CARIAD

Future Radio Today

Gregor.Poetzsch@audi.de
Twitter @PoetGregor
Product Owner Radio
entertainment, smart functions and gaming

We transform automotive mobility

CARIAD
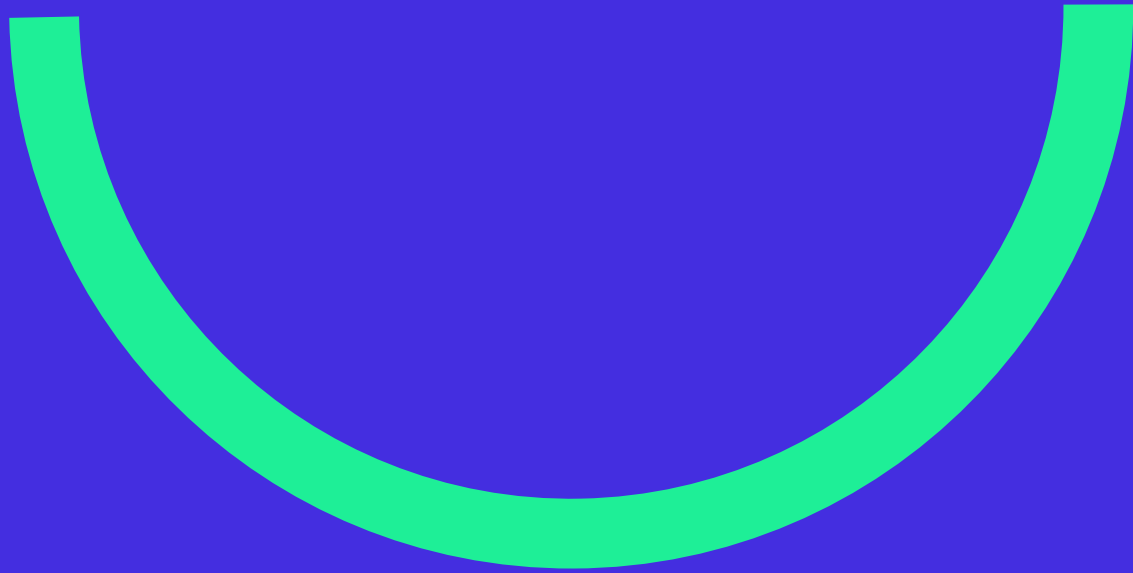A VOLKSWAGEN GROUP COMPANY

Gregor Pötzsch

Product Owner Radio   @Cariad
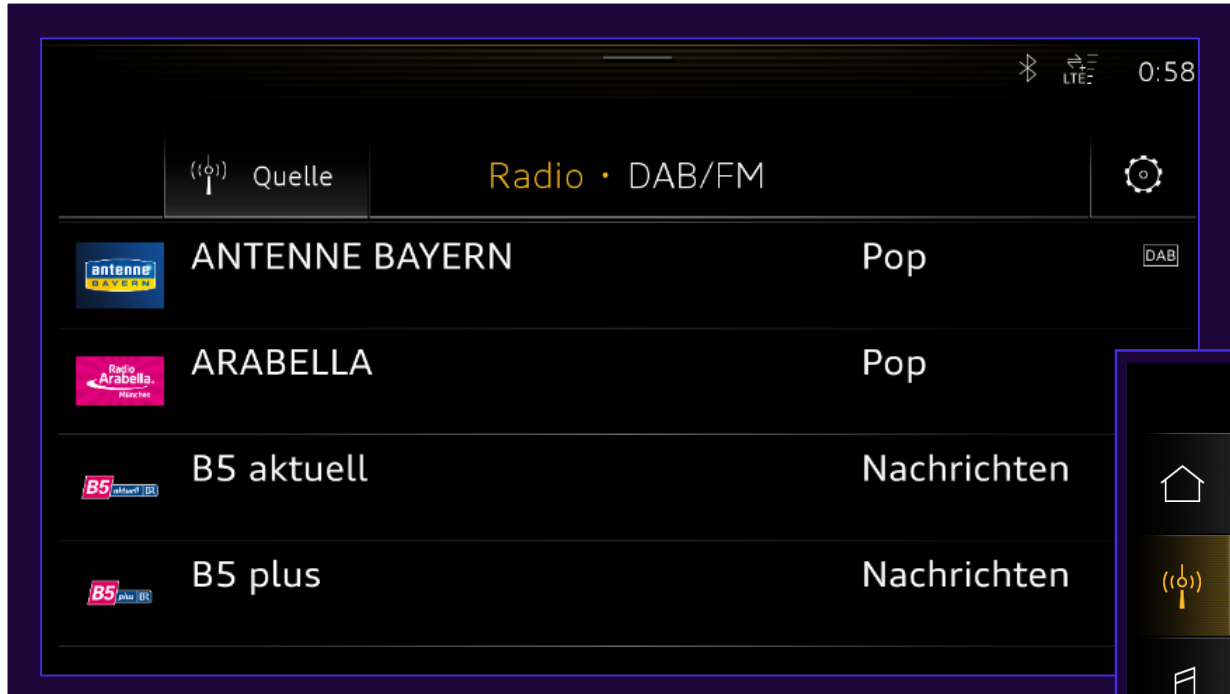as Car I am Digital

He strives for exiting
Radio ... Experience.

