

WorldDMB messages to the automotive industry at Telematics Update

Munich, 31 October 2012

WorldDMB yesterday brought together high profile speakers from the broadcasting industry for a panel discussion 'Digital Radio the Forgotten Connection' at Telematics Update conference, Munich, Germany.

The panel, moderated by Laurence Harrison, Director of Technology and Marketing Development at Digital Radio UK, included Mark Friend, BBC Controller for Multiplatform and Interactive, Dr. Ralf Hinz, RD/RTF, System Functions and Features from Daimler AG, Helmut Bauer, Strategic Digital Radio Analyst and Adam Bowie, Head of Strategy and Planning at Absolute Radio. Speakers discussed the importance radio continues to play in everyday life and especially for drivers. A poll of the audience revealed that 80% continue to listen to the radio every day whilst driving. According to Helmut Bauer, "German listeners on average listen to 4 hours of radio per day and of this, 30 minutes is in-car".

The panel considered the recent announcement of a "Euro-chip" ensuring the interoperability of all new digital radio receivers in European countries where broadcasters are using DAB, DAB+ or DMB, and/or analogue AM and FM and Ralf Hinz from Daimler expressed the wish for alignment of radio standards worldwide. Mark Friend, BBC, advised "Common standards are needed in broadcasting and in-car so that the focus and money can be spent on innovation and developing in-car media" he continued 'Broadcast and IP can work together and there is a vision being built on how this will be done'.

The panellists went on to discuss the future of radio as a hybrid of all radio standards including IP. Adam Bowie from Absolute Radio said "The ability to use all of the new functionality of digital radio including IP offers a more personalised listening experience alongside greater opportunities to monetise."

The panel called for greater co-operation between broadcasters and the automotive industry and concluded that radio is still an important connection in the car with digital radio offering opportunities and innovative ways to connect with the driver. Summing up Laurence Harrison said, "It is clear that digital is the future for radio. Whether broadcast, IP or hybrid, digital radio offers a much richer radio experience for consumers and the broadcast and automotive sectors must work closer together to realize the benefits".

For more information on digital radio in the car or to meet with the automotive sector join the upcoming WorldDMB European Automotive Workshop, 'Digital Radio Connecting the Car', Berlin, on 14 November. This conference will continue on the connected theme with international speakers providing insight into both new and developed markets and specific case studies. Register for this event at: http://www.worlddab.org/events/worlddmb_european_automotive_event .

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About WorldDMB

WorldDMB is the global industry forum for digital radio promoting DAB, DAB+ and DMB - the digital radio broadcasting standards of choice in Europe and much of Asia Pacific. Its global membership includes public and commercial broadcasters, network providers, receiver manufacturers, chip manufacturers, and car manufacturers. Members collaborate to deliver advice and tailored solutions on all aspects of the switch from analogue to digital radio including regulation, licensing, technology trials, network build out, marketing and production of new digital radio content. Broadcast radio professionals have access to this body of expertise which is delivered through leading-edge industry events, car manufacturers' workshops, tailored workshops and seminars and the WorldDMB website via the members-only information portal that includes an extensive online ETI library. More than 500 million people worldwide are within range of a DAB/DAB+/DMB Digital Radio transmitter, there are well over 1,000 services on air and several hundred varieties of receivers are available to market.

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