

The background of the slide is a photograph of a modern glass-walled building under a clear blue sky. Several satellite dishes are mounted on the roof of the building. A semi-transparent dark blue horizontal band is positioned across the middle of the image. On the right side, there is a large, semi-transparent graphic of the EBU logo, which consists of a stylized globe with blue and white segments.

EBU

OPERATING EUROVISION AND EURORADIO

EBU CONNECTED CAR PLAYBOOK

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What is the Playbook

A direction for the whole industry

EBU

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**WHEN THE CAR GETS
CONNECTED...**

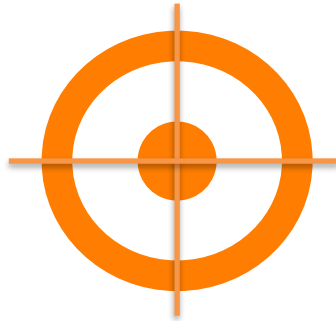


Three existential challenges

- 1 The broadcast environment becomes hidden away
- 2 The journey for voice is unclear
- 3 Strong global actors are getting prominence



We need to come together to address this



- > Join forces with everyone in the radio industry
- > One clear message
- > One voice gives us *the* voice to make it happen
- > And we need to move fast



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THE PLAYBOOK

A PROPOSITION ON A JOINT
ROADMAP FORWARD

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B B C  radiofrance

ARD  **rtve**
The Playbook

sverigesradio **LRT**

rtbf 



The Playbook is built upon five ideas

- I. Be realistic - go for what's possible today
- II. Understand it's a true collaboration – not just us asking for stuff
- III. This is not rocket science – that's the beauty of it!
- IV. The goal is one voice – and to make real impact
- V. And always the audience in the center



Broadcast : a daily companion



Push of a button

Extremely easy to use

By far the **most used and loved** media in the car

The public expect it to be there
- when ever they want it **or need it**



Intuitive UX



Keep offering loved content *for free*



IP : an exciting new habit



Push of an app icon

A whole world of **trusted and loved** content, personalized and on demand



Provide prominence



Loved Content tailored for me



Voice : search & navigation



Accuracy

Prompting should be a *quick and safe* way to find the content you love without distracting the driving experience



The voice experience should be **Trustworthy**



We provide **Metadata**



Broadcast : a beloved habit

Push of a button



Intuitive UX

Broadcast

- Is present and works seamlessly (FM/DAB/IP-hybrid)
- Is impossible to miss (prominence)
- Looks good (correct metadata)

- Provide correct metadata
- for *seamless listening and to look good*
- We stay reliable, robust and simple

Keep offering loved content *for free*



IP : an exciting new habit

Push of an app icon



Provide prominence

- Broadcaster's digital products and services are equally prominent as the top service

Loved Content tailored for me

- We create a *clearly* richer experience on our apps.



Voice : search & navigation

Prompting



The voice experience should be **Trustworthy**

- Is human centered (as people talk)
 - Provides a stable user journey
 - For radio requests, FM/DAB is default
- For on-demand requests, broadcaster apps are the primary source

We provide **Metadata**

- Our services and content searchable
- A stable user journey possible
- The content start from the right source

What do we mean with Prominence?