We transform automotive mobility

Radio in car Today

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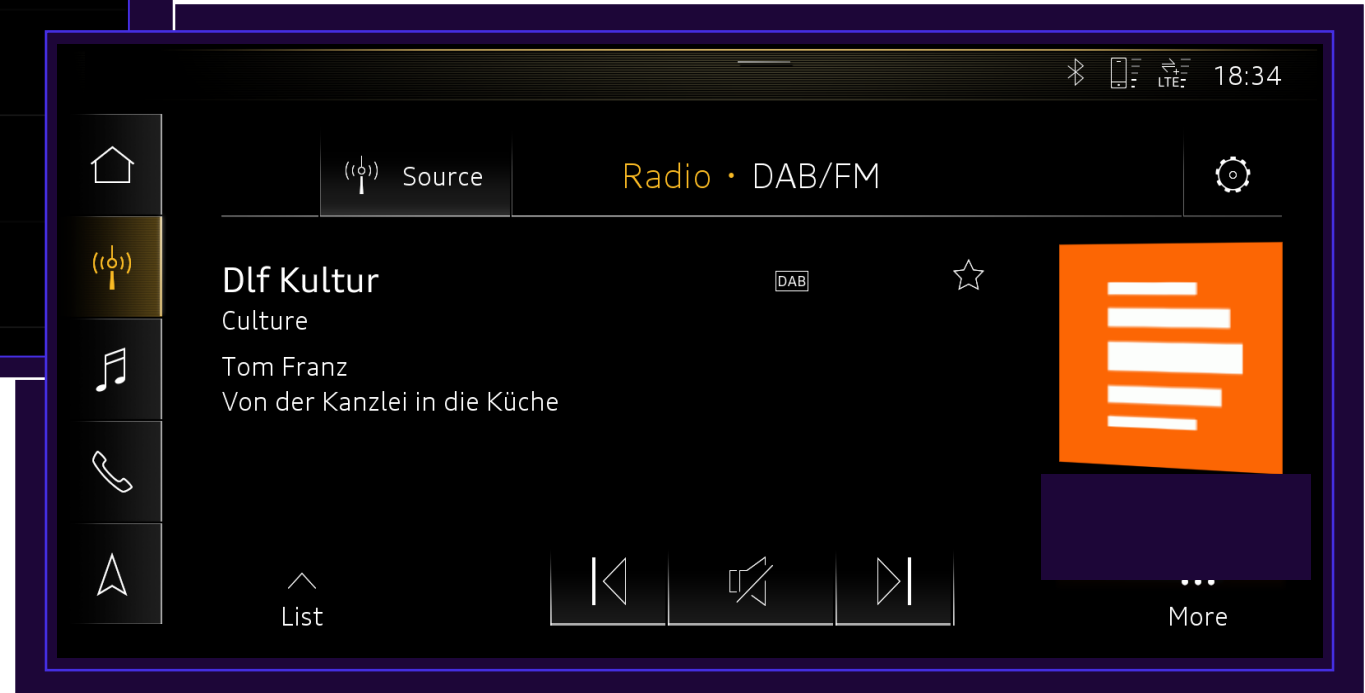# Station meta data for Radio

