



# TPEG - bringing Digital Radio to fruition



15 September 2014  
IBC, Amsterdam

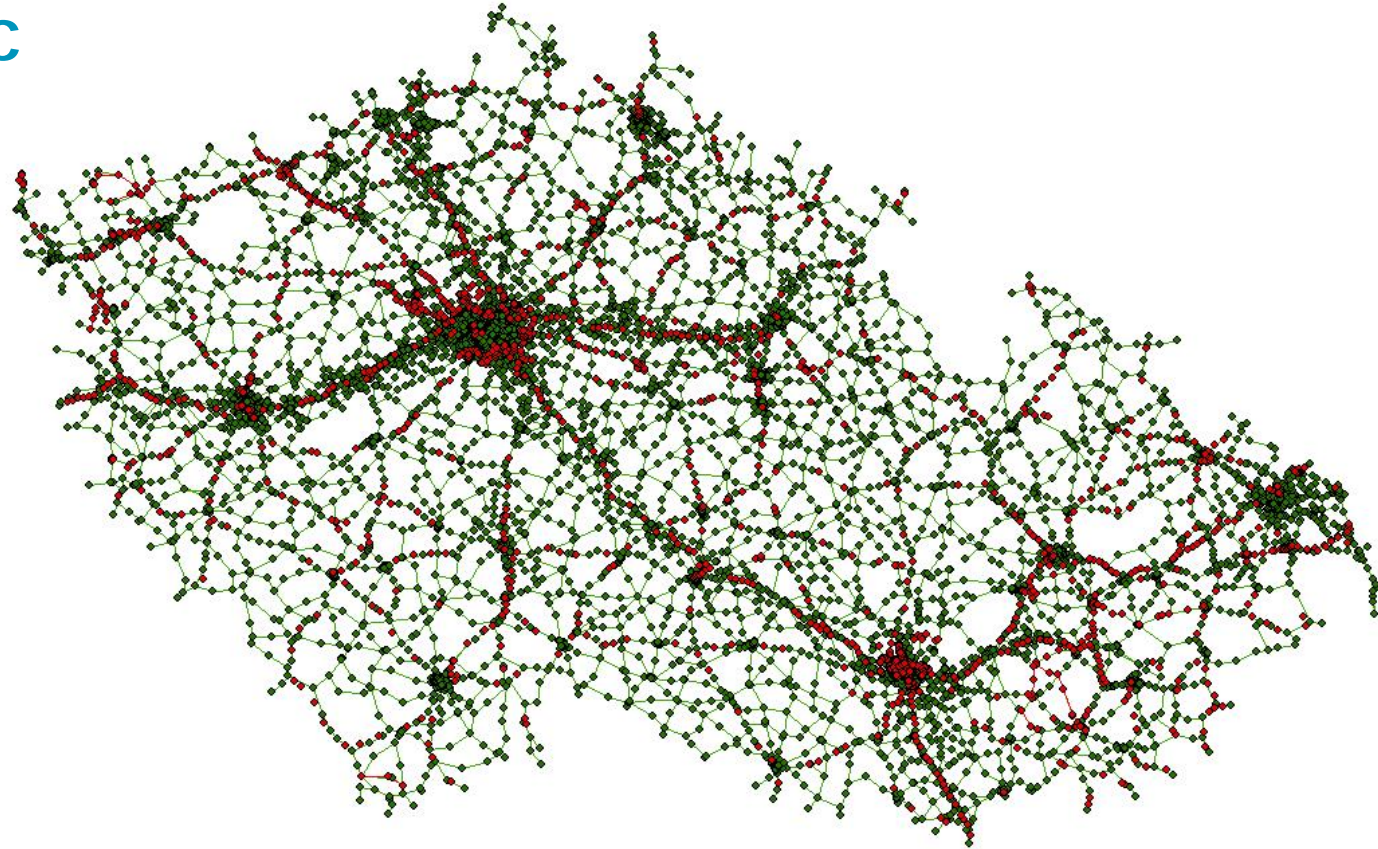
Thomas Kusche - TISA President



# The Story

- Traffic Information has ever been core business for Radio
- TMC: Most successful Data Service world wide, but lousy granularity
- New demands and new sources
- Better quality desperately needed
- One global solution: TPEG
- Huge opportunity to bring DAB audio into used cars

