

WORLD



Defining the future of digital radio

5th WorldDAB European Automotive Event

DAB+ in the digital dashboard

Thursday 16 May 2013
Hamburg, Germany

Hosted by: **NDR**

Supported by:

Deutschlandradio
Deutschlandfunk Deutschlandradio Kultur DRadio Wissen

Brochure sponsor:



Unsere Programme jetzt auch im neuen Digitalradio

DIGITALRADIO

Radio der Zukunft

Weitere Informationen:
digitalradio.de
deutschlandradio.de
Hörerservice 0221.345-1831

Deutschlandradio

Deutschlandfunk

Deutschlandradio Kultur

DRadio Wissen

Welcome to the 5th European Automotive Event

Welcome to this 5th event in our series of automotive workshops. The WorldDMB European Automotive Event is the largest event of its kind, providing a vital link to facilitate information flow between automotive manufacturers and broadcasters. Continued announcements from major car manufacturers that they are line-fitting as standard DAB/DAB+ digital radio is encouraging, along with the many new after market solutions that continue to come onto the market. WorldDMB continues in its efforts to bring together broadcasters and automotive manufacturers with the aim of facilitating knowledge exchange on the latest trends and issues around implementing digital radio.

This year's programme includes updates from broadcasters in each of the territories that are in the process of rolling out the DAB family of standards, as well as a pan-European perspective from the European Broadcasting Union. Traffic and Travel services are a significant topic on this year's agenda, along with a session on after sales products, dealerships and marketing to the consumer. Representatives from the automotive and silicon chip industries provide an overview of the latest developments from within the automotive sector, and there is an entire section on digital radio technology, that includes topics such as hybrid radio and coverage strengths.

I hope you enjoy this event, and that very soon we will see digital radio fitted as standard across the range by all vehicle manufacturers.



Jørn Jensen
WorldDMB President

Welcome from the Project Office

The WorldDMB Project Office continues to focus its efforts on connecting the automotive sector and receiver manufacturers with broadcasters, with the aim of ensuring a smooth flow of information, from both a technical and marketing perspective, that will enable a smooth rollout of digital radio. New automotive industry members who have joined WorldDMB over the past year include: Connects2, Daimler AG, Hyundai Motor Europe Technical Center GmbH, Magneti Marelli S.p.A. and MOBIS Parts Europe N.V. Zweigniederlassung Deutschland (you can see all our current members on page 23 of this brochure).

Project Office Communications include a dedicated focus on the automotive sector, with regular updates on digital radio being line fitted as standard or as an option from several major car brands available throughout Europe and Asia Pacific as well as the latest aftermarket product ranges. The Project Office has kicked off its tour of tailored one-to-one meetings with auto manufacturers, which is proving to be a valued way for OEMs to gather the information they need to incorporate DAB/DAB+ digital radio into the digital dashboard. Don't forget to give us your feedback on this event, so that we can produce an interesting and relevant event next year.



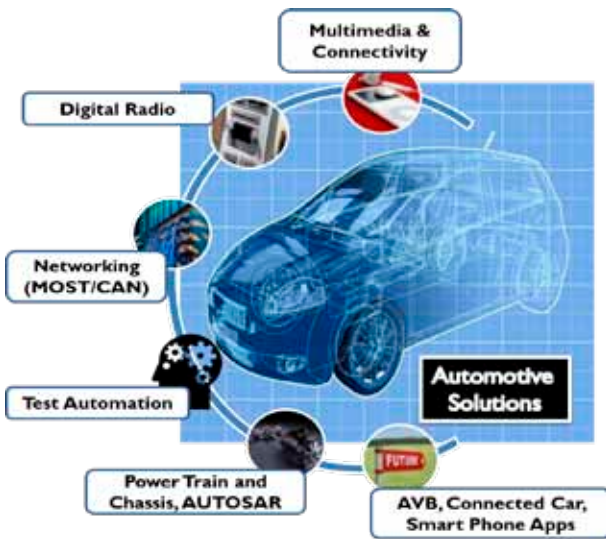
Bernie O'Neill
Project Director, WorldDMB

DAB/DAB+ is the digital radio standard of choice for broadcasters across Europe and Asia Pacific and is now being line fitted or is available as an option by leading car manufacturing brands.