Station Logo
Broadcast DAB EPG Station Information
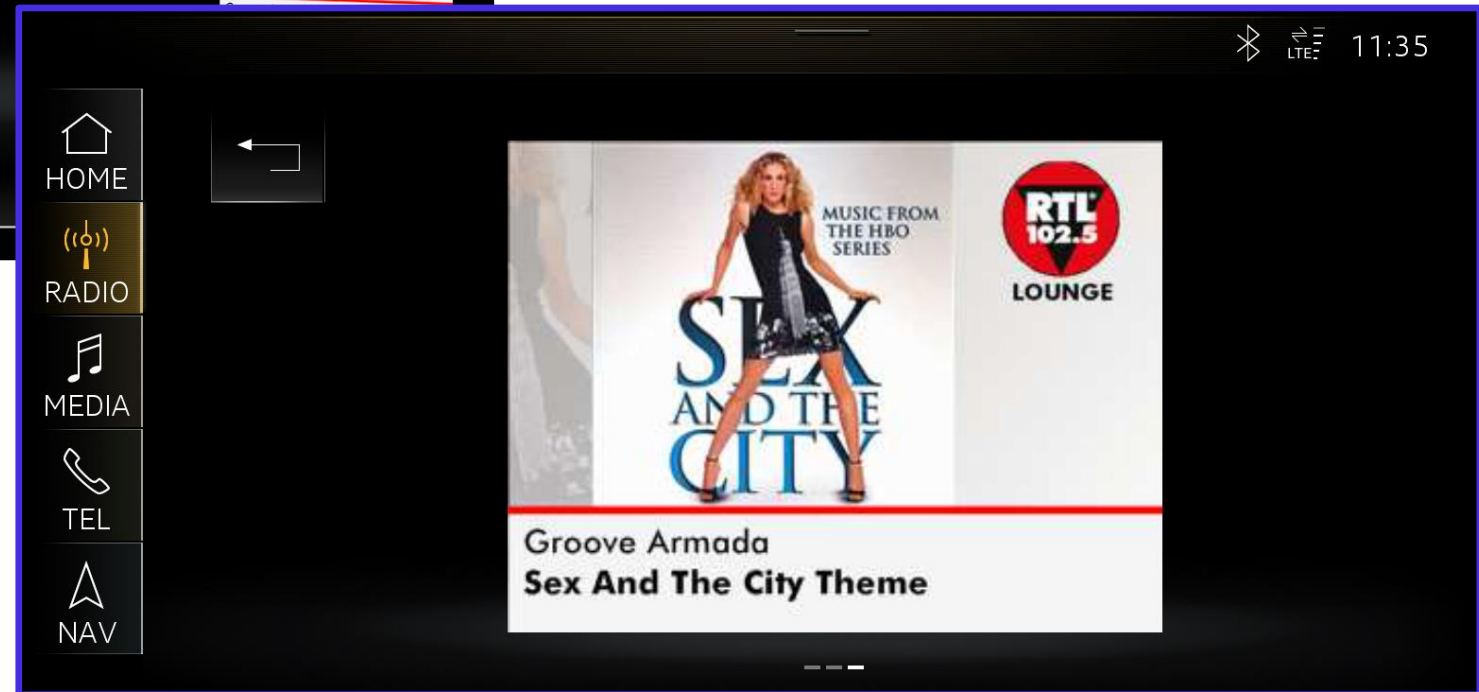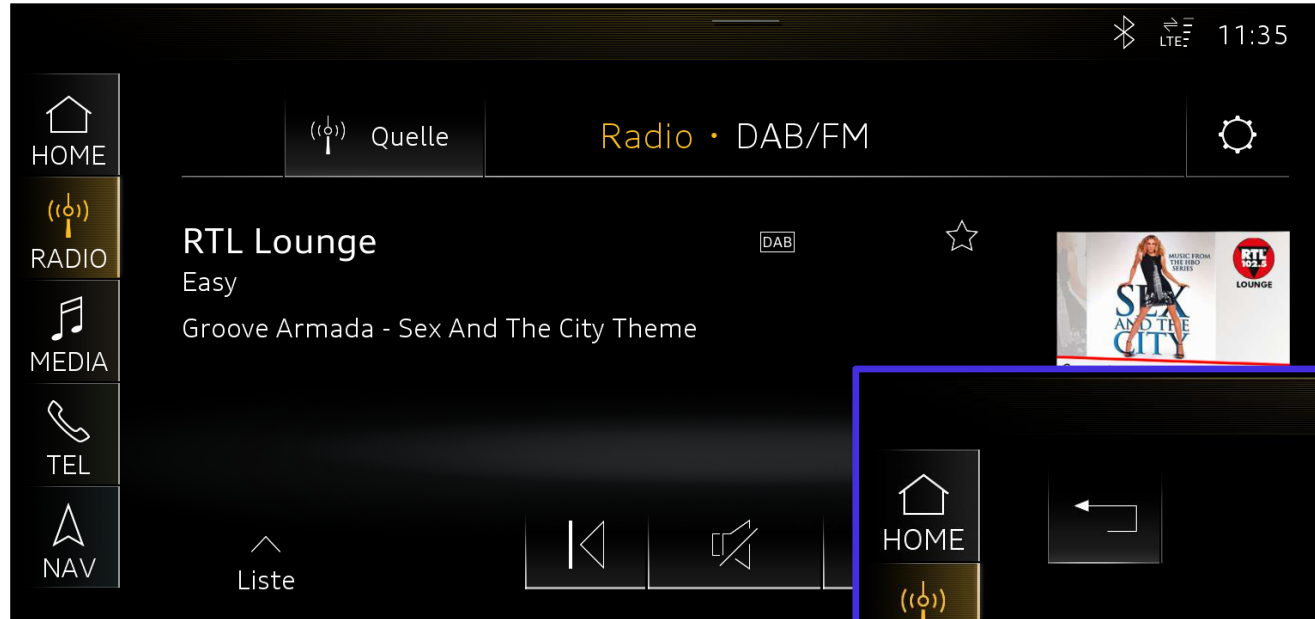Online Station Information