Broadcast



An always present radio button/icon

APP



Three-fold prominence

- Voice
- Appstore
- Broadcast



Voice control

Serves Broadcast



Serves our Apps

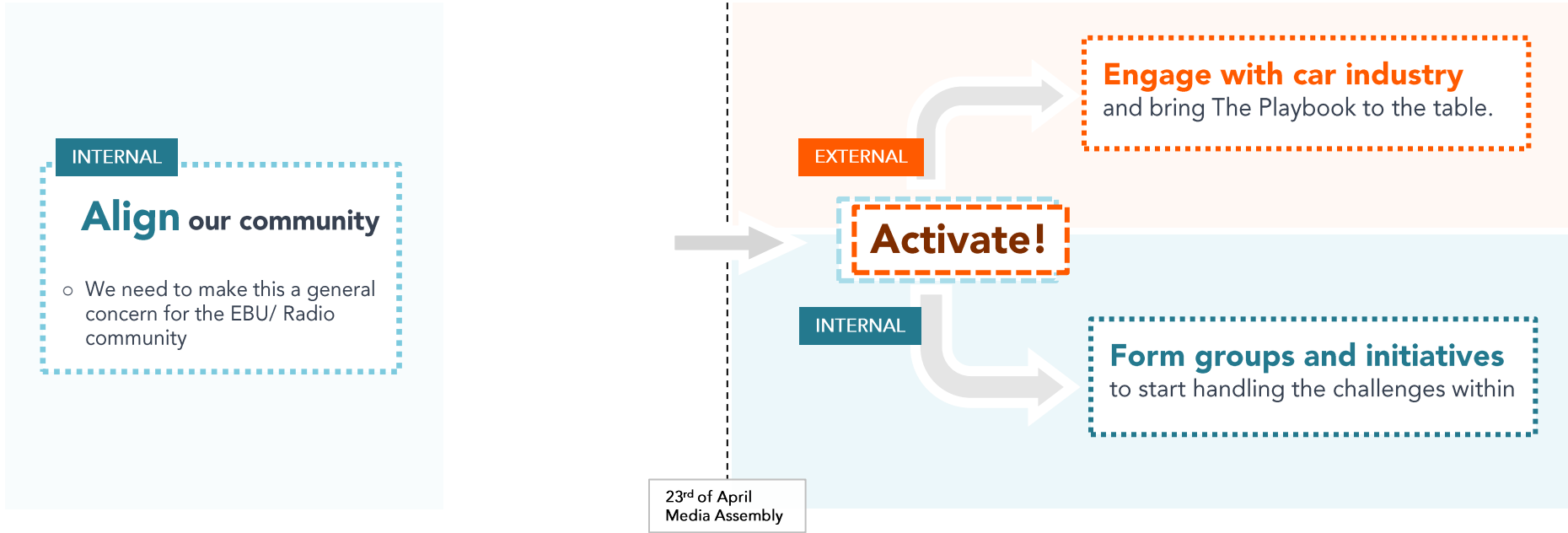
I told you it wasn't rocket science!

But its vital for our industry that this happens!

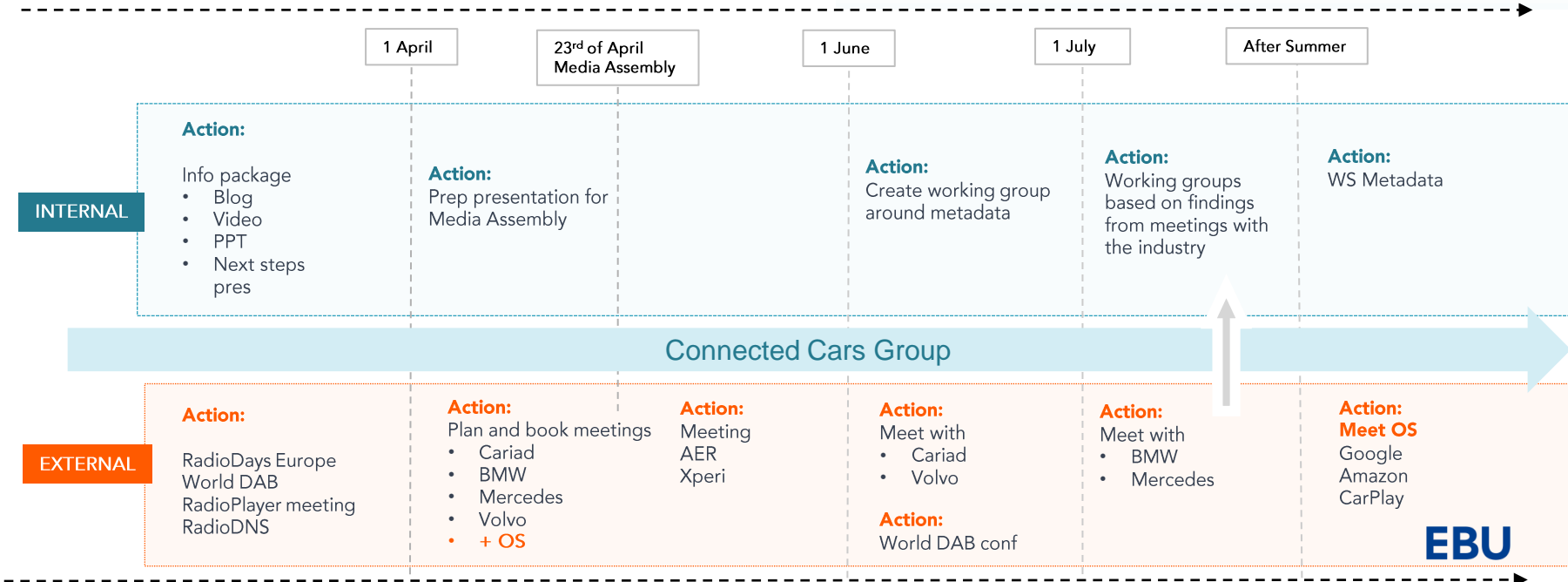
WAY FORWARD



Three steps



Roadmap Q1-Q2 2024



Join us!

The
Playbook

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