WorldDAB and RadioDNS announce guidelines for the use of broadcaster logos in cars

6 February 2018, **London, United Kingdom:** WorldDAB and RadioDNS have produced a set of guidelines for automotive manufacturers and broadcasters. The guidelines outline best practice for broadcasters with services on FM and DAB to supply and update brand logos, and guidance to automotive manufacturers for downloading and display of these logos. Based on open standards, the guidelines aim to provide clarity and certainty to help deliver the best radio experience to drivers.

As modern automotive devices evolve, drivers are accustomed to interacting with larger format screens, able to show richer visual information. With automotive manufacturers looking to improve the user experience, the use of brand logos to enhance radio service navigation becomes more commonplace and it's essential that logos are up to date and the correct format for the screen.

For broadcasters, the document sets out how to provide logos over both IP and DAB/DAB+, including the correct format and defined sizes. For automotive manufacturers and suppliers, it shows how to acquire these logos and how they can be refreshed and updated.

"Radio is still hugely popular in cars and must continue to offer the best possible experience to drivers as cars go digital and get connected – part of which is displaying consistent branding and content," said Laurence Harrison, Chair of the WorldDAB Automotive Working Group. "WorldDAB has worked together with RadioDNS, EBU and several other key industry groups to produce these guidelines and provide clarity and reassurance to both car manufacturers and broadcasters on how to work together."

"Too often in cars we see out of date or incorrect logos, or broadcasters not making the most of the screen space available – this set of recommendations will help both broadcasters and automotive manufacturers deliver the best experience to drivers and listeners," said Nick Piggott, Project Director, RadioDNS. "The document will continue to evolve over time and we'd encourage any interested parties to get in touch if they'd like to contribute or find out more."

The document can be downloaded from WorldDAB or RadioDNS and anyone interested in contributing or with questions can contact please contact logo@worlddab.org or logo@radiodns.org.

WorldDAB and RadioDNS will be hosting a joint Automotive Workshop during EBU's Digital Radio Week. The workshop takes place on Tuesday 13th February at 14:00 and more information on this, and the RadioDNS Hybrid Radio Seminar, can be found here.

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About WorldDAB

WorldDAB is the global industry association responsible for defining and promoting DAB digital radio. By bringing together radio industry professionals, WorldDAB provides knowledge and expertise that helps countries successfully adopt and implement broadcast digital radio.

Our 1200+ experts from over 100 member organisations cover 27 countries across the globe and include public and commercial broadcasters, regulators, network providers and manufacturers of receivers, chips, professional equipment and automobiles.

Together, we are shaping the future of radio, delivering advice and tailored solutions on all aspects of the switch from analogue to digital.

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