CARIAD
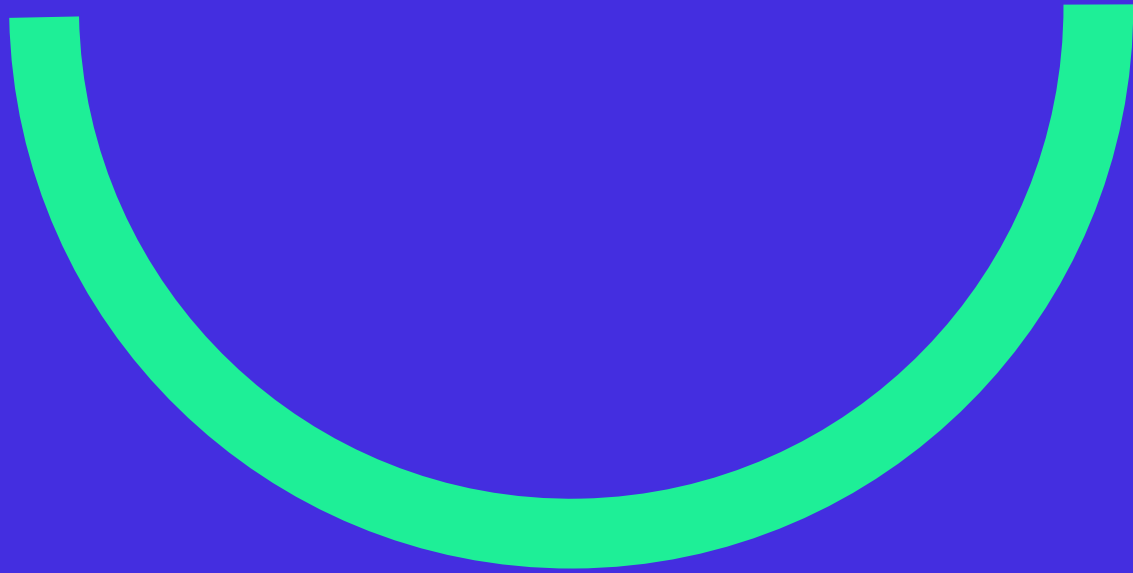A VOLKSWAGEN GROUP COMPANY
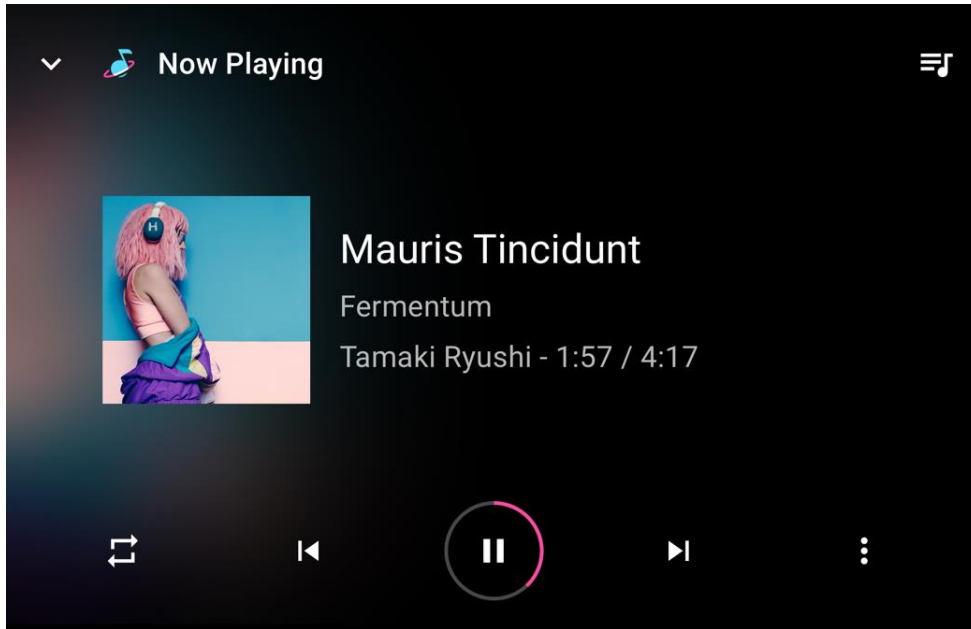
Picture and Text meta data

Now Playing Meta Data

Artist

Title

Slideshow Cover Art

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Radio in world of Apps

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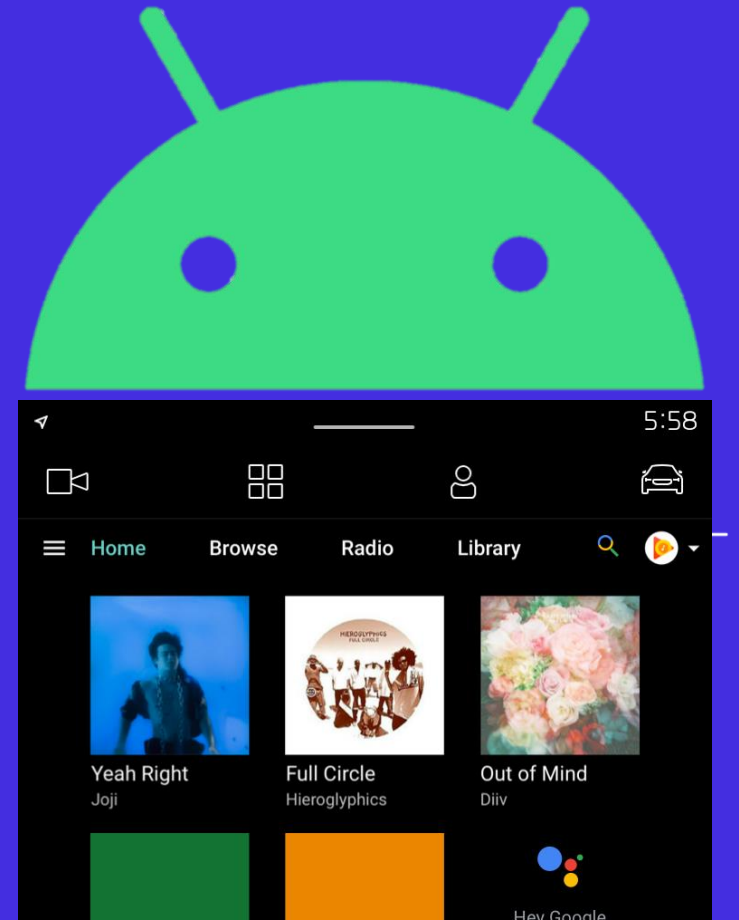
Android Media Experience versus Radio Experience

