

WorldDAB Automotive 2023



**Am 15. Juni 2023 findet die WorldDAB Automotive 2023 in Paris statt.
Jetzt haben die Veranstalter das Programm vorgestellt, das unter dem
Motto „Keeping Radio Prominent“ steht.**

aus dem Programm

- Keeping broadcast radio prominent**

The WorldDAB President gives an overview on the importance of maintaining (digital) broadcast radio's prominence in the car, and the latest trends and initiatives relating to the in-car audio experience.

Patrick Hannon (WorldDAB)

- Why DAB+ is crucial for Radio France**

France's DAB+ roll-out is about to reach over 50% population coverage, with key autoroutes covered, and the first large-scale national marketing campaign will commence later this year.

Sibyle Veil (Radio France)

- **Broadcast radio's importance for Europe's public service media**

EBU shapes the best regulatory and technological frameworks for its members, setting international technology standards and building strategic partnerships - including with Big Tech. The EBU Connected Cars and Devices group discusses challenges and opportunities in this area, and a priority for the EBU Radio Committee is to ensure radio's prominence in connected cars.

Jean Philip De Tender (EBU)

- **SWR's focus on the car**

SWR is committed to delivering strong radio content to its listeners - especially in the car. With a focus on road tunnel coverage, SWR delivers rich programming, uninterrupted reception and passenger safety on DAB+.

Peter Fohrwißl, Head of Program Services, Südwestrundfunk (SWR)

- **Broadcast radio for French commercial radio**

Why broadcast is important for the French commercial radio sector and the role of DAB+.

Alain Liberty (Lagardère News)

- Änderungen und Irrtümer vorbehalten -

Infos und Anmeldung

Die Anmeldung zur Online-Teilnahme ist kostenlos über den folgenden Link möglich:

- [Website WorldDAB](#)

-AB

Bilder: WorldDAB

[PDF anzeigen](#)