# TPEG can make traffic a bit safer

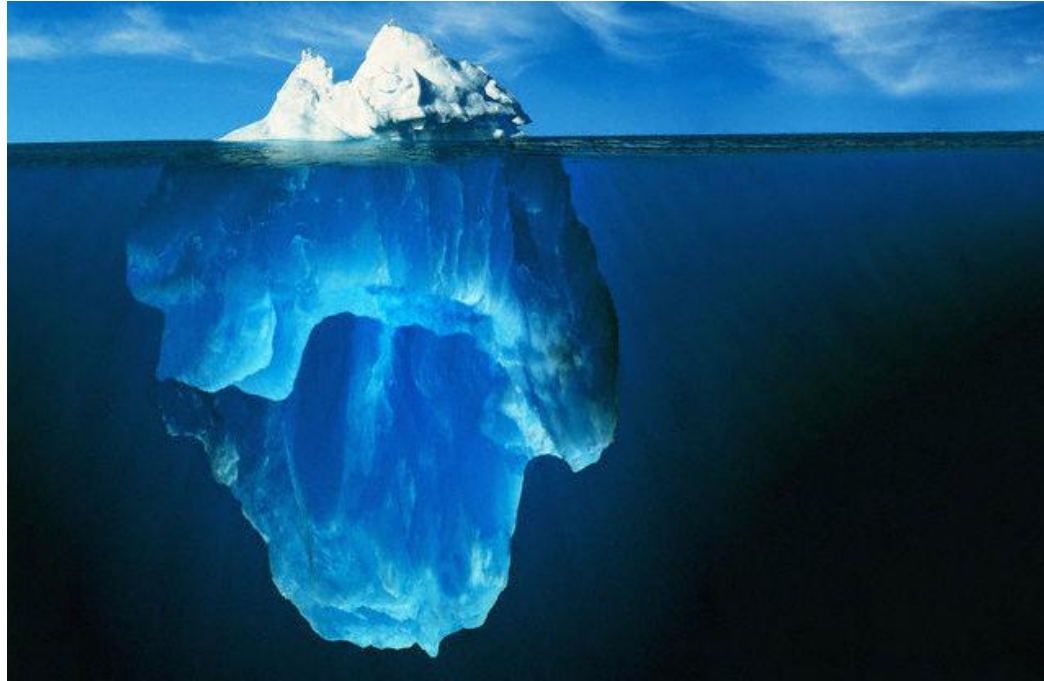




# TPEG can make traffic a bit safer



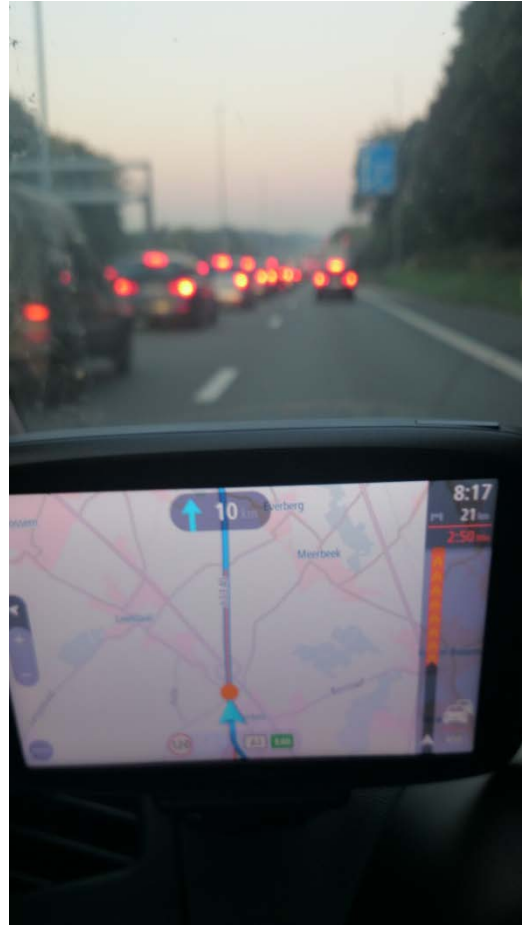
TMC is the top of the Ice Berg. TPEG is the full story.



Want to prevent fatalities at the end of jam? Choose TPEG!



The data is there!



But one channel  
is not enough!





There's a DAB  
Nav System  
in the market!



And this is how it  
could look like in  
the future



# Two benefits generate a huge refitting market

- Excellent safety relevant Traffic Information and DAB+ audio really motivate end-users to buy
- 42 mio cars to refit  
-in Germany only!

# German activities could boost Digital Radio

- End of jam information to be delivered via DAB+ in TPEG format
- Free delivery on the background of European ITS policy
- Push for hybrid services and devices



## But it's not only Germany:

- TPEG Broadcast Services already running in:
  - Australia, Belgium, Germany, Italy, Luxemburg, The Netherlands, UK, USA
  - Many European countries very interested
- Reliable coverage, low delivery costs

# Final thoughts

- Safety relevant Traffic Information in highest quality is key.  
For politics – and for our audience.
- Digital Radio offers the most reliable distribution channel.  
And the cheapest.
- To wait means to jeopardize.  
Both people and  
Digital Radio success in-car.