



**North American
Broadcasters Association**
205 Wellington Street W., Suite 9C200
Toronto, ON M5V 3G7
Canada

Tel: +1-416-205-3363
Fax: +1-416-205-2901
Email: contact@nabanet.com
Web: www.nabanet.com

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NABA and WorldDAB Collaboration on In-car User Experience Guidelines

Toronto, ON – January 28, 2022 – The [North American Broadcasters Association](#) (NABA) is pleased to release the [NABA Radio In-car User Experience \(UX\) Guidelines](#), produced by the NABA Radio Committee in collaboration with the WorldDAB Automotive Committee. This is a “North American version” of the latest edition of the WorldDAB UX Guidelines which have also just been updated.

These Guidelines have been created to inform automotive manufacturers and broadcasters on how to deliver the best possible radio user experience and are largely based on the results of consumer research. Consumer use cases in the UX Guidelines include users wanting to find radio easily in the car media system, to find radio stations easily, for the list of stations to be up to date, to be able to easily set a station as a pre-set, and to keep listening to a station if it is available.

“NABA is indebted to the WorldDAB team for their collaboration on this work,” said NABA Director-General Michael McEwen. “We have been able to efficiently leverage their findings and apply them to the North American market, and the result is a more complete picture of radio listening for manufacturers.”

These documents also provide input on hybrid radio (which seamlessly combines broadcast radio and the internet) which offers service following (to be able to switch between broadcast platforms and IP, following the strongest signal), improved visuals, and the potential for interaction.

The WorldDAB Radio UX Guidelines, available [here](#), were first developed in 2018 with the latest revision released in conjunction with the release of NABA’s premier North American version. The NABA Radio Committee is constantly working with NABA members, WorldDAB and automakers to make improvements and additions and will release updated versions as necessary.

About NABA

NABA is a non-profit association of the most influential broadcasting organizations in North America committed to advancing the interests of broadcasters at home and internationally, and to identify and take action on technical, operational and regulatory issues affecting North American broadcasters. Both public and private network broadcasters in Canada, Mexico and the United States, work together to provide a common voice for the North American broadcast community. As a member of the World Broadcasting Unions (WBU), NABA creates the opportunity for its members to share information, identify common interests and reach consensus on issues of an international nature.

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Media Contact

Jenn Hadfield

P: +1 416-205-2915

E: jhadfield@nabanet.com