

WORLD



*Defining the future of digital radio*



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# 4th European Automotive Event

14 November 2012  
Berlin, Germany

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## Digital Radio Connecting the Car

Supporters:

**DIGITALRADIO**  
*Radio der Zukunft*

**digitalradiouk**

**VDA**

Verband der  
Automobilindustrie

# AGENDA

## Morning Session: Wednesday 14th November, 2012

9.30 – 9.45	<b>Coffee &amp; Registration</b>
9.45 – 10.05	<p><b>Welcome</b>  <b>Connected trends in automotive</b>  <b>Moderator for the day: Roger Lanctot, Strategy Analytics</b>  An introduction to the future of connected trends in the automotive sector.</p>
10.05 – 10.25	<p><b>Connecting markets – European digital radio development</b>  <b>Jørn Jensen, WorldDMB President</b>  Overview of digital radio development in Europe by market: services, coverage and new markets.</p>
10.25 – 10.45	<p><b>Connecting industries – Drive 2 Digital</b>  <b>Laurence Harrison, Digital Radio UK (DRUK)</b>  The Drive 2 Digital event was held last week in the UK. This session will give an update on the topics discussed, who attended, the announcements made and future plans for the UK with regards to digital radio in the automotive sector.</p>
10.45 – 11.05	<p><b>Connecting the EU – Germany and the EBU work on ‘European Digital Radio’</b>  <b>Mats Akerlund EBU, New Radio Group and Helmut Bauer, The German Digital Radio Market</b>  The digital radio community understands that to achieve economies of scale and surety in the automotive market a digital radio solution for Europe must be agreed by the EU. This session will focus on the work of the European Broadcasting Union and the German administration in ensuring support from the European Commission for digital radio.</p>
11.05 – 11.15	<b>Q&amp;A – Connecting you to the speakers</b>
11.15 – 11.30	<b>The Coffee Connection – Networking Coffee</b>
11.30 – 11.50	<p><b>Connecting networks – service following and linking</b>  <b>Lindsay Cornell, WorldDMB Technical Committee Chairman</b>  Last year the WorldDMB Technical Committee convened a task force to standardise service following. The work was completed earlier this year and has now been published by ETSI. This presentation gives an overview of the work and the implications for the automotive market as broadcasters implement service following in the future.</p>
11.50 – 12.10	<p><b>Connecting to the after-market – new products</b>  <b>Carsten Friedrich, Frontier Silicon</b>  The car park in all European countries needs a solution to the issue of switch over. This presentation looks at the new products offered to the market.</p>
12.10 – 12.50	<p><b>Connecting platforms – hybrid and what does this mean</b>  <b>Panel with Sebastian Kett, ARD, Gerald Spreitz, GENIVI, Steve Tomlinson, IMDA, Ralf Hinz, Daimler AG</b>  Digital radio is now part of a hybrid solution but what is hybrid and what are the other parts of the solution. This panel focuses on hybrid from the perspective of various platforms and from both the broadcaster and automotive worlds.</p>
12.50 – 13.00	<b>Q&amp;A – Connecting you to the speakers</b>
13.00 – 13.45	<b>Lunch</b>

## Afternoon Session: Wednesday 14th November, 2012

13.45	<b>Afternoon session starts</b>
13.45 – 14.00	<b>Keynote: Thomas Kusche: Westdeutscher Rundfunk (WDR)</b> Presentation from the German Industry on digital radio in cars
14.00 – 14.20	<b>Connecting to safety and emergency announcements – ITIS Directive</b> <b>Thomas Saner, SRG SSR</b> Switzerland has been working on a solution for in-tunnel safety announcements. This presentation gives information on the results of this work and the potential of DAB/DAB+ to conform to the ITIS Directive. .
14.20 – 14.40	<b>Connecting to information – TPEG via DAB</b> <b>Dave Francis, INRIX</b> This year there was an announcement of a TPEG service in the UK supported by Toyota in two of its latest models. This presentation looks at TPEG development from the perspective of a provider and an overview of the development of the standard.
14.40 – 15.00	<b>Connecting to radio via mobile – Content &amp; App development</b> <b>Chris Gould, All in Media (AIM)</b> Apps are an important part of the broadcasting and mobile world. How can the development of Apps for digital radio have an impact in the car and what can broadcasters bring to the automotive sector in terms of content?
15.00 – 15.10	<b>Q&amp;A – Connecting you to the speakers</b>
15.10 – 15.25	<b>The Coffee Connection – Networking Coffee</b>
15.25 – 15.45	<b>Connecting services – case study: Mercedes and 90Elf</b> <b>Christoph Kruse, 90Elf</b> 90Elf is one of the commercial broadcasters on the national multiplex and its football service continues to grow in popularity. 90Elf announced a collaboration with Mercedes earlier in 2012. This presentation gives further information on what this collaboration means to both companies and how the content of a broadcaster can enhance the services of an automotive manufacturer.
15.45 – 16.05	<b>Connecting the World – a view from Australia</b> <b>Joan Warner, Commercial Radio Australia</b> Three years after the launch of DAB+ in Australia the focus on in-car digital radio remains high. The Australian market is focusing on cross promotion between automotive brands to make digital radio a priority when buying a new car. This presentation gives information on the work of the digital radio community to make this happen.
16.05 – 16.25	<b>Connecting the dealer – point of sale and on-air promotions</b> <b>Peter Fuhrmann, EMMA</b> Dealers have had little reason in the past to promote digital radio with a large number of other options available. How can the digital radio industry work with dealers to provide incentives and information to ensure digital radio is part of any sales initiative?
16.25 – 16.45	<b>Connecting solutions – software solutions</b> <b>Yossi Liron, Etherwaves</b> Various solutions have been offered for radio in the car. This presentation looks at multicore linux software defined radio (SDR) versus legacy embedded DSP for multi-tuner car digital radio receivers and highlights the challenges.
16.45 – 16.55	<b>Q&amp;A – Connecting you to the speakers</b>
16.55 – 17.00	<b>Conclusion &amp; End</b>