AGENDA

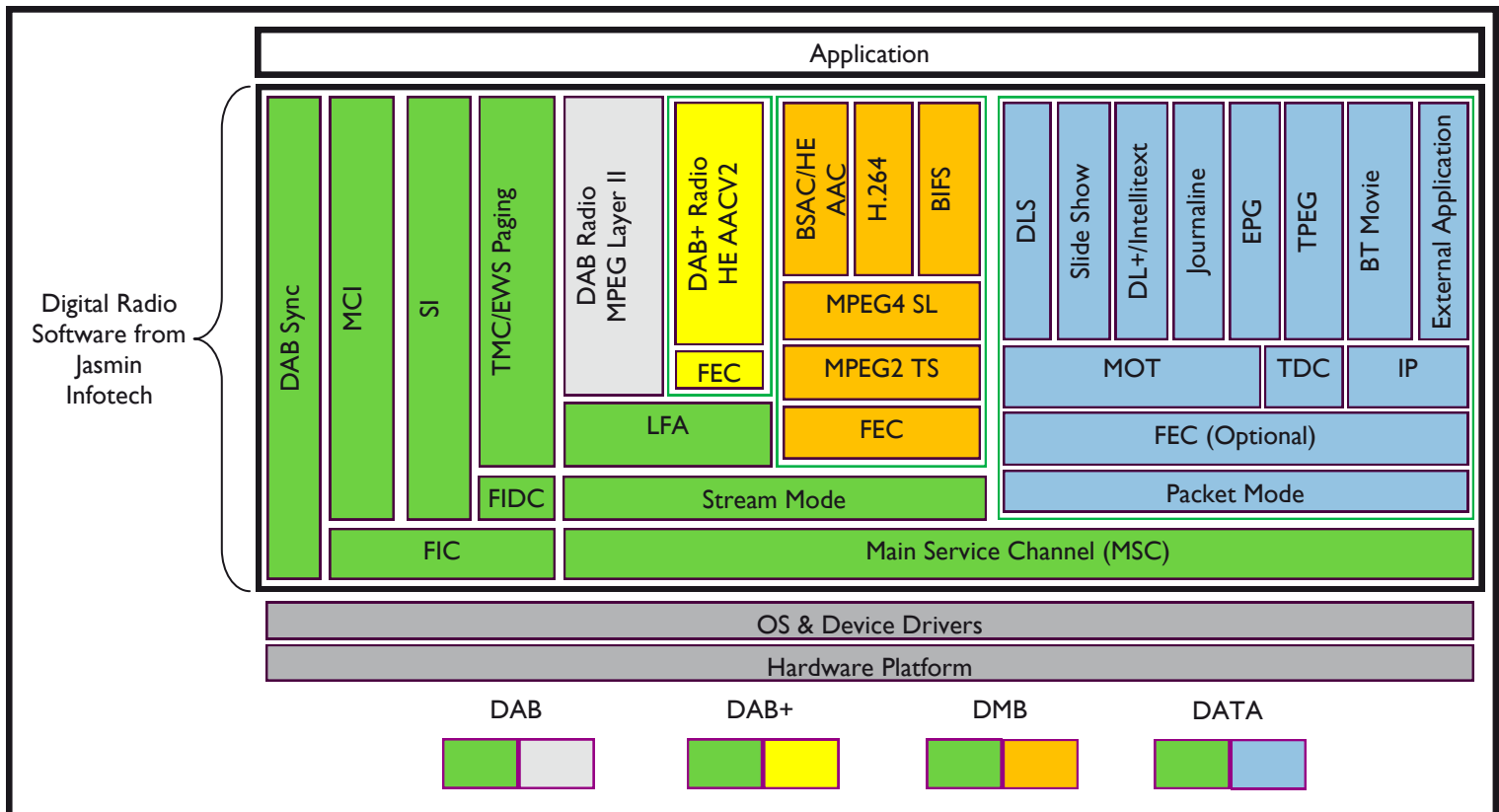
08:30 – 09:00	Registration
09:00 – 09:05	Introduction by moderator for the day: Helmut G. Bauer, Media Consultant & Lawyer, Cologne
09:05 – 09:10	Welcome address: Jörg Seisselberg, Head of Programme Presentation, NDR & Michael Reichert, ARD Project Office Digital Radio
09:10 – 09:30	Keynote speaker: Christian Vogg, Head of Radio, EBU Media Department EBU perspective on Digital Radio
09:30 – 09:50	Speaker: Ralf Hinz, Manager Navigation and Traffic, Daimler AG Digital radio - Standardisation and Status in Vehicle
09:50 – 10:40	<p>SESSION 1: DIGITAL RADIO COUNTRY UPDATES: PART I</p> <p>Moderator: Patrick Hannon, VP Corporate Development, Frontier Silicon</p> <ul style="list-style-type: none"> Norway: Jarle Ruud, Marketing Manager, Digitalradio Norway Switzerland: Ernst S. Werder, Managing Partner, MCDT Denmark: Lars Kierkegaard, CEO Assistant, Teracom Denmark Belgium: Laurent Finet, Head of Digital Radio Strategy, RTBF Netherlands: Bob Gorter, Interim Marketing & Communications Manager, NPO Audio
10:40 – 10:55	Networking Coffee
10:55 – 12:40	<p>SESSION 2: DIGITAL RADIO TECHNOLOGY</p> <p>Moderator: Lindsay Cornell, Principal Systems Architect, BBC Future Media division, WorldDMB Technical Committee Chairman</p> <ul style="list-style-type: none"> WorldDMB Technical Committee: Lindsay Cornell, Principal Systems Architect, BBC Future Media division, WorldDMB Technical Committee Chairman Coverage strengths: Thomas Wächter, Head of Product Management Business Unit Radio, Media Broadcast GmbH Hybrid Radio: Nick Piggott, Head of Creative Technology, Global Radio, Radio DNS Journaline: Olaf Korte, Head of the Broadcast Applications Group, Fraunhofer IIS Automotive chips - Sebastian Schreuder, Product Marketing Manager, NXP Semiconductors <p>Q&A</p>
12:40 – 13:20	Networking Lunch

