

The Car as a New Entertainment Platform

Connect With Top Content Partners And Car OEMs!



Workshop Objectives

Connect leading car OEMs with Content Providers

Discuss the role of the car as the next platform of entertainment

Identify ways to remove friction to accelerate content adaptation in the car

Freely exchange views on the main use cases and onboarding bottlenecks between Content Partners and car OEMs

General Information

Friday, September 13th, 2024 (onsite + remote)

2:00 pm - 4:00 pm CET

Meeting Room G107 at RAI Amsterdam
On top of the main/central halls (Hall 2)

Online: The link to be sent prior the event

Beach Party: 5:00 pm CET after the workshop
(Drinks & Snacks) → Details to be shared

Attendees

Multiple leading global and local content providers

COVESA Car OEM members and non-members



About COVESA

Connected Vehicle Systems Alliance, formerly known as GENIVI Alliance is a non-profit automotive industry alliance that develops reference approaches for integrating operating systems and middleware present in connected vehicles and the associated cloud services

Newly created COVESA Entertainment Program is aim to reduce access barriers for Content Providers by standardizing the technical implementation in the cars and make the content more accessible

Website: <http://www.covesa.global>

