

## WorldDAB Automotive 2023 to explore “Keeping radio prominent”

- **Essential annual industry event unites broadcast and automotive industries**
- **Expert keynotes from Radio France, EBU, Renault, NAB, CARIAD and more...**
- **Results unveiled of significant new research into in-car digital radio experience**
- **DAB now majority of in-car listening in UK**

### 24 May 2023

WorldDAB Automotive 2023 will once again bring together experts from across the broadcast and automotive sectors to share their vision for the opportunities and challenges presented by connected cars, and why DAB+ remains essential for radio's future.

“Keeping radio prominent” is the theme of this year's event, which takes place in Paris at Maison de la Radio, the home of Radio France, on 15 June. The one-day conference is free to attend in-person or online, and is organised by WorldDAB, the global industry forum for DAB digital radio.

The essential industry event showcases the latest initiatives broadcasters and auto manufacturers are developing to enhance the radio listener's experience in the car and comes as new audience data shows that the majority of in-car listening in the United Kingdom is now via DAB.<sup>1</sup>

Keynote speakers include Sibyle Veil, CEO of Radio France, and Jean Philip De Tender, Deputy Director General, Director of Media of the EBU, while Jean-Francois Labal, Head of Digital Partnerships, Renault will explore its new hybrid radio partnership with Radioplayer. WorldDAB President, Patrick Hannon will give a global overview on the latest trends and initiatives from the in-car audio experience and the growth of DAB+ digital radio around the world.

Alongside this, the results of significant new qualitative research into the in-car digital radio experience will be unveiled. WorldDAB has commissioned a major study to understand the listener's experience of using radio in the car, and the findings will be revealed by Megan Lazovick, Vice President of Edison Research.

WorldDAB Automotive 2023 will offer a truly global perspective, with April Carty-Sipp, Executive Vice President of Industry Affairs from the US National Association of Broadcasters, in conversation with WorldDAB Vice-President Jacqueline Bierhorst. Meanwhile Caroline Beasley, CEO of Beasley Media Group in the United States, will join an expert panel chaired by Joe D'Angelo, Senior Vice President, Broadcast Radio, Xperi, to explore the timely new insights offered by connected cars into audience behaviours, and how DAB+ is becoming the foundational source of radio listening in Europe.

For in-person delegates, the event will be preceded by an informal networking drinks reception the evening before, at 'RADIOEAT – The Terrace'.

WorldDAB Automotive is hosted in Paris this year, against a backdrop of the rapid expansion of DAB in France. By the end of 2023, DAB+ will have reached well over 50% of the French population, key autoroutes will have coverage, and the first large-scale national marketing campaign will commence. To register, visit the [WorldDAB website](#).

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<sup>1</sup> RAJAR/Ipsos/RSMB, survey period ending 2 April 2023. In-car listening: DAB 50.6%, AM/FM 43.1%, website/apps 6.1%.

## Notes to editors

- WorldDAB Automotive 2023 takes place on Thursday 15 June 2023 09:00-15:30 (CEST), in-person and online at Radio France, Maison de la Radio, 116 Avenue du President-Kennedy, 75016 Paris.
- For in-person delegates, the event is preceded by an informal networking drinks reception to be held at RADIOEAT – The Terrace, on Wednesday 14 June 2023, 19:00-21:00 (CEST)
- **Journalists are welcome to attend WorldDAB Automotive 2023 – contact WorldDAB.**
- WorldDAB President Patrick Hannon and other speakers are available for interview – contact WorldDAB.
- Sponsors of WorldDAB Automotive 2023 are: dts, a part of XPERI; Paneda; Radioplayer; AVT; tdf.
- Car Buyer's Survey 2021: The survey – commissioned by WorldDAB in partnership with Radioplayer and sponsored by the National Association of Broadcasters, Commercial Radio Australia, and Xperi –interviewed those who had recently purchased or leased a new car, or plan to do so in the near future. The study included interviews in Australia, France, Germany, Italy, the UK and the U.S.A.
- Almost all (90%) of the survey respondents said a broadcast radio tuner should be standard equipment in every car, a trend that was consistent across age groups, indicating strong demand among current and future car buyers. The survey also revealed that the availability of radio has a major impact on consumers' vehicle purchasing decisions: 82% of potential car buyers said they would be less likely to buy or lease a vehicle that is not equipped with a built-in radio tuner.

## Graphics

- WorldDAB logo
- WorldDAB Automotive 2023 graphic
- Patrick Hannon, President, WorldDAB
- Jean-Francois Labal, Digital Partnership Head, Renault
- Sibyle Veil, CEO, Radio France

## About WorldDAB

WorldDAB is the global industry association responsible for defining and promoting DAB digital radio. By bringing together radio industry professionals, WorldDAB provides knowledge and expertise that helps countries successfully adopt and implement broadcast digital radio.

Our 1300+ experts from over 110 member organisations in 33 countries across the globe include public and commercial broadcasters, regulators, network providers and manufacturers of receivers, chips, professional equipment, and automobiles.

## Press contact

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