

# CARIAD

Future Radio Today

[Gregor.Poetzsch@cariad.technology](mailto:Gregor.Poetzsch@cariad.technology)

Twitter [@PoetGregor](https://twitter.com/PoetGregor)

Product Owner Radio

entertainment, smart functions and gaming



We transform automotive mobility

C A R I A D  
A VOLKSWAGEN GROUP COMPANY

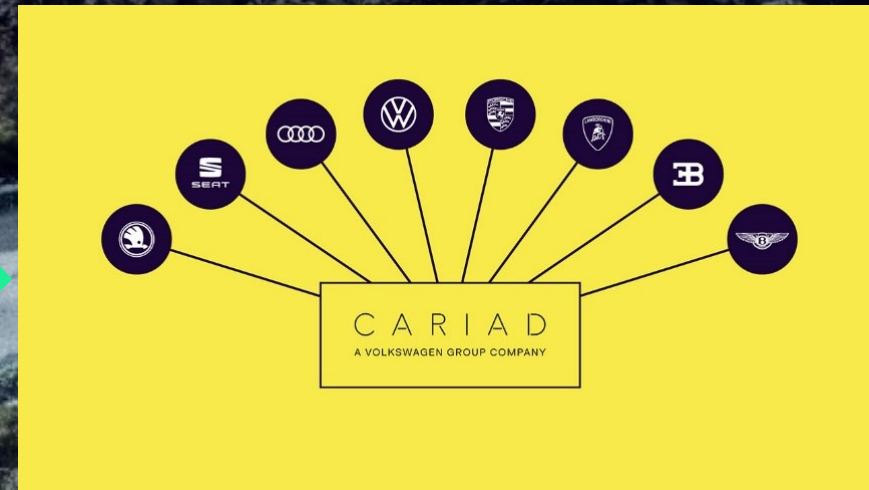
# Gregor Pötzsch

Product Owner Radio

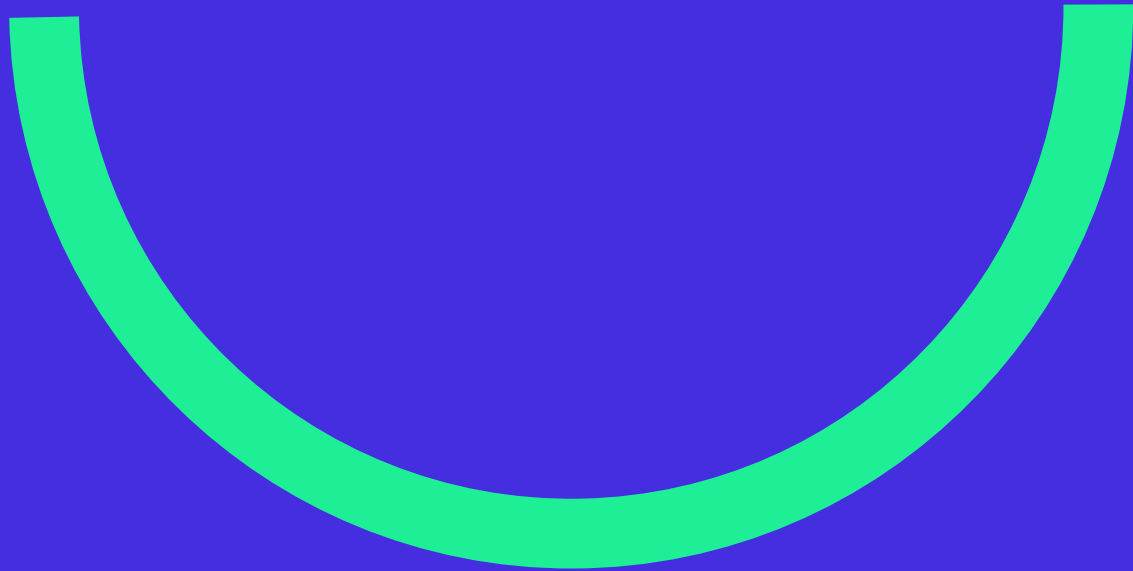
He strives for exiting  
Radio User Experience.



