

WorldDAB Automotive 2024: Driving broadcast digital radio

- ***Essential annual event uniting broadcast and automotive sectors***
- ***International expert speakers announced, covering latest trends and research***
- ***In-person and online on 13 June, in Prague, Czechia***

17 May 2024

WorldDAB Automotive 2024 – the essential event bringing together the broadcast and automotive sectors – has unveiled its first group of expert keynote speakers.

The conference takes place in Prague and online on 13 June. It offers a unique opportunity for industry professionals to gain valuable insights into the latest developments in DAB+ broadcast digital radio technology for the automotive sector. The annual event is organised by WorldDAB, the global industry forum for DAB digital radio.

International speakers will include Tomas Granryd from Swedish Radio and Gwendolin Niehues of Germany's ARD, exploring the EBU's new "Connected Car Playbook", a united call to action for ensuring how radio can and should be visible and easy to find in the car, placing user experience at the forefront.

Bringing a perspective from the United States on the evolving landscape of broadcast radio in vehicles, April Carty-Sipp, Executive Vice President of Industry Affairs at the National Association of Broadcasters (NAB), will deliver key insights on NAB's Android Auto pilot initiative. Fred Jacobs, President of Jacobs Media, will join her in conversation, to share his analysis of the latest research on in-dash features and how these impact radio broadcasters. Alongside this, Roger Lanctot, Founder of Strategia Now will offer insights into global car infotainment system trends.

Frank Nowack, Function Owner for Broadcast Radio at Ford Motor Company will bring practical advice from one of the world's largest auto makers on overcoming challenges and avoiding pitfalls to implement localised content and advertisements on DAB+.

From the local public broadcaster, Czech Radio's Technical and Administration Director, and WorldDAB Vice President, Karel Zýka will look at how the organisation has been at the forefront of driving DAB+ expansion in Czechia. Meanwhile, Corinna Drumm from VÖP - the Association of Austrian Private Broadcasters, and Javier Sánchez Pérez from Spain's public broadcaster RTVE, will explore how DAB+ reinforces broadcast radio's dominance in the dashboard.

Following the recent publication of WorldDAB's guidance on phonemes, Gregor Pötzsch, from CARIAD, Volkswagen Group and Nick Piggott, Project Director, RadioDNS and Vice President, WorldDAB will show how metadata and phonemes are critical components for broadcasters to create seamless and intuitive interactions between drivers and their vehicles.

WorldDAB Automotive 2024 will be opened by the organisation's President, Jacqueline Bierhorst, who will also speak later at the 19th annual Digimedia 2024 conference for Czech media and advertisers, taking place in Prague on the same day.

The night before the event, attendees can join an exclusive networking dinner at the Miminoo Garden Restaurant, at the foot of Prague's iconic Žižkov broadcast tower.

WorldDAB Automotive is free to attend, in-person at Prague's Spojka Events venue in the Karlín district, east of the old city centre, and will be streamed live online. Registration is open on WorldDAB's website at: <https://www.worlddab.org/events/detail/663>

Graphics

- Jacqueline Bierhorst
- Karel Zyka
- Nick Piggott
- Automotive 2024 graphic
- WorldDAB logo

Notes to editors

- Most speakers are available for interview – please contact WorldDAB.
- Journalists are welcome to attend – please contact WorldDAB and register on the link below.
- WorldDAB Automotive 2024 takes place on Thursday 13 June 2024 09:30-15:30 (CEST), in-person and online at Spojka Events in Prague, Czechia. A networking dinner is available the evening before the conference at the Miminoo Garden Restaurant, at the iconic Žižkov Tower.
- More details and registration: <https://www.worlddab.org/events/detail/663>

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 120 member organisations in 35 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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