

AGENDA

Opening address

Patrick Hannon, President, WorldDAB and Vice President
Corporate Development, Frontier Silicon



Patrick Hannon

09:15 - 10:10

Session 1

Keynote speeches

In a watershed year for DAB with the switch-off of FM in Norway, a key area of focus is DAB in cars, with the need for cars in all European markets to be equipped with digital radio as standard. This high-level session looks at what each market is proposing for the future of digital radio.

Digital radio in the car – Germany

Siegfried Schneider, President, Landesmedienanstalten (DLM)
Nathalie Wappler-Hagen, Chair of ARD Radio Committee

Digital radio in the car – United Kingdom

Ford Ennals, Chief Executive Officer, Digital Radio UK

Digital radio in the car – Norway

Rune Hafskjær, Chief Digital Officer, P4

Digital radio in the car – France

François-Xavier Bergot, Deputy Head of Radio Directorate,
Conseil Supérieur de l'Audiovisuel (CSA)

Digital radio in Europe

Helwin Lesch, Steering Group Board Member, European Digital Radio Alliance (EDRA)



Siegfried
Schneider



Nathalie
Wappler-Hagen



Ford
Ennals



Rune
Hafskjær



François-Xavier
Bergot



Helwin
Lesch

Digital radio in the car today – key market overviews

Over the past 12 months, DAB+ development has accelerated in key markets in Europe. This session will look at these developments, with a specific focus on the automotive market.

Moderator: Patrick Hannon, President, WorldDAB and Vice President Corporate Development, Frontier Silicon

Automotive country updates

Laurence Harrison, Market Development Director, Digital Radio UK

Jacqueline Bierhorst, Project Director, Digital Radio Netherlands

Hanns Wolter, WorldDAB Regulatory and Spectrum Committee Chair and Technical Director, DAB Italia

Tobias Enné, Spokesman, National Digital Radio Campaign, Primitime

Michael Reichert, Future Radio Development, Bayerischer Rundfunk

René Wehrin, Project Manager, Digitisation and Convergence, OFCOM

Jean-Marc Dubreuil, Programme Manager, WorldDAB



Patrick
Hannon



Laurence
Harrison
United Kingdom



Jacqueline
Bierhorst
The Netherlands



Hanns
Wolter
Italy



Tobias
Enné
Denmark



Michael
Reichert
Germany



René
Wehrin
Switzerland



Jean-Marc
Dubreuil
France

Digital radio in the car today – technology trends

The future of radio seems assured, but how are trends in technology changing the way that drivers can listen to radio. This session looks at hybrid radio, radio in the connected car and traffic information services over digital radio. It also looks at the usability of digital radio and how broadcasters and the digital radio industry are working towards a more standard way of delivering and showing information in the car.

Moderator: Arjen Bongard, Editor in Chief, automotivET International

In-car hybrid radio

Christian Winter, Development Engineer Connected Radio, Audi

Digital radio in the connected car

Speaker from the automotive industry

Digital radio usability and the user interface: Update from WorldDAB User Experience Working Group & release of report on user experience research

Laurence Harrison, Market Development Director, Digital Radio UK

Receiver sensitivity in the car

Hanns Wolter, WorldDAB Regulatory and Spectrum Committee Chair and Technical Director, DAB Italia

Panel Moderator: Arjen Bongard, Editor in Chief, automotivET International

Panel discussion

- Christian Winter, Development Engineer, Connected Radio, Audi
- Laurence Harrison, Market Development Director, Digital Radio UK
- Hanns Wolter, WorldDAB Regulatory and Spectrum Committee Chair and Technical Director, DAB Italia



Arjen
Bongard



Christian
Winter



Laurence
Harrison



Hanns
Wolter

Digital radio in the car in 5 years

Broadcasters support digital radio and no longer see internet radio as a competitor – more of a complement. Both the audio industry and the automotive industries are changing rapidly, faster than many previously predicted. How will radio in the car be affected in the near future by these rapid changes, especially with new players in the audio market and the changes in driving and listening habits?

