

## Volkswagen Car-Software Organisation's Head of Development Entertainment & Car Functions to chair WorldDAB Automotive Working Group

**Martin Koch, Head of Development Entertainment & Car Functions at Volkswagen Car SW.Org Wolfsburg AG, to lead WorldDAB work on enhancing the DAB+ digital radio experience for drivers**



**26 January 2021, London, UK:** WorldDAB announces the appointment of Martin Koch, Head of Development Entertainment & Car Functions at Volkswagen Car SW.Org Wolfsburg AG, as the Chairman of the WorldDAB Automotive Working Group.

The WorldDAB Automotive Working Group brings together radio broadcasters and auto makers to collaborate on improving the DAB+ digital radio experience for drivers. Under his chairmanship, the Automotive Working Group will continue its work to:

- Provide guidelines on implementing the DAB+ features which allow broadcasters to offer a richer audio and multimedia experience to the in-car listener
- Develop further the Group's ongoing work on enhancing the in-car user experience for DAB+ and hybrid radio
- Expand the Group's focus to cover the DAB+ user experience via voice control

*"I am honoured to take over chairmanship and continue the work of the WorldDAB Automotive Working Group" said Martin Koch. "As cars become increasingly connected, we need to ensure that drivers have access to a complete multimedia experience that combines a great user interface, rich content, and more importantly, a truly hybrid experience that offers seamless transition between broadcast, IP and on-demand."*

Martin Koch replaces Laurence Harrison, who chaired the WorldDAB AWG from 2015 to 2020 and leaves a strong legacy of developments. Under his leadership, the Group produced globally

adopted industry guidelines on the best user interface for in-car digital radios, made advances in enhanced antenna and network performance and, more recently, increased broadcaster awareness on the importance of metadata in improving the visual experience of radio in the car.

Alongside Martin Koch, Gregor Pötzsch, Product Owner DAB at Volkswagen Car SW.Org Wolfsburg AG, becomes the Chairman of a sub-group of the Automotive Working Group that is focused on further enhancing the in-car digital radio user experience.

These appointments underline the important role that WorldDAB plays in keeping radio prominent in the digital dash, supporting the radio and auto industries in bringing new content and an improved listening experience to the driver.

**-ENDS-**

### **About WorldDAB**

WorldDAB is the global industry association responsible for defining and promoting DAB digital radio. Our 1300+ experts cover 100 member organisations and 33 countries, and include public and commercial broadcasters, regulators, network providers and manufacturers of receivers, chips, professional equipment and automobiles.

### **About the WorldDAB Automotive Working Group**

The WorldDAB Automotive Working Group brings together the broadcast and automotive industries to collaborate on improving the DAB+ digital radio experience for drivers. Members of the Group include broadcasters, automotive manufacturers, tier 1 suppliers, network operators, aftermarket device manufacturers, national DAB+ promotion bodies, and other related organisations.

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