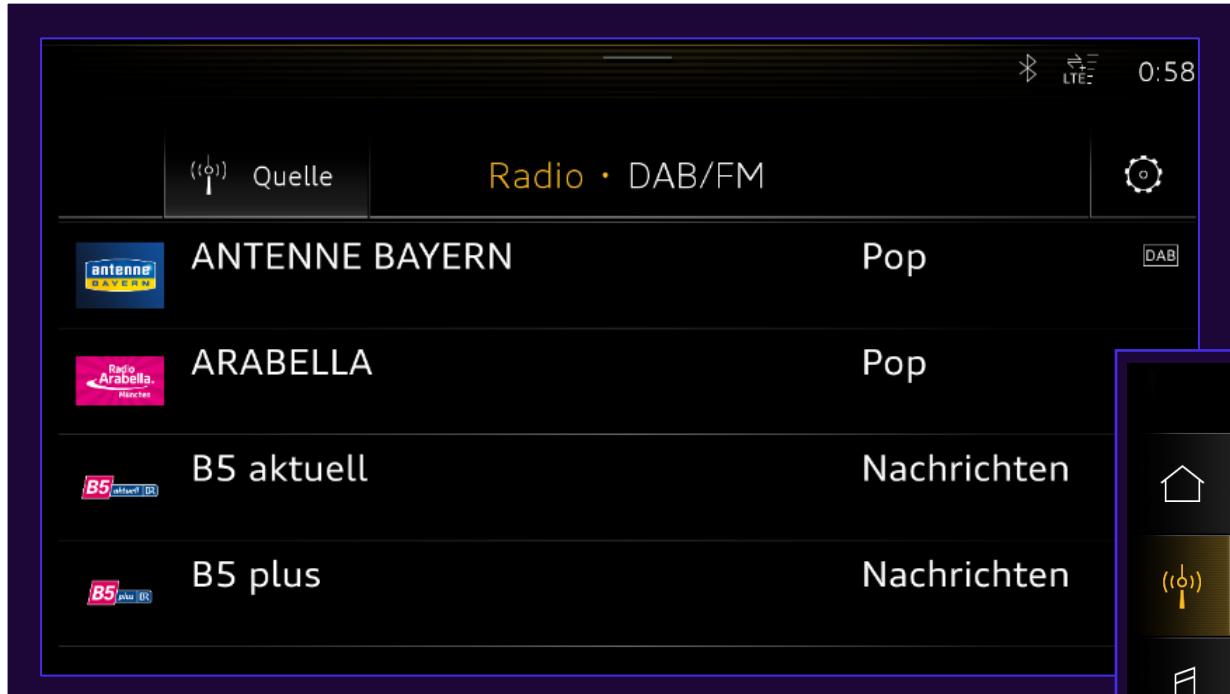
@Cariad as Car I am Digital



# Radio in car Today

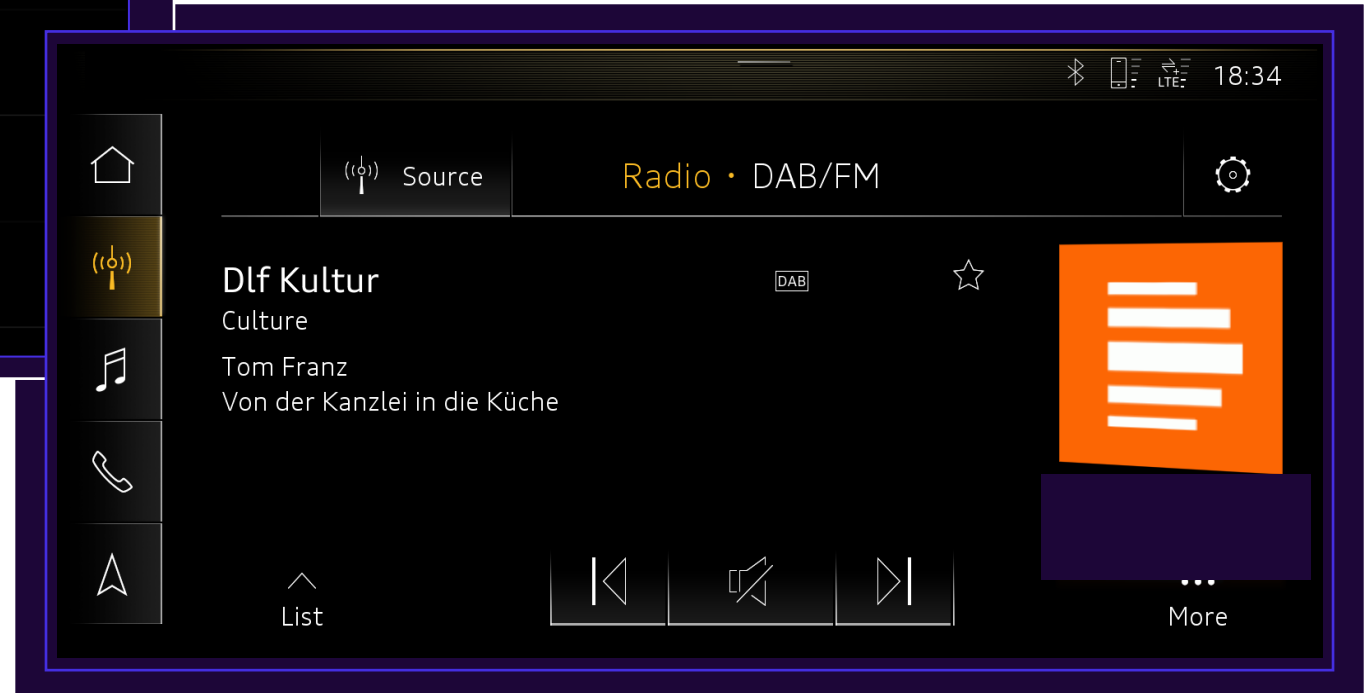