13:20 – 14:45	<h2>SESSION 3: TRAFFIC & TRAVEL SERVICES VIA DAB FAMILY</h2> <p>Moderator: Nick Piggott, Head of Creative Technology, Global Radio</p> <ul style="list-style-type: none"> • TPEG in collaboration with TISA: Matthias Unbehaun, TISA Executive Director • Traffic and Travel: Thomas Kusche, Senior Editor, Westdeutscher Rundfunk, President, TISA • A new traffic service using DAB-TPEG in Germany: Andrew Nash, European Sales Director, Mediamobile • Future in car technologies, Genivi: Gerald Spreitz, R&D Manager Digital Radio, Bosch <p>Q&A</p>
14:45 – 15:35	<h2>SESSION 4: DIGITAL RADIO COUNTRY UPDATES: PART II</h2> <p>Moderator: Ernst S. Werder, Managing Partner, MCDT</p> <ul style="list-style-type: none"> • UK: Sam Bonham, Technology Development Manager, Digital Radio UK • Germany: Michael Reichert, Head of ARD Project Office, Digital Radio • France: Edwin Kayes, Business Development Manager, VDL • Italy: Hanns Wolter, Technical Director, Club DAB Italia • SE Asia & Australia: Joan Warner, CEO, Commercial Radio Australia, WorldDMB Asia Pacific Committee Chairperson (via video message)
15:35 – 15:55	Networking Coffee
15:55 – 16:15	<h2>SESSION 5: CAR MANUFACTURERS FORUM: PANEL DISCUSSION ON DIGITAL RADIO IN CARS</h2> <p>Moderator: Sebastian Kett, Consulting Engineer, SWR Radio</p> <ul style="list-style-type: none"> • Ralf Hinz, Manager Navigation and Traffic, Daimler AG • Jay Hackett, Principal Engineer – Tuners Team Leader, Jaguar Land Rover <p>Round table discussion</p>
16:15 – 17:40	<h2>SESSION 6: DIGITAL RADIO FOR AFTER SALES PRODUCTS, DEALERSHIPS, CONSUMERS</h2> <p>Moderator: Thomas Kusche, Senior Editor at Westdeutscher Rundfunk</p> <ul style="list-style-type: none"> • Marketing Digital Radio in the UK – Sam Bonham, Technology Development Manager, Digital Radio UK • How to monetise dealerships – Alexander Klett, CEO, EMMA • Product features and pricing – Patrick Hannon, VP Corporate Development, Frontier Silicon • DAB market and aftersales – Martina Hürbinger, Marketing Manager, GfK Retail and Technology • Consumer auto group – Peter Mikolaschek, Head Of Latest Traffic Information, ADAC <p>Q&A</p>
17:40 – 17:45	Closing remarks: Helmut G. Bauer, Media Consultant & Lawyer Cologne Close
	Networking Drinks



Established in 1998, Jasmin Infotech is a preferred Embedded solutions partner to leading Tier 1's & OEM's across the Automotive & Consumer Segment.

A strong team of 30+ engineers have been supporting Digital Radio development and implementation for several customers for the past 6+ years. By adhering to ISO26262 standards and MISRA C compliance we are a one stop shop for digital radio solutions.



DIGITAL RADIO IP IMPLEMENTATION

- Audio : DAB, DAB+, DMB, DRM 30
- Data : Intellitext, Journaline, SLS, DLS, DL+, EPG, BWS, BIFS
- Transport Layer—Packet, PAD, MOT & TDC
- Traffic & Travel—TMC & TPEG
- Seamless Linking : FM-DAB, DAB-DAB

DIGITAL RADIO SERVICES OFFERED

- Application development
 - DAB, DAB+, DMB, DRM 30,
 - Sirius/XM
- Dual antenna support (1.5, 2.0 & MRC diversity)
- Internet Radio integration
- Migration across multiple platforms



Conference Moderator

Helmut G. Bauer, Media Consultant, Lawyer in Cologne



Helmut studied law, journalism, politics and ethnology in Heidelberg and Mainz. He served as CEO in various media companies and is one of the pioneers of private broadcasting in Germany. His current work focuses on broadcasting infrastructure and new media technologies, particularly for radio. As a senior analyst of digital radio he advises and supports manufacturers, governments and regulators. Since 2012 he has been a member of the Board of Directors of EMR Institute of European Media Law. Helmut is the author of numerous publications and was for many years a lecturer at several universities.

Session Moderators

Lindsay Cornell, Principal Systems Architect, BBC Future Media division, WorldDMB Technical Committee Chairman



Lindsay Cornell is Principal Systems Architect for the BBC's Future Media division. He leads the work on The Future of Radio which provides technical leadership to the development of radio technologies that will maintain and extend the reach of the BBC's radio services, both in the UK and across the globe. The work is highly collaborative, partnering with a wide range of industry groups. Lindsay has considerable knowledge of standards making through his work as a Specialist Task Force leader at ETSI and his roles as Chairman of the World DMB and DRM Technical Committees. Lindsay brings a rare combination of scientific understanding, technical experience, project management and people skills to bear upon the topic of global radio development. He is a frequent speaker at international conferences and events.

Patrick Hannon, VP Corporate Development, Frontier Silicon



Patrick Hannon is VP Corporate Development at Frontier Silicon, the leading provider of technology solutions for digital radio. His role is to work with policy makers and industry players (broadcasters, network operators, device manufacturers, retailers and automotive manufacturers) to ensure that digital radio is successfully rolled out in as many territories as possible. Before joining Frontier, Patrick was a strategy consultant focused on broadcast / digital media. Previously, he held senior strategy / commercial roles at the BBC / BBC Worldwide.

Sebastian Kett, Consulting Engineer, SWR Radio



Sebastian has worked for almost seven years as a consulting engineer in the radio department of SWR radio. Since early 2007 he has been active in the field of digital radio. His focus nowadays is on project management in the fields of data services, data workflows and devices. Since 2011 he has represented the interests of the German public broadcasters (ARD group) in ongoing discussions for the device industry as a Manager for Development and Technical Services digital radio. In this role he is part of the national project office for the launch of digital radio in Germany.

Thomas Kusche, Senior Editor at Westdeutscher Rundfunk



Thomas Kusche works as Senior Editor at Westdeutscher Rundfunk (WDR) in Cologne, Germany, where he takes responsibility for Strategy and Planning of Traffic Telematics. He co-ordinates Traffic Telematics activities also within ARD. Kusche represents the interests of Public Service Broadcasters, e.g. within the German National TMC-Platform. Furthermore, he is President of TISA, the Traveller Information and Services Association. He is member of the European ITS Advisory Group and of the ERTICO Strategy Committee. Thomas also chairs the Working Group "Data and Traffic" within the German Platform for Digital Radio and he's involved in the national DAB+ launch.

