The Car as a New **Entertainment Platform**

Connect With Top Content Partners And Car OEMs!











General Information



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**

Attendees

Multiple leading global and local content providers

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

2:00 pm - 4:00 pm CET



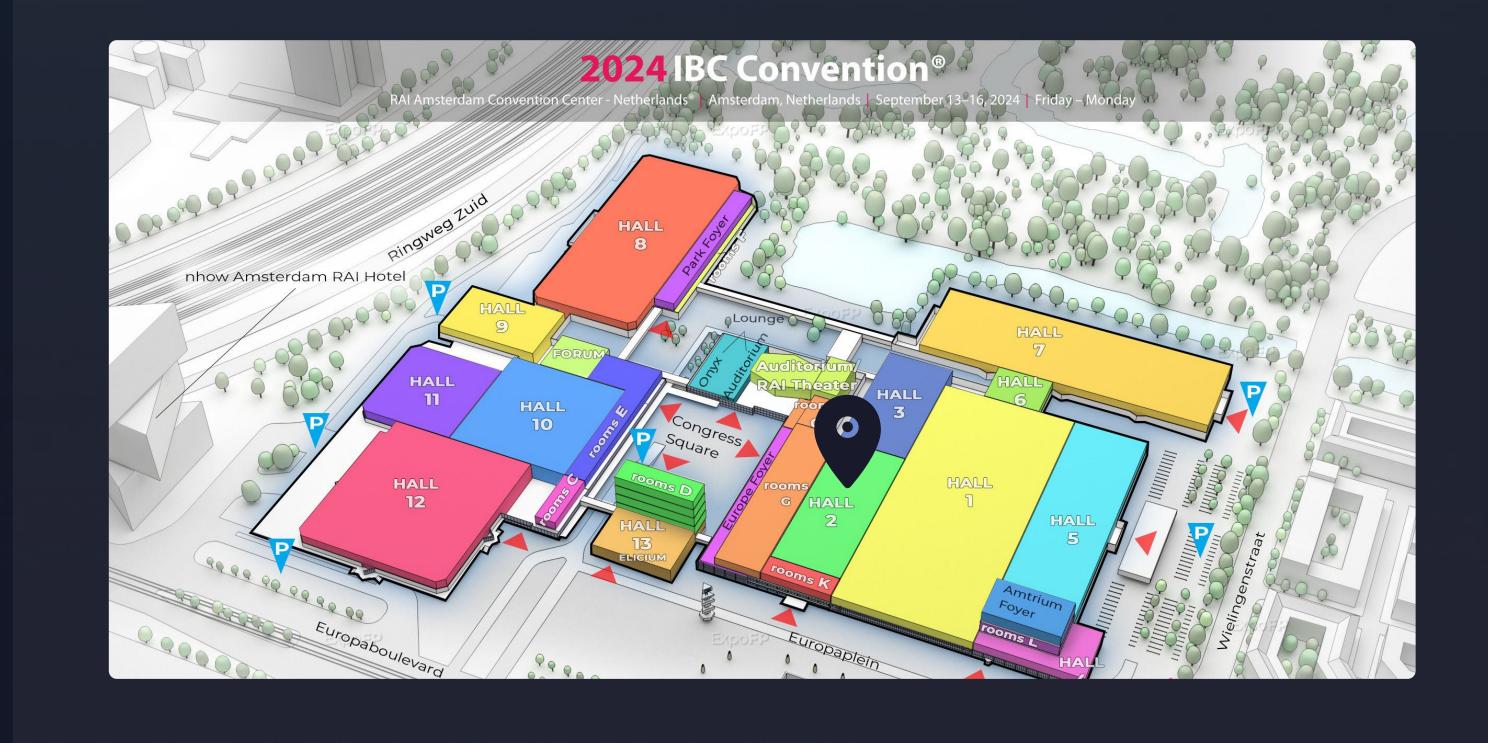
Meeting Room G107 at RAI Amsterdam On top of the main/central halls (Hall 2)



Online: The link to be sent prior the event



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



COVESA Car OEM members and nonmembers

i 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









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