# Station meta data for Radio

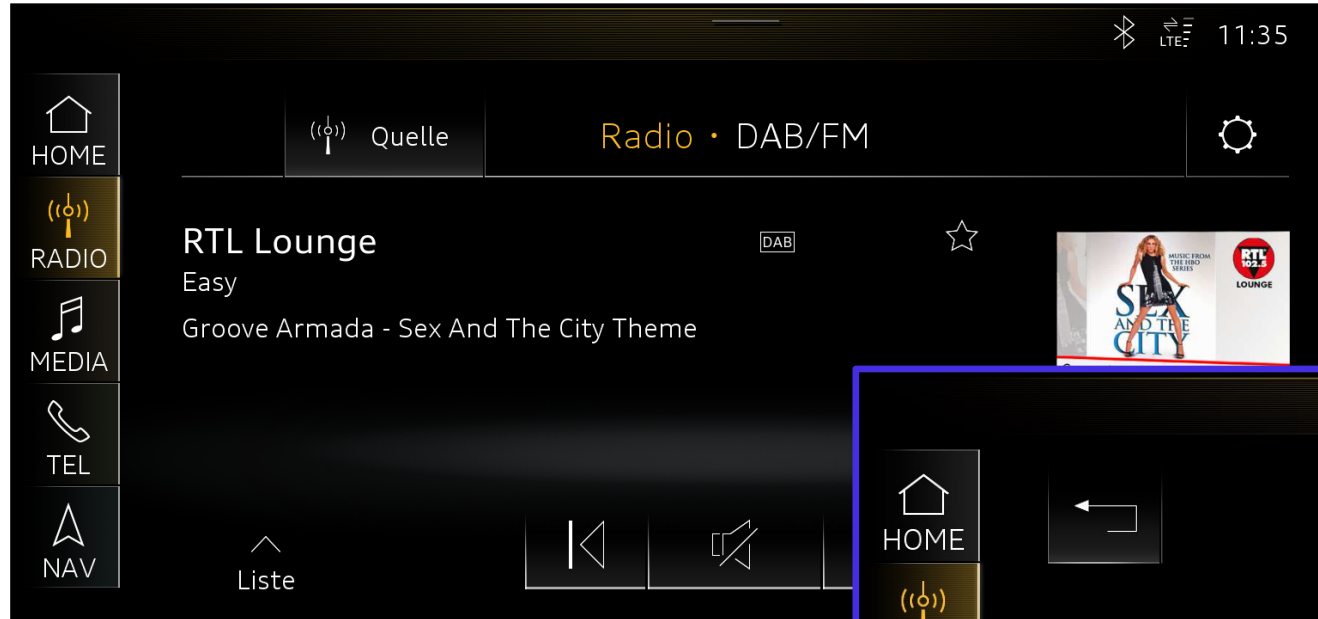


Station Logo

Broadcast DAB EPG Station Information  
Online Station Information