Moderator: Nick Piggott, Project Director, RadioDNS

Digital radio sales today and a look to the future

Thomas Glassenhart, Customer Services Manager, Europe, JATO Dynamics

Panel Moderator: Nick Piggott, Project Director, RadioDNS

Panel discussion:

- Benjamin Poor, Project Manager, Technology & Innovation, EBU
- Florian Franz, Manager Entertainment and Antennas, BMW
- Gereon Joachim, Vice President, Business Development Europe, XPERI



Nick
Piggott



Thomas
Glassenhart



Benjamin
Poor



Florian
Franz



Gereon
Joachim

Digital radio in the car in 10 years

In the longer term, there are many technology developments that will affect driving. Among these are autonomous cars. This session looks at how radio may look and sound in the autonomous vehicle. How will longer-term media trends potentially affect how radio is listened to and what would this mean for the driver?

Moderator: Mark Friend, Controller, BBC Radio and Music Multiplatform

What will radio look and sound like in the autonomous car?

Caroline Grazé, Managing Director, Radioplayer Deutschland

How does radio evolve alongside long-term innovations in the car?

Arjen Bongard, Editor-in-Chief, automotiveIT International

Insights from an in-car product manufacturer

Damien Brion, Senior Engineer, Project Manager, Clarion Europe SAS

Panel moderator: Mark Friend, Controller, BBC Radio and Music Multiplatform

Panel discussion

- Caroline Grazé, Managing Director, Radioplayer Deutschland
- Arjen Bongard, Editor in Chief, automotiveIT International
- Damien Brion, Senior Engineer, Project Manager, Clarion Europe SAS



Mark
Friend



Caroline
Grazé



Arjen
Bongard



Damien
Brion

Digital radio data and the driver

DAB is both versatile and there to provide a service to drivers. With overloaded networks and more connected cars, how can DAB be used in the context of the big data issues that OEMs face? And is the message about digital radio getting to the consumer? This double session looks at two areas that are important in the development of DAB digital radio.

Moderator: Jacqueline Bierhorst, Project Director, Digital Radio Netherlands

Panel moderator: Ronald Haanstra, CEO MTVNL and Vice President, IDAG

Panel discussion

Is DAB+ the solution for big data and how can DAB technology be used to create other opportunities for the car industry?

The automotive industry is experiencing an explosion in the amount of data that is generated and processed, with predictions of 250 million connected cars on the road by 2020.

This panel looks at the benefits of using a hybrid (4/5G and DAB+) system to fulfill demand and at other systems which offer opportunities for the car industry.

- Carsten Friedrich, Account Director Automotive Services, Media Mobile
- Rainer Biehn, Technical Manager, Bayerischer Medien Technik
- Martin Speitel, Group Manager Infotainment, Communication Systems Division, Fraunhofer Institute for Integrated Circuits IIS



Jacqueline
Bierhorst



Ronald
Haanstra



Carsten
Friedrich



Rainer
Biehn



Martin
Speitel

Panel moderator: Jacqueline Bierhorst, Project Director, Digital Radio, The Netherlands

Panel discussion

Radio and the consumer – is the digital radio message reaching the driver and what more can be done?

One key area in the development of digital radio in the car should be with the driver. How is the driver's relationship with radio changing as radio goes digital and what has been done to make this transition smooth? What can be done to help drivers get ready for the roll-out of digital radio across Europe?

- Paul Smith, Chief Executive Officer, Pure International Limited
- Eugenio La Teana, Head of Research and Development, 102.5 Hit Radio
- Hans Christian Andersen, Chief Executive Officer, Sahaga AS

Closing remarks

Patrick Hannon, President, WorldDAB and Vice President Corporate Development, Frontier Silicon



Jacqueline
Bierhorst



Paul
Smith



Eugenio
La Teana



Patrick
Hannon



Hans Christian
Andersen



Networking drinks
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