits.

Digital radio sales today and a look to the future

JATO Dynamics

Panel Discussion:

Joseph D'Angelo, Senior Vice President, Broadcast Technology, DTS

Benjamin Poor, Project Manager, Technology & Innovation, EBU

Session 5 Digital radio in the car in 10 years

Moderator: Mark Friend, Controller, BBC Radio and Music Multiplatform

In the longer term, there are many technology developments which will affect driving. Among these are autonomous cars. This session looks at how radio may 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?

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

Moderator: Jacqueline Bierhorst, Project Director, Digital Radio NL

One key area in the development of digital radio in the car should be with the driver. How is the driver's relationship with radio changing as radio goes digital and what has been done to make this transition smooth? What can be done to help drivers get ready for the rollout of digital radio across Europe?

Radio and the auto dealership

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