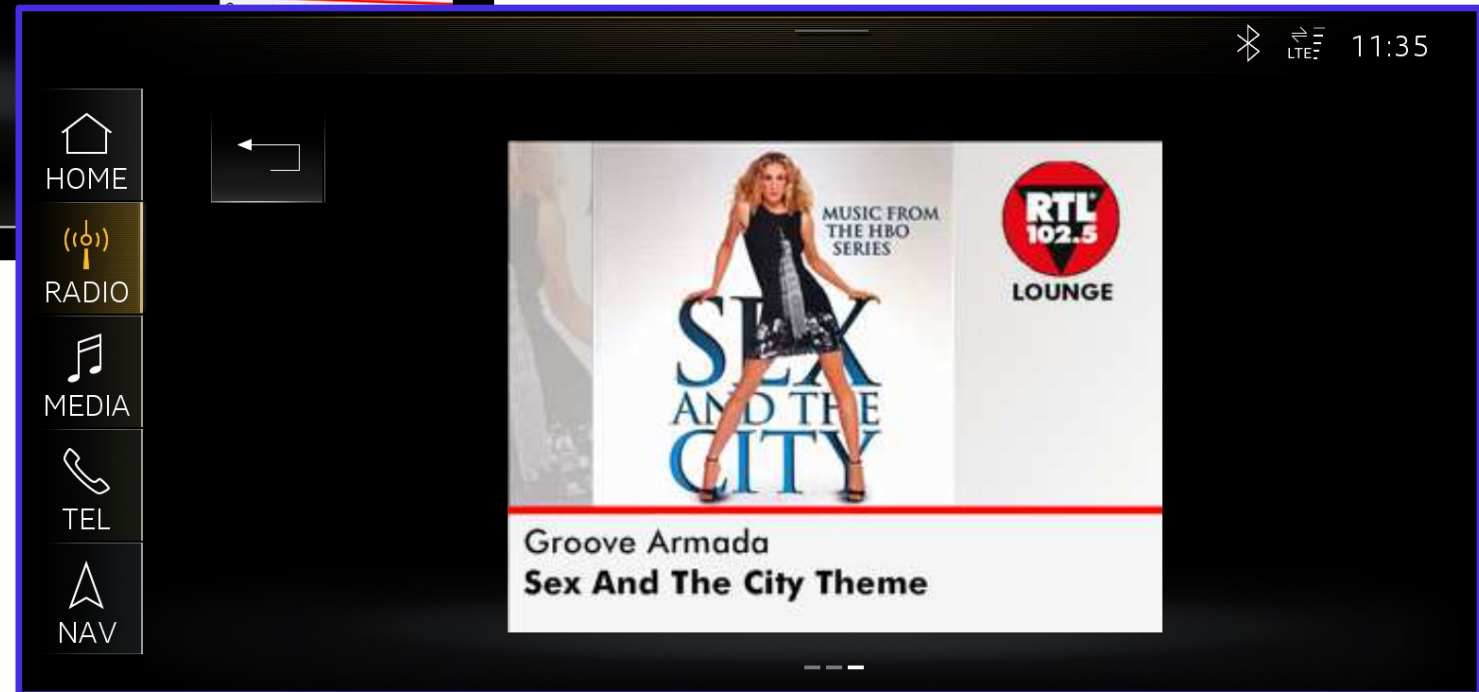


# Picture and Text meta data

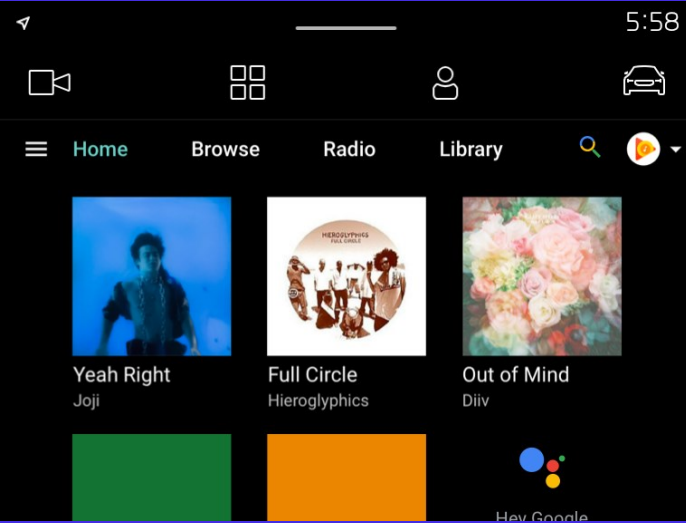
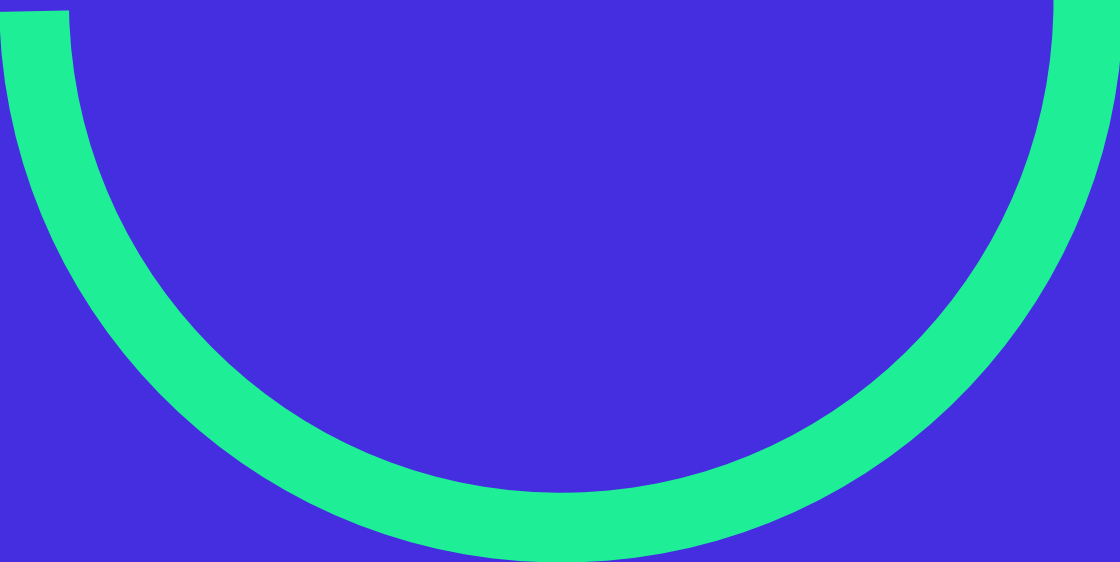