Nick Piggott, Head of Creative Technology, Global Radio



Nick and his team work at the intersection of radio and innovative technology. His involvement in DAB Digital Radio goes back to 1996, launching new digital-only stations in 1999, and is a long-standing contributor to technical development of DAB. As well as working on DAB, Nick and his award-winning team have innovated in the mobile space, from SMS to Mobile Apps, and are now driving development of the RadioDNS project, which promotes the use of IP connectivity to enhance broadcast radio (FM or DAB).

Ernst S. Werder, Managing Partner, MCDDT



More than 20 years of sales and marketing experience in a number of management positions in Switzerland and abroad, including several years as an executive board member and managing director. 10 years at SRG SSR as Head of Engineering and Head of Production and Transmission Technology at SR DRS. Project manager for the commercial launch of DAB and DAB+ at SRG SSR since 2006.

Speakers' Biographies

Sam Bonham, Technology Development Manager, Digital Radio UK



Sam is one of the UK Radio Academy's 30 under 30. He is Technology Development Manager at Digital Radio UK, preparing the UK for a digital radio switchover. Sam has helped to grow the market for in-vehicle and domestic digital radio devices. He has worked with the vehicle industry to ensure standard line-fit of digital radio and promoted the development of aftermarket equipment, as well as helping to lead the Government's Digital Radio Action Plan, Technology & Equipment Group, to develop minimum receiver requirements. Sam is also a radio producer and presenter for BBC Introducing in the West.

Lindsay Cornell, Principal Systems Architect, BBC Future Media division, WorldDMB Technical Committee Chairman



Lindsay Cornell is Principal Systems Architect for the BBC's Future Media division. He leads the work on The Future of Radio which provides technical leadership to the development of radio technologies that will maintain and extend the reach of the BBC's radio services, both in the UK and across the globe. The work is highly collaborative, partnering with a wide range of industry groups. Lindsay has considerable knowledge of standards making through his work as a Specialist Task Force leader at ETSI and his roles as Chairman of the World DMB and DRM Technical Committees. Lindsay brings a rare combination of scientific understanding, technical experience, project management and people skills to bear upon the topic of global radio development. He is a frequent speaker at international conferences and events.

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Laurent Finet, Head of Digital Radio Strategy (RTBF)



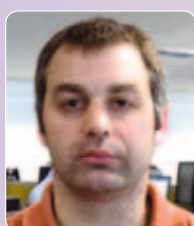
Laurent Finet's heart is a radio. Laurent started as a presenter when he was 12, he entered RTBF 22 years ago as a presenter, and he then became Head of Program in Brussels. From 2000 to 2008, he drove RTBF 1st radio digital migration, bringing production tools from tape to computer. Now he builds the digital strategy for radio in Belgium. As a member of EBU's 'New Radio Group' and Steering Board member of RadioDNS (hybrid radio), Laurent is 'user centric minded', and tries to keep the end-user far from technology.

Bob Gorter, interim Marketing & Communications Manager, NPO Audio



Bob Gorter is the interim Marketing & Communications Manager of NPO Audio (Dutch Public broadcaster). Bob is 49 years old and lives in a small city between Amsterdam and Hilversum, the Dutch mediacity. The first 15 years of his career he worked in several Advertising agencies. In 2006 he decided to start as interim manager on the client side, working for ING, ABN/AMRO and KPN Telecom. Bob has worked at NPO since april 2012 and one of his assignments is introducing DAB+ in the Netherlands.

Jay Hackett, Principal Engineer – Tuners Team Leader, Jaguar Land Rover



Jay is the team leader for future tuner systems and features developed within the Jaguar Land Rover Infotainment department. Jay joined Jaguar Land Rover in 2001, and has worked on many of the radio systems and features which have been developed by Jaguar Land Rover over the last 12 years.

Patrick Hannon, VP Corporate Development, Frontier Silicon



Patrick Hannon is VP Corporate Development at Frontier Silicon, the leading provider of technology solutions for digital radio. His role is to work with policy makers and industry players (broadcasters, network operators, device manufacturers, retailers and automotive manufacturers) to ensure that digital radio is successfully rolled out in as many territories as possible. Before joining Frontier, Patrick was a strategy consultant focused on broadcast / digital media. Previously, he held senior strategy / commercial roles at the BBC / BBC Worldwide.

Ralf Hinz, Manager Navigation and Traffic, Daimler AG



Ralf studied computer sciences from 1982 to 1987 at the University of Hamburg and got his PhD at the University of Dresden. Ralf's career started with the creation of the first video telephone worldwide, working with the AEG research institute. Since 1989 Ralf has worked with Daimler AG in Ulm, Germany where he started in the Research Institute and moved into Advanced Engineering. His work has evolved from the (lower) communications layers and protocols upwards to the definition and conception of telematics services. This includes leading various research and engineering teams.

Martina Hürbinger, Marketing Manager, GfK Retail and Technology GmbH



After her MA in economics with focus on statistics at Erlangen-Nuremberg University and at Trinity College in Dublin, Martina collected more international experiences at United Nations in Chile and DIW. She works for GfK since 2002 meanwhile as Marketing Manager. She is responsible for global Product Group Management for After Sales In-Car, Key Account Manager and Mobile CE team lead. Besides the classical retail panel she is also in charge of other business areas using quantitative and qualitative analyses. In her leisure time, she enjoys sports activities, playing chess, logic puzzles and reading.

Edwin Kayes, Business Development Manager, VDL



Edwin joined VDL in May 2009 and is responsible for international business development for VDL's DAB/DAB+/- DMB head-end and monitoring products, as well as VDL's transmission network services. Prior to joining VDL, Edwin was one of the founders of SomerData, a UK company that specialised in the design and manufacture of real-time data capture and monitoring products. Edwin has been an active participant in WorldDMB since 2006 and has supported many WorldDMB technical and marketing events.

