

Safety first for drivers as WorldDAB releases new industry guidelines for in-vehicle digital radio visuals

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- **First guidance of its type offers information for broadcasters and the automotive sector**
- **Aims to reduce driver distraction when DAB radio station visuals are shown on screens**
- **To be presented at WorldDAB Automotive 2022 on 22 June**

WorldDAB - the global industry forum for DAB digital radio - has released detailed guidelines for automotive manufacturers and digital radio broadcasters to ensure that visuals and text produced for in-vehicle screens minimise any potential distraction for the driver.

The new Driver Distraction guidelines have been produced with expert input from both the automotive and broadcast sectors, to ensure displays are safe for drivers while still providing the information listeners expect to see on their digital radio display.

The guidelines cover four key areas for in-vehicle visuals: legibility, relevance, frequency and local legislation. It also offers example visuals, showing how the guidelines can be used to design images for the car, and operational considerations to prevent updates and display functionality becoming distracting for drivers.

An important section in these guidelines - produced in consultation with vehicle manufacturers - includes the refresh rate for slides set at the industry standard of "not more frequently than every 20 seconds." The guidelines also highlight the importance of trigger time to broadcasters, noting that "producing and transmitting visuals is expensive, so commercial broadcasters need to sell visualisation (text and images) of audio advertising to meet their business case. They can only do that if the display of content to drivers is accurately timed and consistently visible."

The guidelines reflect that in some countries, local legislation may be more constraining, and an annex will highlight relevant local requirements.

The guidelines will be presented at WorldDAB Automotive 2022, in London on 22 June. The event brings together leading experts from across the digital radio and vehicle manufacturing industries and highlights how they are working together to design the best audio experience for drivers.

Current WorldDAB guidelines for broadcasters and automotive manufacturers cover User Experience and Aftermarket Devices and are available on the [WorldDAB website](#). All guidelines are regularly updated by members of the WorldDAB Automotive Group, reflecting market and technical changes. The new Driver Distraction guidelines have been created in collaboration with both broadcasters and car manufacturers, along with other industry organisations working in both spaces.

Broadcast radio continues to dominate as the most preferred source of in-car entertainment across the globe, according to the recent Car Buyers Survey. The international study found that the "most desired radio features include voice controls and content information" with 90% of respondents saying that broadcast radio should be standard in every vehicle.

The WorldDAB Driver Distraction guidelines aim to ensure this valued radio broadcaster content information is always shown clearly and without distraction to drivers.

-ENDS-

Note to editors

- The guidelines are available at: <https://www.worlddab.org/automotive/driver-distraction-guidelines>
- The guidelines are published ahead of WorldDAB Automotive 2022 which takes place in-person and online on Wednesday 22 June at Kings Place in London. The event explores how broadcasters and automotive manufacturers are working together to design the best broadcast radio experience for drivers. WorldDAB Automotive 2022 is free to attend - more details and registration at: <https://www.worlddab.org/events/detail/613>

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 1300+ experts from over 100 member organisations in over 33 countries across the globe include public and commercial broadcasters, regulators, network providers and manufacturers of receivers, chips, professional equipment and automobiles.

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