Now Playing Meta  
Data  
Artist  
Title

Slideshow Cover Art



# Radio in world of Apps



# 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**

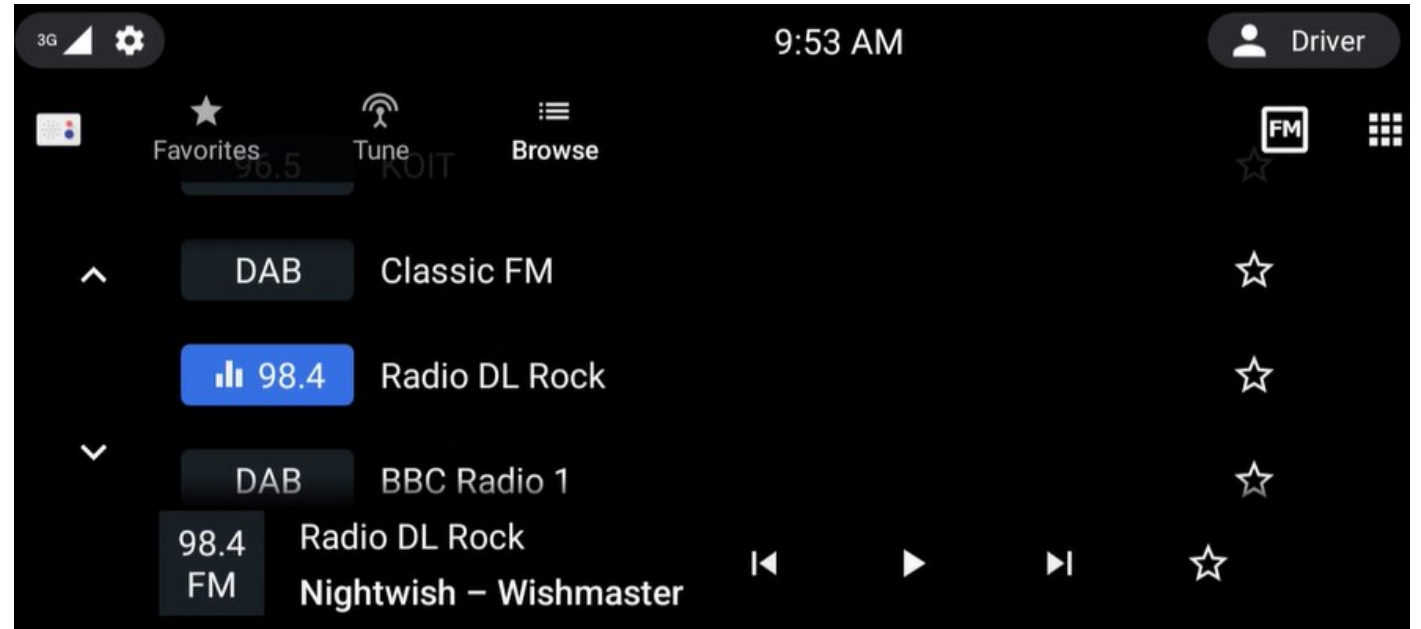
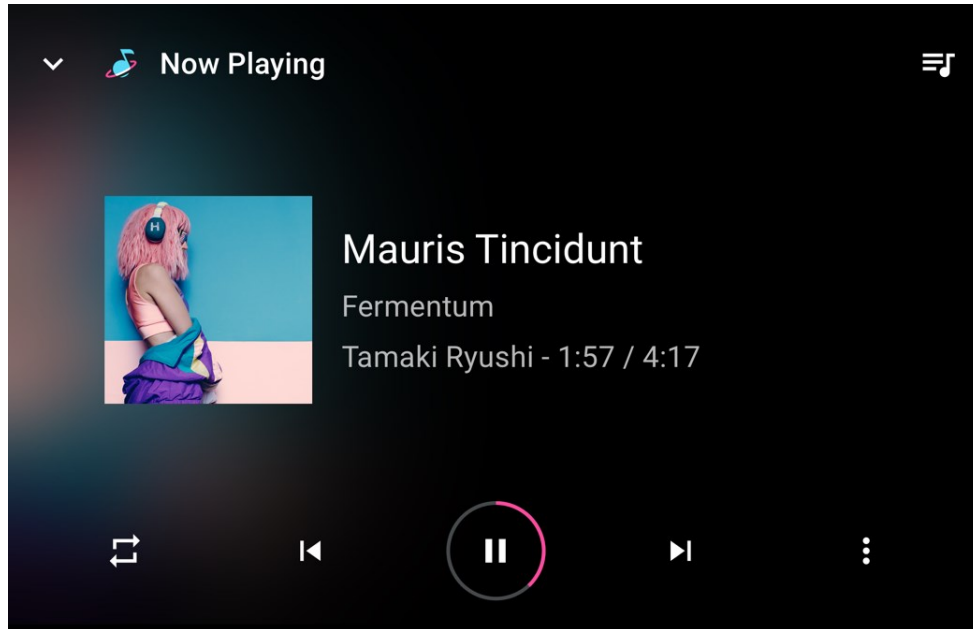
**iHeartMedia**