Lars Kierkegaard, M.Sc.E.E., CEO Assistant, Teracom Denmark



He joined Teracom on 1 May 2010. His main responsibility was to standardise Teracom's existing broadcast solutions in Denmark into profitable product and service offerings. In September 2012 Lars joined the Management team at Teracom Denmark. The responsibilities also included the implementation and launch of a new product development process in Teracom Denmark. In November 2010 Lars led the integration of Teracom Sweden's and Teracom Denmark's product portfolios following Teracom's purchase of Broadcast Service Denmark in July 2010.

Alexander Klett, CEO EMMA GmbH



After his graduation Alexander Klett initially worked in the field of gastronomy in a leading position. In 1991 he changed into the electronics industry where he operated as marketing manager for sales and distribution. In 2000 started his own business with Klettman Media Services and also founded the European Mobile Media Association. Today EMMA GmbH is the most important industry platform for mobile entertainment and the largest international association for the performance of competitions around mobile entertainment.

Thomas Kusche, Senior Editor at Westdeutscher Rundfunk



Thomas Kusche works as Senior Editor at Westdeutscher Rundfunk (WDR) in Cologne, Germany, where he takes responsibility for Strategy and Planning of Traffic Telematics. He co-ordinates Traffic Telematics activities also within ARD. Kusche represents the interests of Public Service Broadcasters, e.g. within the German National TMC-Platform. Furthermore, he is President of TISA, the Traveller Information and Services Association. He is member of the European ITS Advisory Group and of the ERTICO Strategy Committee. Kusche chairs the Working Group "Data and Traffic" within the German Platform for Digital Radio, he's involved in the national DAB+ launch.

Peter Mikolaschek, ADAC e. V., Head Of Latest Traffic Information



From 1984 – 1998 as head of the ADAC Tourist Services department Peter transformed the existing Information Centre into a fully integrated traffic information centre and was responsible for the entire tourist information area, including the department's Traffic Editorial Office, Foreign Country Information, Cartography and Tourist Editorial Office. Since 1999 Peter Mikolaschek has been Head of the Traffic Information Service department at ADAC e. V where he is responsible for research, editing and distribution of the latest travel and traffic information within the ADAC. Peter represents the ADAC at TISA and represents the ADAC at diverse national and international committees and working groups regarding travel and traffic information. Mr Peter Mikolaschek holds a degree in pedagogics.

Andrew Nash, European Sales Director, Mediamobile



As the European Sales Director of Mediamobile, Andrew Nash defines the sales strategy of the VTraffic services range on the Automotive/OEM, Media, Telecoms and B2B markets. During his long industrial career, 15 years of which were based in France, he has been leading the business development at Jabil, headed the automotive electronics division at Pioneer and held various sales and marketing positions within Valéo and Jaguar.

Olaf Korte, head of the Broadcast Applications Group, Fraunhofer IIS



Olaf Korte, head of the Broadcast Applications Group at Fraunhofer IIS. His main focus is on standardisation and implementation of digital radio standards DAB and DRM. For 20 years, Olaf and his team have been working on applications, encoders and decoders for all parts of the digital radio broadcast chain. This includes multiplexer head-end solutions, chipset components and receiver implementations. In addition the Broadcast Applications Group offers consulting and project planning to its customers.

Nick Piggott, Head of Creative Technology, Global Radio



Nick and his team work at the intersection of radio and innovative technology. His involvement in DAB Digital Radio goes back to 1996, launching new digital-only stations in 1999, and is a long-standing contributor to technical development of DAB. As well as working on DAB, Nick and his award-winning team have innovated in the mobile space, from SMS to Mobile Apps, and are now driving development of the RadioDNS project, which promotes the use of IP connectivity to enhance broadcast radio (FM or DAB).

Michael Reichert, Head of ARD Project Office Digital Radio



Born in 1968, Michael Reichert has worked at the SWR Radio HQ in Baden-Baden since 2007. He is in charge of the coordination of the future radio projects and a number of online projects. Previously he worked as a journalist and reporter for television and radio at SWR. Currently working as strategic group leader on the media-research project 'Future Radio' (with commercial radio stations) as well as for SWR-internal strategic projects and online coordination, Michael represents SWR (and ARD network) in EBU, IMDA and RadioDNS working groups. Since July 2011 he has been Head of Project Office Digitalradio (Germany) as joint of public broadcasters (ARD, Deutschlandfunk) and a union of nationwide commercial broadcasters (DRD GmbH) to launch and establish digital radio in Germany.

Jarle Ruud, Marketing Manager, Digitalradio Norway



Jarle has most of his experience from the consumer electronics trade. In his last position there, as Nordic category manager for Panasonic TV, he closely followed the shift from analogue to digital TV distribution in the Nordic countries. In Digitalradio Norway, he is responsible for initiating and coordinating activities with the consumer electronics trade industry. This industry is one of the most significant channels of public information in the coming transition to digital radio.

Jörg Seisselberg, Head of Programme Presentation, NDR



Jörg Seisselberg is Head of Programme Presentation in the Central Programme Management Department of NDR Radio and he is Member of the NDR project group for digital radio. In the recent past he has been responsible for the development of the new NDR Radio App and the cooperation with Volkswagen as part of the "Radio interactive" project. Before working in the Central Programme Management he was a correspondent for ARD Radio in Berlin and Rome.

An aerial photograph of a winding asphalt road through a rural landscape. The road curves from the top left towards the bottom right. On the left side of the road, there are green fields with visible tire tracks. On the right side, there are golden-brown fields. A single car is visible on the road, and a shadow is cast across the green field on the left. The text 'Discover the FREEDOM OF OPEN ROADS' is overlaid on the left side of the image in white, with 'FREEDOM' and 'OF OPEN ROADS' in a larger font size than 'Discover the'.

