

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 PROGRAMME

08:30 09:00 **Registration**

09:00 09:15 **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.

09:15 09:25 **Digital radio in the car – Germany**
 Siegfried Schneider, President, Landesmedienanstalten (DLM), Germany
 Nathalie Wappler-Hagen, Chair of ARD Radio Committee, Germany

09:25 09:35 **Digital radio in the car - United Kingdom**
 Ford Ennals, Chief Executive Officer, Digital Radio UK

09:35 09:45 **Digital radio in the car – Norway**
 Rune Hafskjær, Chief Digital Officer, P4, Norway

09:45 09:55 **Digital radio in the car - France**
 Francois-Xavier Bergot, Deputy Head of Radio Directorate, Conseil Supérieur de
 l'Audiovisuel (CSA)

09:55 10:05 **Digital radio in Europe**
 Helwin Lesch, Head of Distribution and Controlling, Bayerischer Rundfunk

Q&A

10:10 10:30 **COFFEE**

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

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

10:30 11:05 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, National Digital Radio Campaign, Primetime, Denmark

Helwin Lesch, Bayerischer Rundfunk, Germany

Rene Wehrlin, Ofcom, Switzerland

France, Jean-Marc Dubreuil, WorldDAB

11:05 11:15 **Q&A**

Session 3 Digital radio in the car today - technology trends

Moderator: Arjen Bongaard, Editor-in-Chief, AutomotiveIT (TBC)

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.

11:15 11:25 **In-car hybrid radio**
 Christian Winter, Development Engineer Connected Radio, Audi

11:25 11:35 **Digital radio in the connected car**
 OEM

11:35 11:45 **Digital radio usability and the user interface: Update from WorldDAB User**

Experience Working Group

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

11:45 11:55 **Receiver Sensitivity in the car**
 Hanns Wolter, DAB Italia

11:55 12:15 **Panel discussion**
 Christian Winter, Development Engineer Connected Radio, Audi
 Laurence Harrison, DRUK
 Hanns Wolter, DAB Italia

12:15 13:15 **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.

13:15 13:30 **Digital radio sales today and a look to the future**
 Thomas Glassenhart, Customer Services Manager Europe, JATO Dynamics

13:30 13:50 **Panel Discussion:**
 Gereon Joachim, VP Business Development, Europe, DTS
 Benjamin Poor, Project Manager, Technology & Innovation, EBU
 Florian Franz, Manager Entertainment and Antennas, BMW

Session 5 Digital radio in the car in 10 years

14:00 14:10 **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?

14:10 14:20 **What will radio look and sound like in the autonomous car?**
 Caroline Grazé, Chief Executive Officer, Radioplayer Deutschland

14:20 14:30 **How does radio evolve alongside long-term innovations in the car?**
 Arjen Bongard, Editor-in-Chief, automotiveIT International

14:30 14:45 **Panel discussion**
 Arjen Bongard, Editor-in-Chief, automotiveIT International
 Caroline Grazé, Chief Executive Officer, Radioplayer Deutschland
 Tier 1

14:45 15:00 **COFFEE**

Session 6 Digital radio data and the driver

Moderator: Jacqueline Bierhorst, Project Director, Digital Radio NL

DAB is both versatile and there to provide a service to drivers. With overloaded networks and now more than ever connect cars how can DAB be used in the context of the big data issue OEMs face? And is the message about digital radio getting to the consumer? This double session looks at two areas which are important in development of DAB digital radio.

Panel Moderator: Ronald Haanstra, CEO MTVNL and VP IDAG

15:00 15:30 **Panel discussion: Is DAB+ the solution for big data and how can DAB technology be used to create other opportunities for the car industry?**
 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 panel looks at the benefits of using a using a hybrid (4/5G and DAB+) system to fulfil demand and at other systems which offer opportunities for the car industry.

Carsten Friedrich, Director Automotive Services, Media Mobile
 Rainer Biehn, Technical Manager, Bayerischer Medien Technik
 Martin Speitel, Group Manager Infotainment, Communication Systems Division,
 Fraunhofer Institute for Integrated Circuits IIS

15:30 16:00 **Panel Moderator:** Jacqueline Bierhorst, Project Director, Digital Radio NL

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

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?

Closing remarks

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

16:00 17:00 **Networking drinks - sponsored by TT Micro**