

**WorldDMB 'Industry Insight' session at IBC 2014**

WorldDMB is the convenor of the following Industry Insight session at IBC 2014, and will host a booth in exhibition Hall 9 Booth D30.

## **A secure future for in-car digital broadcast radio - How to keep your content prominent and relevant in the digital dashboard**

Monday 15 September 2014

14:00 – 15:30

In-car radio accounts for a large part of the daily European listening figures. Yet, the dashboard is changing. Apple's CarPlay, Google and Microsoft's connected cars of the future, all have the power to disrupt radio's long-held captive audience. Will in-car radio be relegated to just another source of entertainment and information, alongside Spotify, iTunes etc? This session will focus on finding some answers:

- the importance of broadcast in-car radio – to listeners, broadcasters and vehicle manufacturers
- the steps that the industry needs to take to ensure that radio maintains its leadership position for in-car entertainment – by addressing issues such as user interfaces, position within a “connected car” environment, hybrid services and free to air traffic information services.

The session will end with a lively round table panel discussion, addressing these important issues for digital multimedia broadcasting.

**Presentation 1****Introduction and Session Chair: Patrick Hannon, President, WorldDMB**

The case for broadcast radio, an overview of in-car listening, DAB coverage and FM switchover – an update. WorldDMB is supporting digital radio in the dashboard and this presentation will include an update on the strategy and activities of the WorldDMB automotive task force, as well as the WorldDMB Technical Committee's recent work on hybrid radio.

**Presentation 2****Radio's place in today's car dash board and the User Interface**

**Michael Hill, Managing Director, Radioplayer UK**

An overview of where radio sits within the dashboard on new cars coming off the production line. The medium term future for radio in-car is mixed (hybrid) broadcast and IP. However, the current user experience is out of sync with modern touch screens and not easy to integrate into a vehicle's digital environment. This presentation will investigate solutions for how can we make radio look good and make radio a 'plug and play' feature in a connected dashboard.

### **Presentation 3**

#### **The strategic case for Digital Radio: an OEM's perspective**

What is the relationship between the OEM (car manufacturer) and the listener? How does the listener see the content? The OEM's perspective – on technology and marketing.

### **Presentation 4**

#### **A broadcaster's perspective - Case Study: Working with the car industry in the UK**

DAB is fitted as standard in 90% of new vehicles sold in the UK. Promotion, education and marketing are the key to success. How can broadcasters and OEMs work closer together to do marketing to the benefit of both groups? What are broadcasters doing re service following, the digital tick, product testing and marketing? Find out about how the UK is working with OEMs to roll out digital radio.

### **Presentation 5**

#### **The case for TPEG (traffic and travel) via DAB+**

An overview of current TPEG services, new devices in the market and why broadcasters should implement what could be the 'killer app' in cars. Information on the German decision to implement TPEG via DAB+ to fit with the ITS directive on safety and future uses of TPEG via DAB+.

### **Panel Question & Answer discussion**

**END** Followed by networking lunch outside the session room.

### **About IBC**

IBC (International Broadcasting Convention) is the premier annual event for professionals engaged in the creation, management and delivery of entertainment and news content worldwide. Attracting 50,000+ attendees from more than 170 countries, IBC combines a highly respected and peer-reviewed conference with an exhibition that exhibits more than 1,400 leading suppliers of state of the art electronic media technology and provides unrivalled networking opportunities.

**About WorldDMB**

WorldDMB is the global industry forum for digital radio promoting DAB, DAB+ and DMB - the digital radio broadcasting standards of choice in Europe and Asia Pacific. Its global membership includes public and commercial broadcasters, network providers, receiver manufacturers, chip manufacturers, and car manufacturers. Members collaborate to deliver advice and tailored solutions on all aspects of the switch from analogue to digital radio including regulation, licensing, technology trials, network build out, marketing and production of new digital radio content. Broadcast radio professionals have access to this body of expertise which is delivered through leading-edge industry events, car manufacturers' workshops, tailored workshops and seminars and the WorldDMB website via the members-only information portal that includes an extensive online ETI library.