**Xperi**

**New York Public Radio**

**TBS Radio**

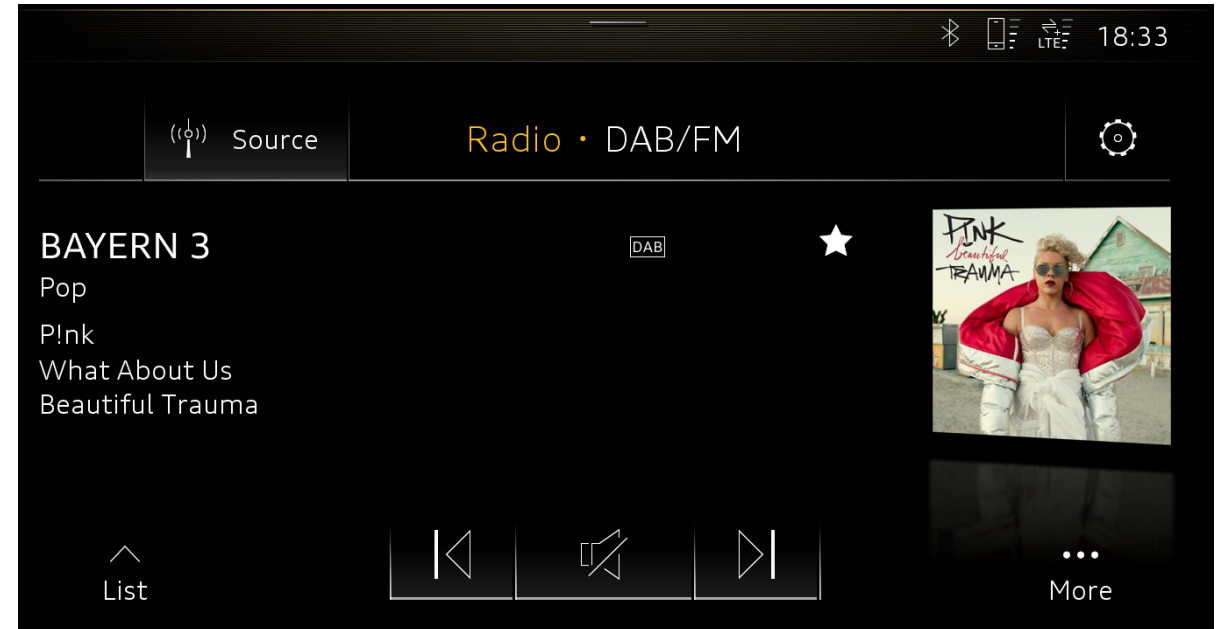
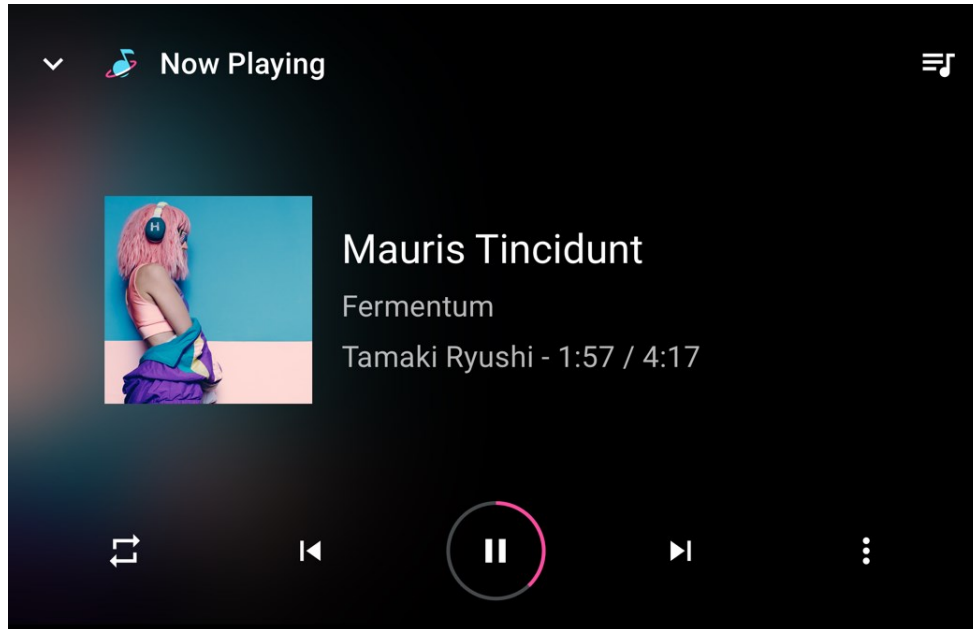
# Android Media Experience versus Radio Experience



