

WorldDAB publishes updated guidelines for in-car digital radio user experience

13 February 2019, Geneva, Switzerland: WorldDAB has published an updated version of its User Experience (UX) Design Guidelines for automotive manufacturers and broadcasters on how to deliver the best possible digital radio user experience in the car. The new set of guidelines, which is based on consumer research originally carried out in five different countries, is available to download from the [WorldDAB website](#).

The updated guidelines include:

- A clearer direction to implement hybrid radio for a great digital radio user experience in connected cars with DAB
- Clearer signposting to other research and guidance on features such as voice controls, logos, and DAB test routes
- The detail of the design guidance has been updated in several use cases to reflect feedback from car manufacturer partners

“These guidelines were developed to help broadcasters and automotive OEMs better understand what consumers want from their radio and how best to deliver it”, said Laurence Harrison, Chair of the WorldDAB Automotive Group and Market Development Director of Digital Radio UK. “Over the last 12 months, WorldDAB has met with all the leading car manufacturers to discuss their implementation of the guidelines, and have begun what will be a longer term collaboration to ensure digital radio is a great user experience.”

First developed by the WorldDAB Automotive Working Group in 2018, the guidelines are the result of collaboration between broadcasters and car manufacturers. The design guidelines are based on seven use-cases, informed by WorldDAB driver research, to ensure the guidelines are based on the actual experience of drivers.

The research showed that drivers expect a great, simple user experience, with a radio button to access DAB easily and quickly. It also found that an A-Z station list provides the best way to search for stations, pre-sets should be easy and intuitive to set, and that terminology must be consistent and easier to understand.

This document is part of WorldDAB’s ongoing work to help improve the user experience of digital radio in the car, which takes on even greater importance in light of the EECC directive

adopted by the EU in December 2018. The new legislation will require all new car radios in the EU to be capable of receiving digital terrestrial radio by the end of 2020.

Further details will be made available following the Automotive Workshop jointly organised by WorldDAB and RadioDNS, which took place on 12 February as part of the EBU Digital Radio Week.

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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 1250+ experts from over 100 member organisations cover 30 countries across the globe and include public and commercial broadcasters, regulators, network providers and manufacturers of receivers, chips, professional equipment and automobiles.

The WorldDAB Automotive Working Group works with automotive manufacturers and broadcasters to encourage the growth of digital radio penetration in automobiles. Working groups focus on the user experience, antenna/receiver performance, TPEG and after-market products.

Press contact:

Aris Erdogdu

WorldDAB

+44 7462379740

aris.erdogdu@worlddab.org

@WorldDAB