Android Media Center versus Google Radio Sample App

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Initiative Participants

Commercial Radio Australia

WorldDAB

Cox Media Group

NPR

Beasley Media Group

Volkswagen / Audi - Cariad

Audacy

Bauer Media

BBC

SWR

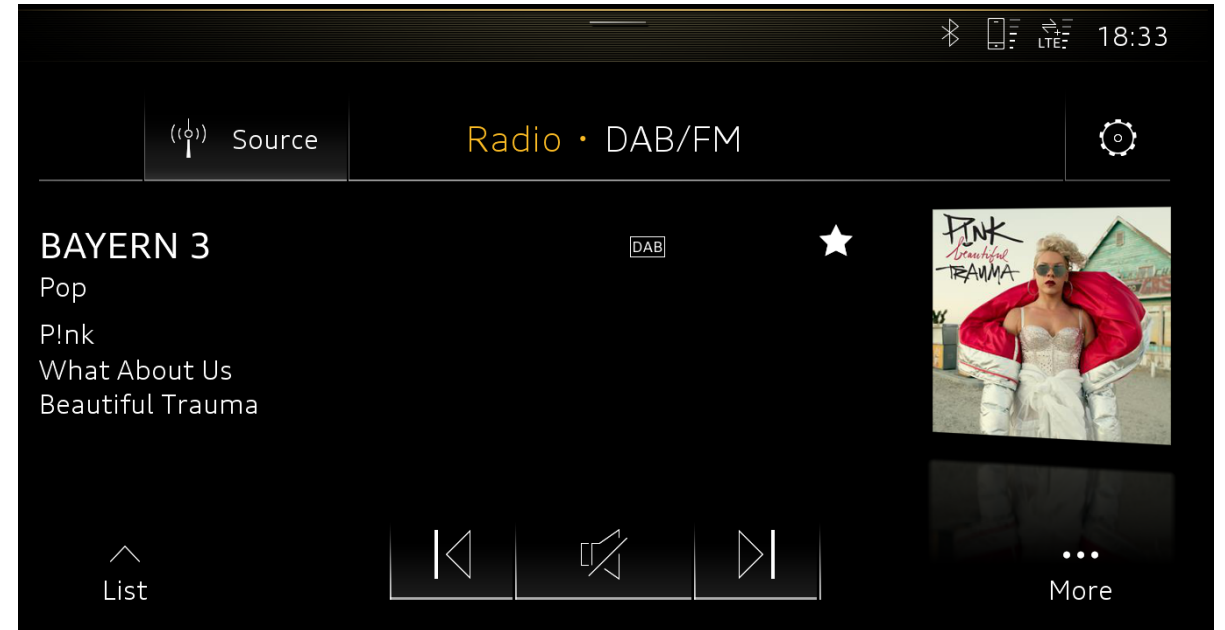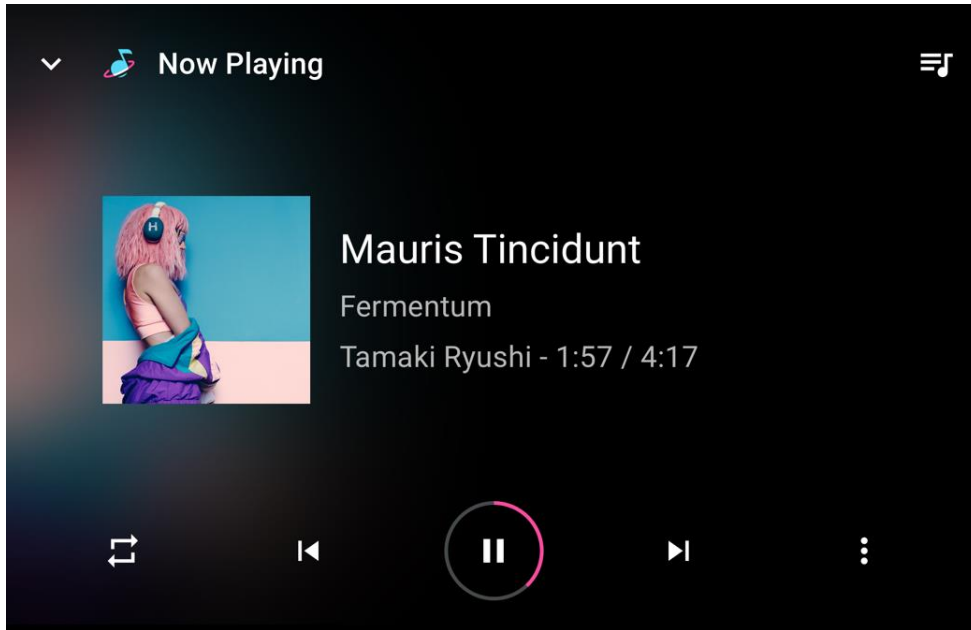Salem Media Group

