

WORLD



Digital Multimedia Broadcasting

Radio • Mobile TV • Multimedia • Traffic Data

the global network for
digital radio professionals

DAB+



Digital Radio Automotive Workshop

Tuesday 19 June, 2012
British Embassy, Tokyo

Join us for a free workshop on DAB+ digital radio in car with information on coverage maps, drive test guidelines and a review of the latest international and local market developments.

The morning workshop will be followed by an afternoon workshop for receiver manufacturers.

To register for the event contact Caroline Seville on +44 20 7010 0743 or caroline.seville@worlddab.org

09.30-10.00

REGISTRATION & COFFEE

10.00 – 10.05

Workshop Opening

10.05 – 10.25

Session 1: International update – where is DAB+ being adopted?
Overview of the current situation in Europe, SE Asia & China

10.25 – 10.45

Session 2: Business cases for digital radio
Opportunities for monetisation offered by digital radio

11.05 – 11.25

Session 3: Future digital radio market growth
Predictions on the future growth of the digital radio market world-wide

11.25 – 11.45

Session 4: Perspective from the German Market
Presentation by an OEM member of the German Automotive Association

11.45 – 12.05

Session 5: Digital Radio Technology
Coverage expectations, in-fills, service following/linking, antenna placement in cars

12.05 – 12.25

Q&A: Round Table

12.25 – 12.30

About WorldDMB – the Global Association for digital radio
Information on the WorldDMB Forum

12.30 – 13.30

LUNCH

CLOSE

Receiver Manufacturer's Workshop

14:00- 17:30

The morning workshop will be followed by an afternoon session where receiver manufacturers will be given an overview on DAB+ digital radio technology, with information on the digital radio market for receiver manufacturers: chips, ETI Streams and implementing digital radio cost-effectively in receivers.

Supported by Commercial Radio Australia

