

# WorldDAB Automotive 2017

## DAB+ in the dashboard: today, tomorrow and in the future

21 June 2017

Holiday Inn Munich – City Centre, Munich, Germany

### AGENDA

08:30 09:00 **Registration**

09:00 09:15 **Opening address**  
Patrick Hannon, President, WorldDAB and Vice President Corporate Development, Frontier Silicon, United Kingdom

#### 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, 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, United Kingdom

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**  
François-Xavier Bergot, Deputy Head of Radio Directorate, Conseil Supérieur de l'Audiovisuel (CSA), France

09:55 10:05 **Digital radio in Europe**  
Helwin Lesch, Member of the Board, European Digital Radio Alliance (EDRA)

Steering Board), Germany

10:05 10:10 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, United Kingdom**

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

10:30 11:05

### **Automotive country updates**

Laurence Harrison, Technology & Market Development Director, Digital Radio UK, United Kingdom

Jacqueline Bierhorst, Project Director, Digital Radio Netherlands, The Netherlands

Hanns Wolter, WorldDAB Regulatory and Spectrum Committee Chair and Technical Director, DAB Italia, Italy

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

Michael Reichert, Head of Distribution and Controlling, Bayerischer Rundfunk, Germany

Rene Wehrlin, Project Manager, Digitisation and Convergence, OFCOM, Switzerland

11:05 11:15

Jean-Marc Dubreuil, Programme Manager, WorldDAB, France

Q&A

## Session 3 Digital radio in the car today – technology trends

**Moderator: Arjen Bongard, Editor in Chief, automotiveIT International, Germany**

The future of radio seems assured, but how are trends in technology changing the way that 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 and how broadcasters and the digital radio industry are 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, Germany

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

Speaker from the automotive industry

11:35 11:45

**Digital radio usability and the user interface: Update from WorldDAB User Experience Working Group & release of report on User Experience Research**

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

11:45 11:55

**Receiver sensitivity in the car**

Hanns Wolter, WorldDAB Regulatory and Spectrum Committee Chair and Technical Director, DAB Italia, Italy

**Panel Moderator: Arjen Bongard, Editor in Chief, automotiveIT International, Germany**

11:55 12:15

**Panel discussion**

Christian Winter, Development Engineer Connected Radio, Audi, Germany  
 Laurence Harrison, Technology & Market Development Director, Digital Radio UK, United Kingdom

Hanns Wolter, WorldDAB Regulatory and Spectrum Committee Chair and Technical Director, DAB Italia, Italy

12:15 13:15 **LUNCH**

**Session 4 Digital radio in the car in 5 years**

13:15 14:00 **Moderator:** Nick Piggott, Project Manager, RadioDNS, United Kingdom

Broadcasters support digital radio and no longer see internet radio as a competitor – more of a complement. 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**

Thomas Glassenhardt, Customer Services Manager, Europe, JATO Dynamics, Germany

**Panel Moderator: Nick Piggott, Project Director, RadioDNS, United Kingdom**

**Panel discussion:**

Benjamin Poor, Project Manager, Technology & Innovation, EBU, Switzerland

Florian Franz, Manager Entertainment and Antennas, BMW, Germany  
 Gereon Joachim, Vice President, Business Development Europe, DTS, Germany

**Session 5 Digital radio in the car in 10 years**

**Moderator: Mark Friend, Controller, BBC Radio and Music Multiplatform, United Kingdom**

In the longer term, there are many technology developments that 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?

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| 14:00 | 14:10 | <p><b>What will radio look and sound like in the autonomous car?</b><br/>         Caroline Grazé, Chief Executive Officer, Radioplayer Deutschland, Germany</p>   |
| 14:10 | 14:20 | <p><b>How does radio evolve alongside long-term innovations in the car?</b><br/>         Arjen Bongard, Editor-in-Chief, automotiveIT International, Germany</p>  |
| 14:20 | 14:40 | <p><b>Panel moderator: Mark Friend, Controller, BBC Radio and Music Multiplatform, United Kingdom</b></p> <p><b>Panel discussion</b><br/>         Caroline Grazé, Chief Executive Officer, Radioplayer Deutschland<br/>         Arjen Bongard, Editor in Chief, automotiveIT International, Germany<br/>         Damien Brion, Senior Engineer, Project Manager, Clarion Europe SAS, France</p> |

14:40 15:00 **COFFEE**

**Session 6 Digital radio data and the driver**

**Moderator: Jacqueline Bierhorst, Project Director, Digital Radio Netherlands, The Netherlands**

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

**Panel moderator: Ronald Haanstra, CEO MTVNL and Vice President, IDAG**

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| 15:00 | 15:30 | <p><b>Panel discussion: Is DAB+ the solution for big data and how can DAB technology</b></p> |
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**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 hybrid (4/5G and DAB+) system to fulfil demand and at other systems which offer opportunities for the car industry.

Carsten Friedrich, Account Director Automotive Services, Media Mobile, Germany

Rainer Biehn, Technical Manager, Bayerischer Medien Technik, Germany

Martin Speitel, Group Manager Infotainment, Communication Systems Division, Fraunhofer Institute for Integrated Circuits IIS, Germany

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 roll-out of digital radio across Europe?

**Panel:**

Paul Smith, Chief Executive Officer, Pure International Limited, United Kingdom  
 Eugenio La Teana, Responsabile Ricerca e Sviluppo, RTL 102,500 HIT RADIO S.r.l., Italy

Further invited speakers from European advanced DAB markets and the automotive sector

16:00      16:05      **Closing remarks**

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

16:05      17:00      **Networking drinks – sponsored by TT Micro**