V-Traffic Premium DAB service now broadcasting in Germany

Spring 2013 Mediamobile launches its **V-Traffic Premium DAB-TPEG traffic information service**, with real-time traffic events and flow data.

A leap forward in technology, the V-Traffic DAB-TPEG service sets a new definition for high quality, precise real time traffic information, combined with the broadcast advantages of a lifetime service* with nationwide coverage.

To deliver what today's drivers desire, ensure your navigation system takes the best route with V-Traffic Premium DAB service.

Meet us at:

16 May – WorldDMB European Automotive Event – Hamburg

21-24 May – TISA Test Fest – Munich

18-19 June – Content & Apps for Automotive – Munich

Contact us to test our TPEG traffic data on your equipment: contact@mediamobile.com

*For the terminal's lifetime and as long as the service is in operation.

Gerald Spreitz, R&D Manager Digital Radio, Bosch



After his studies in electrical engineering and telecommunications in Hannover and Toulouse and some activities in the transportation industry, he started his work on Digital Radio technology at Bosch in 1995. Later he supported the technical committee work in WorldDMB and the DRM consortium. He was actively contributing to the enhancements of DAB, the Enhanced Packet Mode and the DAB+ standard. Since 2007 he has been a member of the WorldDMB Steering Board. Since 2011 he joins also the GENIVI consortium, where he works as chair of the Tuner Project (Task Force) and as leading architect in the Media & Graphics Expert Group (Committee). He is member of the GENIVI System Architecture Team.

Sebastian Schreuder, Strategic Marketing Manager, Business Line Car Entertainment, NXP Semiconductors



Sebastian studied Electrical Engineering at University of Karlsruhe and TU Eindhoven and earned his MBA at Collège des Ingénieurs in Paris while working at Daimler AG. In 2006 Sebastian joined Philips Semiconductors (soon to become NXP Semiconductors) as Marketing Manager for car access and immobilizer products and in 2010 took over the global Product Marketing for the automotive digital radio solutions, defining next generation product concepts closely together with the automotive industry. Recently he stepped into the role of Strategic Marketing Manager for the business line Car Entertainment a market segment where NXP is the leading chip maker.

Matthias Unbehaun, TISA Executive Director



Matthias Unbehaun received an M.Sc. in Electrical Engineering from Friedrich-Alexander University in Erlangen and a Ph.D. from the Royal Institute of Technology in Stockholm. During the past 15 years, he has been active in the field of ITS in different roles and has responsibilities for car manufacturers, suppliers and consulting companies. Since January 2013, he has been nominated as TISA Executive Director.

Christian Vogg, Head of Radio, EBU Media Department



Prior to joining EBU in 2012, Christian Vogg worked with EBU German Member WDR, where he worked as an editor, reporter and presenter, working mainly for radio but also for TV and as a Foreign Correspondent in the Arab World. He then became Senior Advisor for the Director General, and was involved also in developing the organisation's digital strategy. Christian led the project to create the new online audio and video portal WDR Mediathek, including a video portal for the young radio program 1LIVE. In his last position with WDR, he coordinated the organisation's metadata-related projects.

Thomas Wächter, Head of Product Management Business Unit Radio, Media Broadcast GmbH



Thomas Wächter, studied electrical engineering at the University of Braunschweig between 1981 and 1986 before joining the research institute of Deutsche Telekom in Darmstadt. Since 1992 he has been assistant director at the headquarters of Deutsche Telekom in Bonn responsible for the development of digital, terrestrial broadcasting platforms. He is currently responsible for the product management of terrestrial audio broadcast networks within Media Broadcast GmbH. Media Broadcast GmbH was bought by TDF Group in January 2008 from Deutsche Telekom. Thomas Wächter is member of the WorldDMB Steering Board.

Joan Warner, Chief Executive Officer, Commercial Radio Australia, WorldDMB Asia Pacific Committee Chairman



Commercial Radio Australia represents all commercial radio broadcasters across Australia and in her role as CEO Joan Warner oversees industry marketing campaigns, strategy, planning, rollout and marketing of DAB+ digital; all regulatory and legislative issues including the Commercial Radio Codes of Practice, radio audience survey contracts and industry copyright agreements and negotiations. Joan is responsible for the annual National Commercial Radio Conference, Siren Creative Awards, Australian Commercial Radio Awards and New Artist to Radio Showcase. She has worked for State and Federal Government Ministers and at senior executive levels in the private and Government sectors. She holds four degrees including a Master of Business Administration and a Master of Education and has received a Lifetime Achievement Award from the Asia Pacific Broadcasting Union (ABU).

Ernst S. Werder, Managing Partner, MCDT



More than 20 years of sales and marketing experience in a number of management positions in Switzerland and abroad, including several years as an executive board member and managing director. 10 years at SRG SSR as Head of Engineering and Head of Production and Transmission Technology at SR DRS. Project manager for the commercial launch of DAB and DAB+ at SRG SSR since 2006.

Hanns Wolter, Hanns Wolter, Technical Director, Club DAB Italia scpa



Hanns Wolter started in 1999 as Project Manager for Club DAB Italia and has covered all issues regarding digital radio: spectrum, multimedia, audio coding and regulation. He has supported the DAB+ development and launched some of the first DAB+ services in Europe in July 2007. Currently he is managing the roll out of the national DAB+ network for Club DAB Italia. He has been a member of the WorldDMB Steering Board since 2006 and Chairman of the Regulatory and Spectrum Committee.

Hybrid Car Radio DAB / DAB+ / IP

Parrot Asteroid new Car Radio is the first Android based device that offers standard Apps such as Spotify, Deezer, or other IP-based Radio programs.