Ford Motor Company
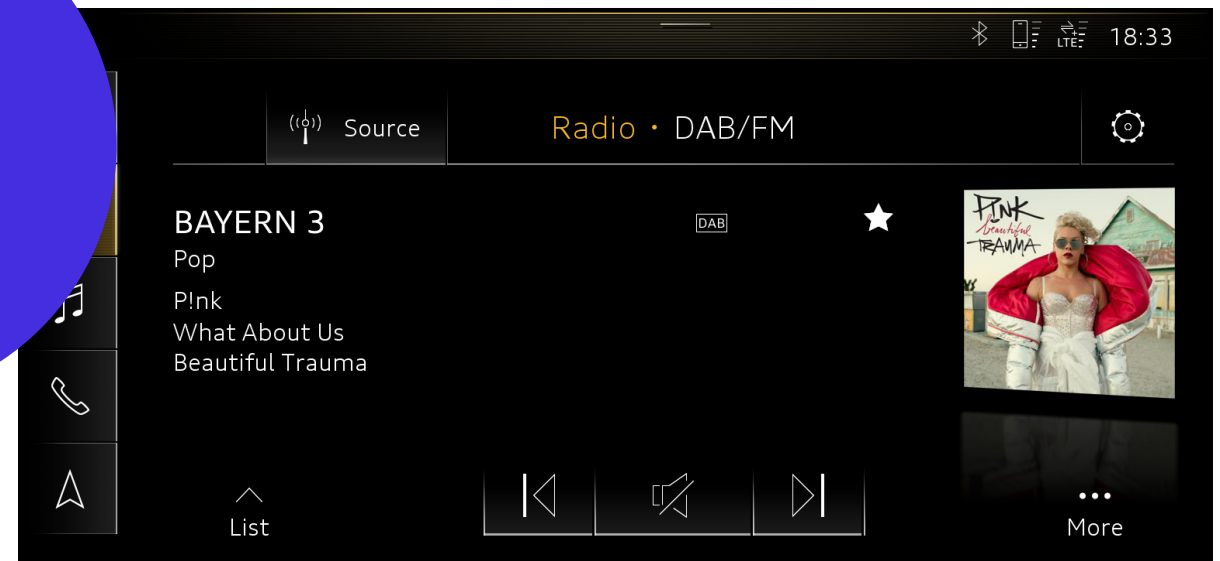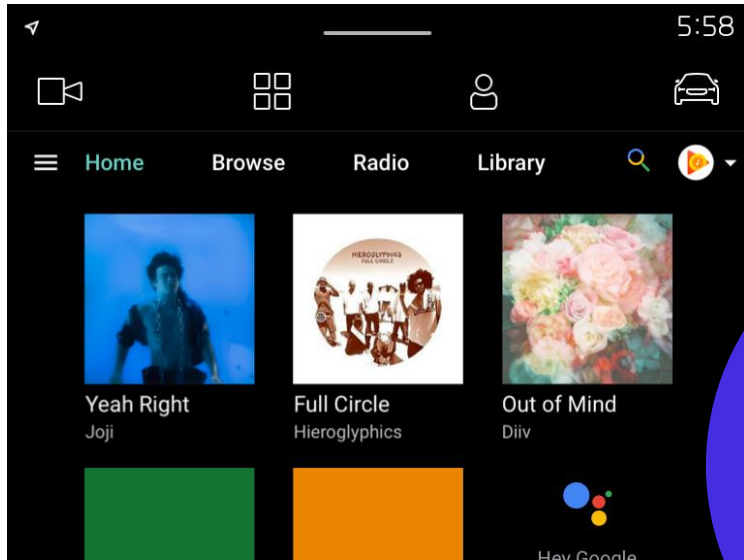
NAB

iHeartMedia

Xperi

New York Public Radio

TBS Radio

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Google Media vs World DAB Radio Vision

Android Media Center versus World DAB / NAB Pilot Radio Vision for User Experience

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How will Radio compete with Media Apps?

How will Radio compete with all the media apps like spotify, deezer ….

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Necessary Broadcast Radio Features

Specific features **currently not supported** or not fully supported for all broadcast standards

Station logo

Radio Data System (RDS)

Radio Text+

Dynamic Label Segment

Song titles

Station Information Services

Real-time information

Frequency

Announcements

Album art

Dynamic Text

Slideshow images

Multicast channels

Alternative frequency

Station List

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INTERNAL

Radio Meta Data Challenge in Europa – Meta Data Coverage Europe

DAB SPI Logo

| Norway 55% | Belgium 65% | Germany 55% | Switzerland 29% | Denmark 26% | UK 25% | No gain |
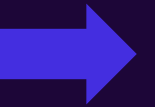
DAB Slideshow

| Germany 95% | Belgium 85% | Norway 95% | France 85% | Italy 90% | Netherlands 95% | Denmark 55% | BIG UP |

