



World DAB Automotive // How does radio evolve alongside long-term innovations in the car ?



The biggest fears of radio broadcasters

Will the autonomous driver rather watch than listen?

Will radio need to think about broadcasting videos?

Will there even still be a radio button in the car?

How will we survive?





Back to the future ?

Autonomous transport already exists:

It's called Bus, Train, Metro, Taxi or Uber.

If you wonder how people will use media in 10 years,
look at how they use it now in public transport or on the back of a cab.

A soothing long train ride differs from a commute in a car:
There are traffic signals, and turns. Also it's shorter.







A thread is a crisis is a chance..

Fact 1: The future is hybrid

Right now the reality shows delays, volume differences and prerolls when switching between DAB+ to IP and back.

Seamless linking is just an idea.

Fact 2: The future can see

Crappy logos, missing metadata, wrong RDS entries, Interface design:


Get your act together!

Fact 3: It's all about routines.

Streaming quality and robustness, Audio personalisation, Voice control..

Make sure nobody get's lost.





„OK, ich öffne
den Radioplayer.
Welchen Sender
möchtest Du hören?“

Content Audio is king.

With Amazon's Echo, Google Home, Apple iPod etc. voice recognition now offers a huge chance for audio services.

It's also a threat, as it will open the market.

Within the next 10 years we face to scenarios:

1) The two ears battle.

„Siri, read me my mails.“

„Alexa, what is the weather.“

„Ok, Google play me some music.“

2) The credibility of the source

News from the Guardian, Spiegel Online, etc.

Infotainment from Podcasts

Music from Streaming Services



Relevant Content & Standard Technology

Digital first

Start tagging, care for metadata, collaborate in technology.
Profile your listeners.

Start exploring audio personalisation using ad server technology.

Thrive in content

Become the Number One Source for any content. News, Weather, Crime Podcasts, Comedy, Sex Talks. Chose or lose. Spoken word is what differentiates us from Spotify, Deezer & Napster.

When content and data make love..

With audio personalisation radio has a chance to evolve into a „free“ music streaming service and have Spotify & co. "become the intermediate technology of filling in the gap while the mobile networks improve."



Thank you.

#fürdich

 radio
player.de