On top of this, DiBcom, World leader in Mobile Digital TV chip technology has added its Software Defined Radio Octopus chip into Asteroid, thus adding support for DAB and DAB+ services. DiBcom is now the Digital Tuner Business Unit of Parrot.

Both technologies combined make Asteroid the most advanced Car Radio in the World.



DAB
Digital Audio Broadcasting



Parrot

Event Supporters

Supported by:



Deutschlandradio, the national public radio broadcaster in Germany, is offering three radio programs: 1. Deutschlandfunk, the national information program with facts and politics, 2. Deutschlandradio Kultur, the national cultural program, and 3. DRadio Wissen – a knowledge program especially for younger listeners and students. Special broadcasts like parliamentary debates are transmitted using a temporary audio channel called Dok&Deb. All audio services are transmitted via digital radio transmission systems like DAB, internet streaming, digital satellite and cable. The two first programmes are also transmitted in analogue technique as FM and AM. The DAB multiplex comprises various additional data services like Dynamic Label+, Slide Show, Electronic Programme Guide, and Journaline, the "video text" of radio with a lot of very interesting textual informations like news, weather forecast, traffic information and other contemporary issues.

Brochure Sponsor:



MEDIA BROADCAST, a member of the TDF Group, is Germany's largest full-service provider in the media and broadcast industry. The company's core business revolves around the planning, installation and operation of multimedia transmission platforms for television and radio companies based on digital transmitter networks. MEDIA BROADCAST operates a nationwide DAB+ network in Germany, containing a datacast platform for advanced traffic information (TPEG).

Exhibitors



As a qualified and experienced partner of the industry, ADMESS provides signal generators and test tools for DAB+/T-DMB and various digital and analog standards, portable wideband RF recording / playback solutions, audio analysers and general purpose test and measuring instruments. We are proud to look back upon 12 years of experience in selling DAB signal generators for R&D and manufacturing test.



Connects2 was established in 2000 and develops, manufactures, distributes and markets a range of proven technology products that bridge the gap between factory-fit and aftermarket products. The Connects2 range encompasses solutions for all aspects of In-Car Entertainment; from integration of Aftermarket head units into CAN-Bus data systems on vehicles, to the ever increasing demand for in-car use of iPod and hard drive MP3 products.

Exhibitors (continued)



DiBcom, a Business Unit of Parrot, designs high-performance chipsets that enable reception of mobile TV and radio reception everywhere. Parrot has launched its second generation Android based solution for Automobiles, called Asteroid. Combined with DiBcom chipsets, it provides the most advanced hybrid IP/DAB car radio in the World.



Fraunhofer IIS, based in Erlangen, Germany, is the leading innovator in audio coding and digital broadcasting and provides one-stop solutions for the broadcast industry on transmitter and receiver side. This includes standardisation, overall broadcast system design, audio and data application codecs, receiver core development, OEM broadcast server solutions and professional consulting.



Glovane Co., Ltd. is a leading supplier of digital radio total solutions with rich experiences in mobile broadcasting industry for more than 10 years. Our goal is to contribute enlargement of high quality digital radio receiving infrastructure by providing the key technologies through digital radio enabled SoCs and qualified software solutions. Glovane's SoC solutions target for high performance automotive radio receivers as well as highly integrated low-power consumer products. Recently released is a dual DAB SoC with which system developers can easily implement seamless DAB to DAB as well as seamless FM to DAB service following. The software solutions of Glovane range from data service middlewares for EPG, intellitext, journal lines and TPEG to DAB application program on Windows and Android OS. Our field-proven digital radio solutions and tailored technical support offer customers with higher competitiveness by enabling time-to-market launch of market leading products. Glovane has its headquarter in Seoul, Korea and a branch office in Shenzhen, China.

JVC KENWOOD

JVC KENWOOD Corporation is a leading developer and manufacturer of state-of-the-art car electronics. Its main consumer offerings include car audio products and AV-integrated navigation systems, which are marketed worldwide under both the JVC and KENWOOD brands. On an OEM basis, JVC KENWOOD Corporation produces car navigation systems and components for car-mounted equipment.



STREY Consult with its office in the city of Dresden was founded in 2010 by Michael Strey. Since then we offer sales and consultancy services around digital broadcasting. Services include sales of measuring and monitoring equipment for DAB and DVB-T, development of turn-key systems for receiver tests, training about digital broadcasting, consulting about the application of on-channel repeaters, consulting about the implementation of DAB data services, external consultant for trouble-shooting in digital broadcasting networks. STREY Consult is the official representative for sales of products from the French company Actia Sodielec and sells broadcasting products for several other companies.



...digital radio on the move

Seamless DAB Integration

Features

- Plug and Play installation
- Stores favourite stations
- 100's of new radio stations
- No box on view
- No wires on view
- Fully integrated
- Maintains FM stations
- Controlled from steering wheel controls
- Uses car's current display
- Voice prompt menu system
- Displays: radio text, song & artist information



DAB functions are controllable from the steering wheel buttons



DAB station name transmitted via RDS text



Call sales for more information +44(0)121 522 5588

www.AUTODAB.COM

WorldDMB is responsible for defining the digital radio standards DAB and DAB+ for digital radio and DMB for radio and mobile TV.

Our goal is to promote the standard around the world. We work with sound and data broadcasters, network providers, car, receiver, chip and equipment manufacturers, governments and official bodies to encourage international co-operation and a smooth, coordinated roll-out of services.



Through our network of more than 85 companies and organisations from across the industry and from over 25 countries, WorldDMB is in the best position to assist the transition from analogue to digital radio.