Online SPI Logo
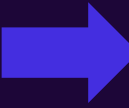
| Switzerland | Belgium 97% | Norway 95% | Italy 95% | France 90% | Netherlands 90% | Denmark 90% | No gain |

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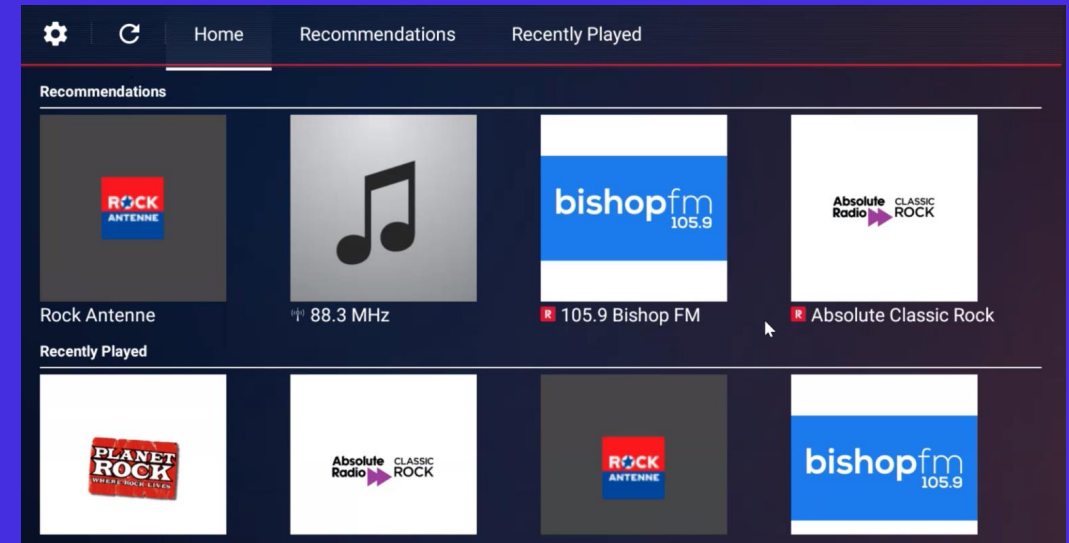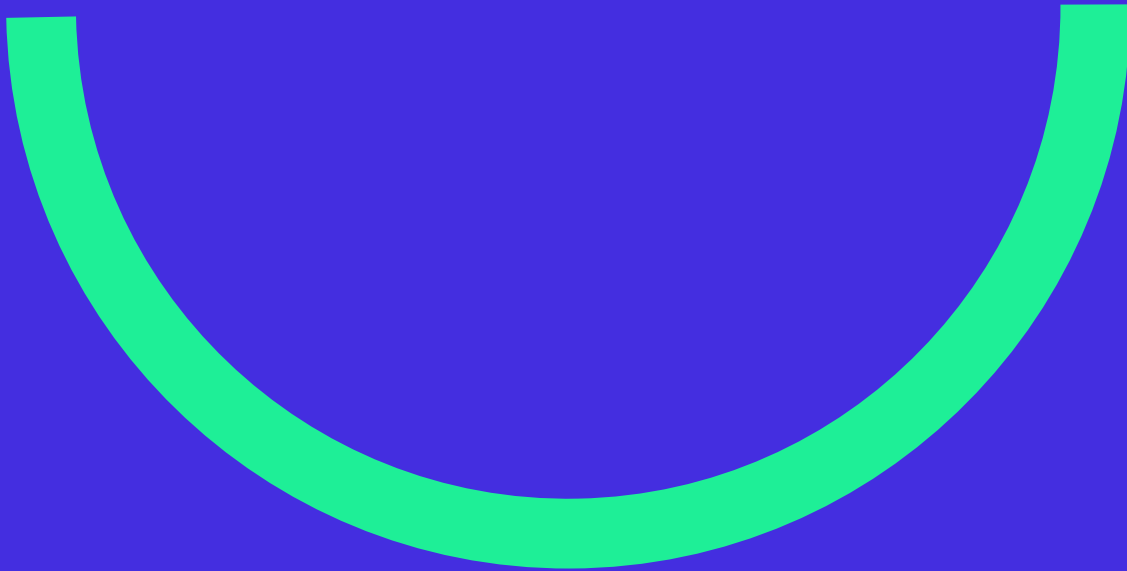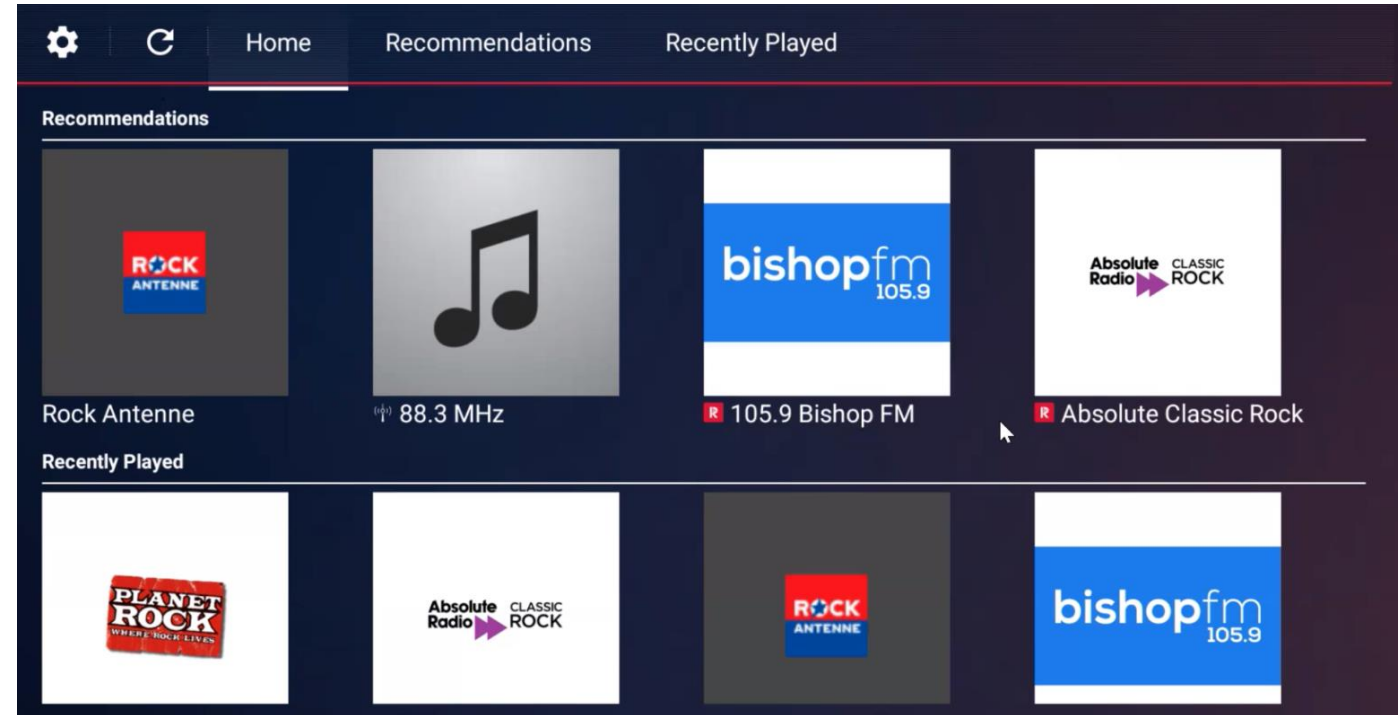
Radio for the Future