## Android Media Center versus Google Radio Sample App



# Google Media vs World DAB Radio Vision



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

# 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*

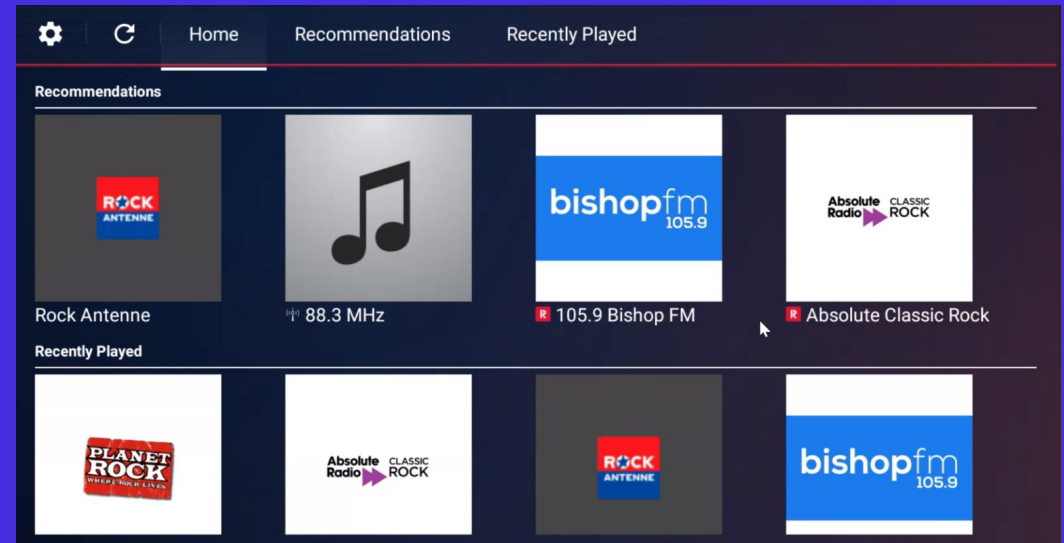
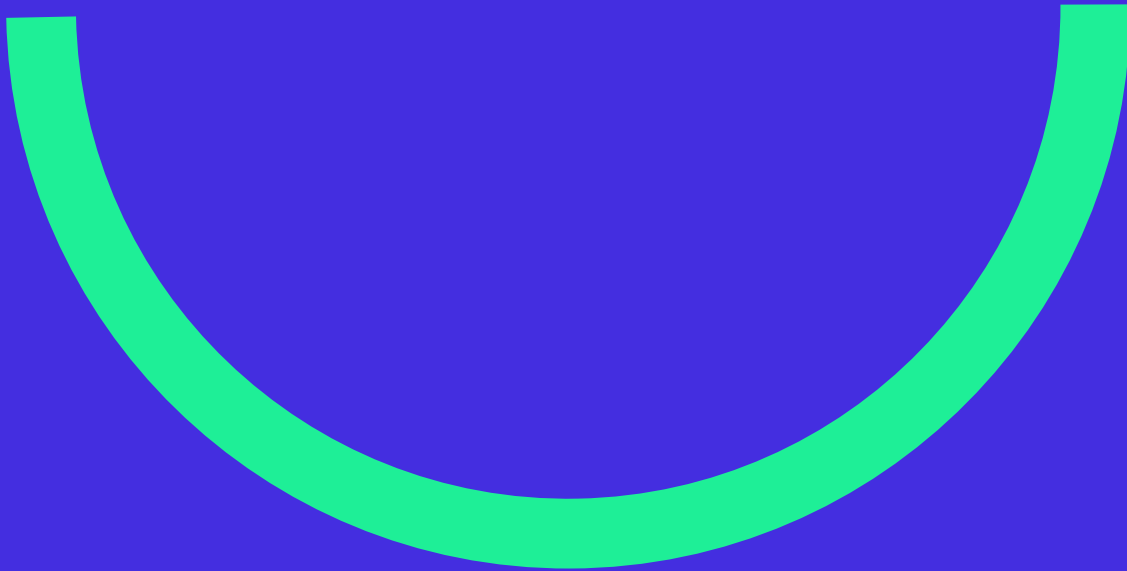
*Alternative frequency*

