

Delivering a great digital radio experience: What car manufacturers say

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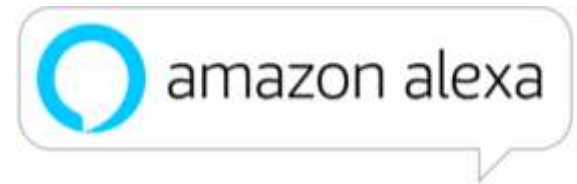
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Digital radio evolution



world 

*User Experience
Design
Guidelines*

world 

*Performance
Working Group*



**What did car
manufacturers
say?**

world **dab**

*Performance
Working Group*

What did car manufacturers say?

Feedback on car manufacturer testing is very useful

Car design can compromise performance - antennas

Interference from third party devices is a problem

We want a set of DAB test routes in key markets

Alert us to broadcast issues that affect performance

Service following must be implemented properly

What did car manufacturers say?

world **dab**

*User Experience
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What did car manufacturers say?

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Some have a “radio” button, some have a “media” menu

All want to move to A-Z station lists, but there’s a cost

Good quality data from all broadcasters is vital

Voice and AI are important

Hybrid radio is on roadmaps, but at different stages

Hybrid development



What car manufacturers want from broadcasters? ¹⁴

Quality data

Collaboration

Test routes

Consistency

Feedback

Launched today: Version 2

world **dab**

Radio UX
In Car

**WorldDAB Automotive – DAB
Digital Radio In Car User
Experience Design Guidelines
Version 2 February 2019**

Thank you

Laurence Harrison
Digital Radio UK and WorldDAB Automotive Group