Recommendations

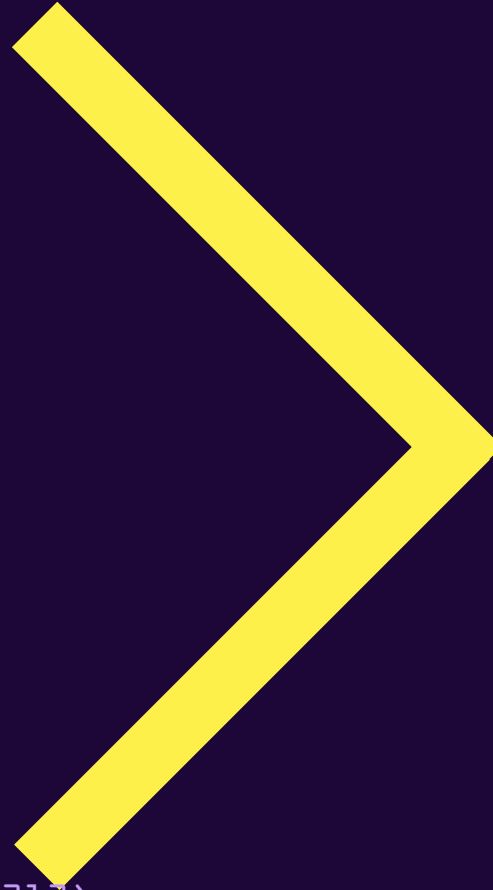Podcasts and Online Brodcast

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Recommendations for Radio, Podcast and Media for unified experience
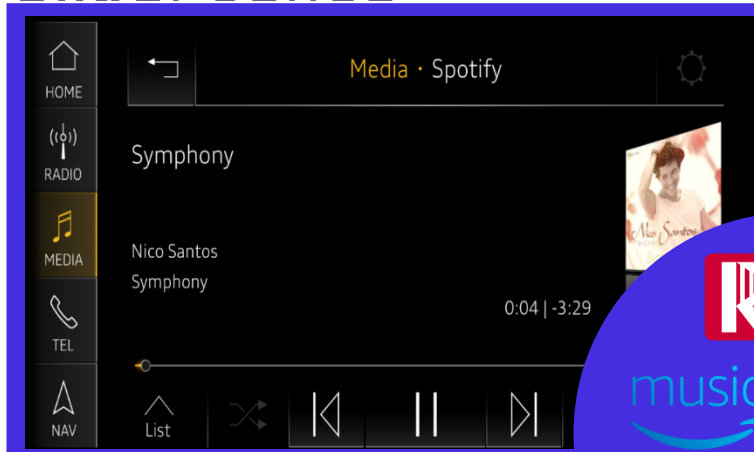
Recommandations based on used Apps and Radio usage or Location of Car

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Thank You

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