*Station List*

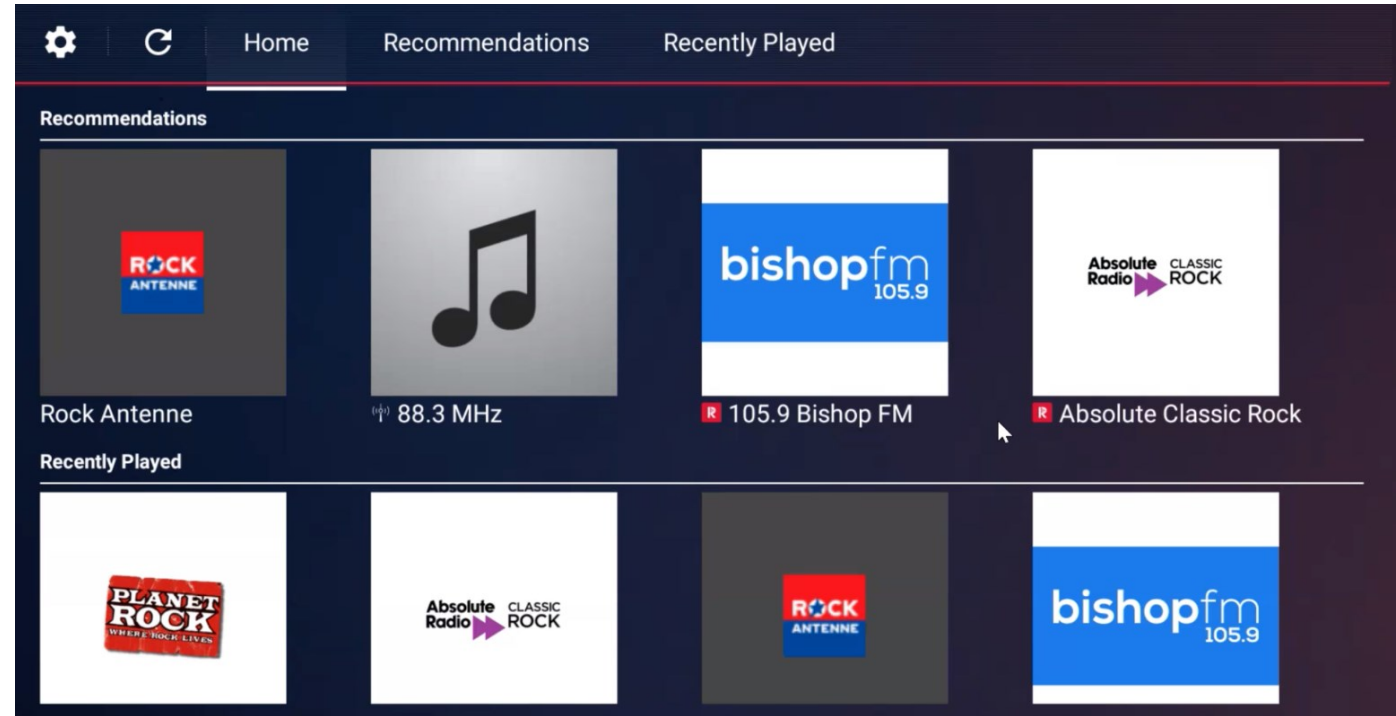
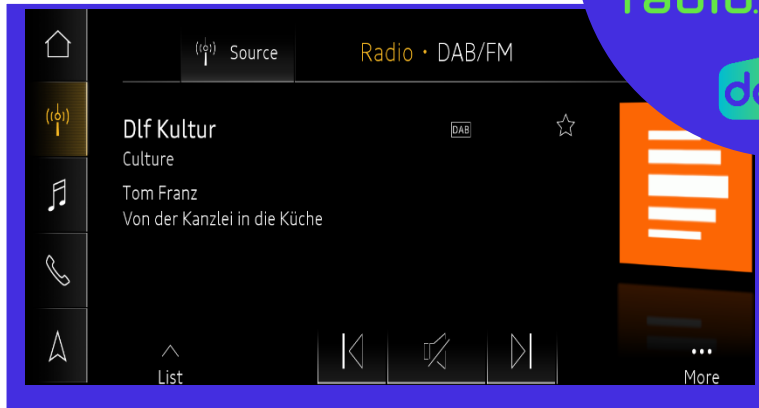
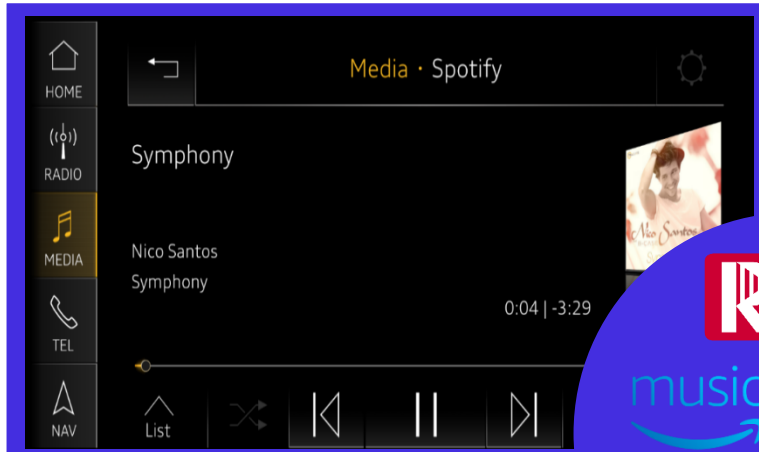
# Radio for the Future

## Recommendations

### Podcasts and Online Broadcast

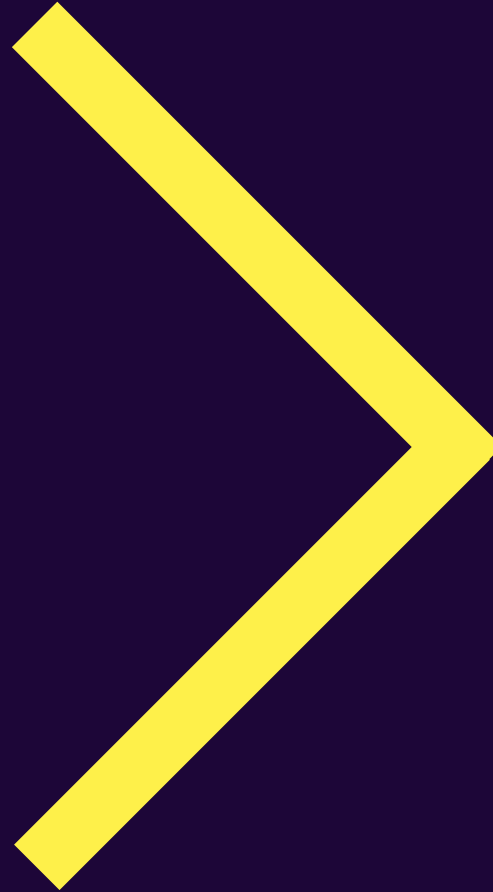


# Recommendations for Radio, Podcast and Media for unified experience



Recommendations based on used Apps and Radio usage or Location of Car

# Thank You



[Gregor.Poetzsch@audi.de](mailto:Gregor.Poetzsch@audi.de)

Twitter [@PoetGregor](https://twitter.com/PoetGregor)

Product Owner Radio

entertainment, smart functions and gaming (G2-213)