Member benefits

Global contact database

- commercial and public broadcasters
- chip, receiver and equipment manufacturers
- network operators
- regulatory bodies
- automotive manufacturers (OEMs, Tier 1s, Tier 2s)

Market Intelligence

- country rollout plans
- coverage maps
- industry news
- Eureka! member newsletter

Industry Events

- free registration to WorldDMB events
- speaking opportunities
- free or discounted exhibition opportunities
- discounted admission to industry events
- opportunity to distribute promotional material

Support to Broadcasters

Advice on switching from analogue to digital radio

- regulation
- technical trials
- licensing
- marketing
- network build out
- best business case scenarios
- production of new digital radio content

Business Development

- advertise products in WorldDMB publications and at industry events
- sponsorship opportunities
- targeted networking opportunities

Technical Information and Support

- advice on regulatory and spectrum issues
- ETI files and guidance on trials and testing
- opportunity to shape the development of future applications
- automotive sector specific technical information

WorldDMB Committees

- attendance at Committee meetings
- access to all Committee documents
- opportunity to join Task Forces and influence the industry

Resources

- ETI Library
- GfK Statistics – quarterly/ market growth
- presentation and document library
- exclusive member document sharepoint



// At WorldDMB we join the community that is shaping the experience of digital radio for the next decades. We understand digitisation is not just a change of technology, it will deeply affect the way listeners use radio and what they expect from it. As a manufacturer in the automotive industry, maintaining a strong hold on radio is of vital interest to us and WorldDMB is our key to the technology. //

Andreas Goršak, JVC Kenwood Corporation, Germany
(automotive audio manufacturer)



It's easy to join – just call +44 20 7010 0744 email

“ Broadcasters are facing unprecedented competition for their spectrum and their audiences. Working through WorldDMB with chip and receiver manufacturers, spectrum planners and broadcasters throughout the world ensures innovation and best practice is developed and shared. WorldDMB members can be assured that free to air radio has an exciting digital future. ”
Joan Warner, Commercial Radio Australia

WorldDMB Committees – Involving Members

Only WorldDMB members can join and attend WorldDMB Committee meetings and access all current and past committee documents. The committees provide opportunities for international networking, sharing information and skills and making valuable professional business contacts. They are core vehicles for issue-based interaction on technical, regulatory and spectrum issues. The committees are member-led and self-managed, each with its own programme of meetings, task forces and internal communications.

WorldDMB Technical Committee

- oversees the standardisation of the DAB family of standards
- ensures that receiver equipment and broadcast technologies are compatible
- upgrades and advances the standard in line with technical developments
- looks to the future-proofing of receiver and broadcast equipment

WorldDMB Regulatory and Spectrum Committee

- lobbies to ensure the availability of sufficient frequencies for digital radio
- identifies problems related to frequency availability and works to resolve them
- provides guidance on what works best in the regulatory framework



“ The principal benefit of being a member of WorldDMB is networking, you meet people here who have done what you’re thinking of doing already, you want to learn from their experiences, avoid their mistakes and build on their successes. ”
Phil Laven, European Broadcasting Union, Switzerland

WorldDMB Member Representatives – Linking the Experts on Digital Radio

Member Representatives are the backbone of WorldDMB membership. They are **key staff** from **member** organisations involved in digital radio – country or regional managers, sales, technical, strategic, marketing, press- who are connected to the WorldDMB network. Member representatives receive regular industry updates, discounted or free registration to WorldDMB events and access to valuable members only information via the WorldDMB website.



WorldDMB Asia Pacific Committee

- supports the implementation of digital radio in the Asia Pacific region
- advises on regulation, licensing, technical trials, network build out, marketing and production of new digital radio content
- offers information on business case scenarios, retailers & manufacturers, affordable receivers, marketing & PR strategies

WorldDMB Events Facilitating exchange on best practice for rollout of digital radio

Every year WorldDMB organises over 20 events, conferences, tailored workshops and seminars bringing together industry stakeholders for information exchange and valuable networking opportunities. These include the WorldDMB General Assembly, our automotive workshops in Europe and Asia Pacific and several digital radio workshops that are a part of the industry’s major global events and exhibitions (IFA, GSMA, IBC, Telematics Munich, Broadcast Asia). Through these events WorldDMB offers members the opportunity to share best practise, sponsor and promote their products and services.



Braucccchhhhht man iiiiiiiiiiiim Autoooo eig n lich **Digitalradio?**



Der Navitainer DNX7230DAB mit großem 7-Zoll Touchscreen Monitor
(17,7 cm Bildschirmdiagonale) und einstellbarem Neigungswinkel

Die neuen Car Entertainment-Systeme mit DAB+ für brillanten, störungsfreien Empfang. Natürlich von Kenwood.

Digitalradio ist da, das Radio der Zukunft – und die neuen Navigations- und Multimediasysteme mit DAB+. Das bedeutet: glasklarer Empfang in CD-Qualität ohne nerviges Rauschen oder Störungen, komfortable Bedienung, mehr Vielfalt und bei Bedarf unterbrechungsfreier Wechsel zwischen digitalem und analogem Empfang. Dazu ein erstklassiges Navigationssystem, iPhone-/ iPod-, USB- und SD-Steuerung, optionales CAN-Bus-Interface zur Darstellung von Fahrzeuginformationen und vieles mehr. Und alles mit perfekter Smartphone Anbindung dank zahlreicher Apps.



DIGITALRADIO
Radio der Zukunft

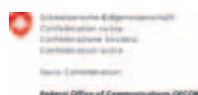
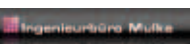
WorldDMB Members



Perfecting the Art of Electronics
ALPS



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WORLD



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DIGITAL RADIO „MADE IN GERMANY“

- Roll out of 53 sites until end of 2013, covering more than 56 % of the German population and 73 % of German highways!
- Plan-Build-Run: Professional project management, paired with excellent experience in digital broadcast network operation
- State-of-the-art data service facilities (e.g. TPEG)

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