Panel discussion

DAB+ and Big Data

Worlddab Automotive 2017
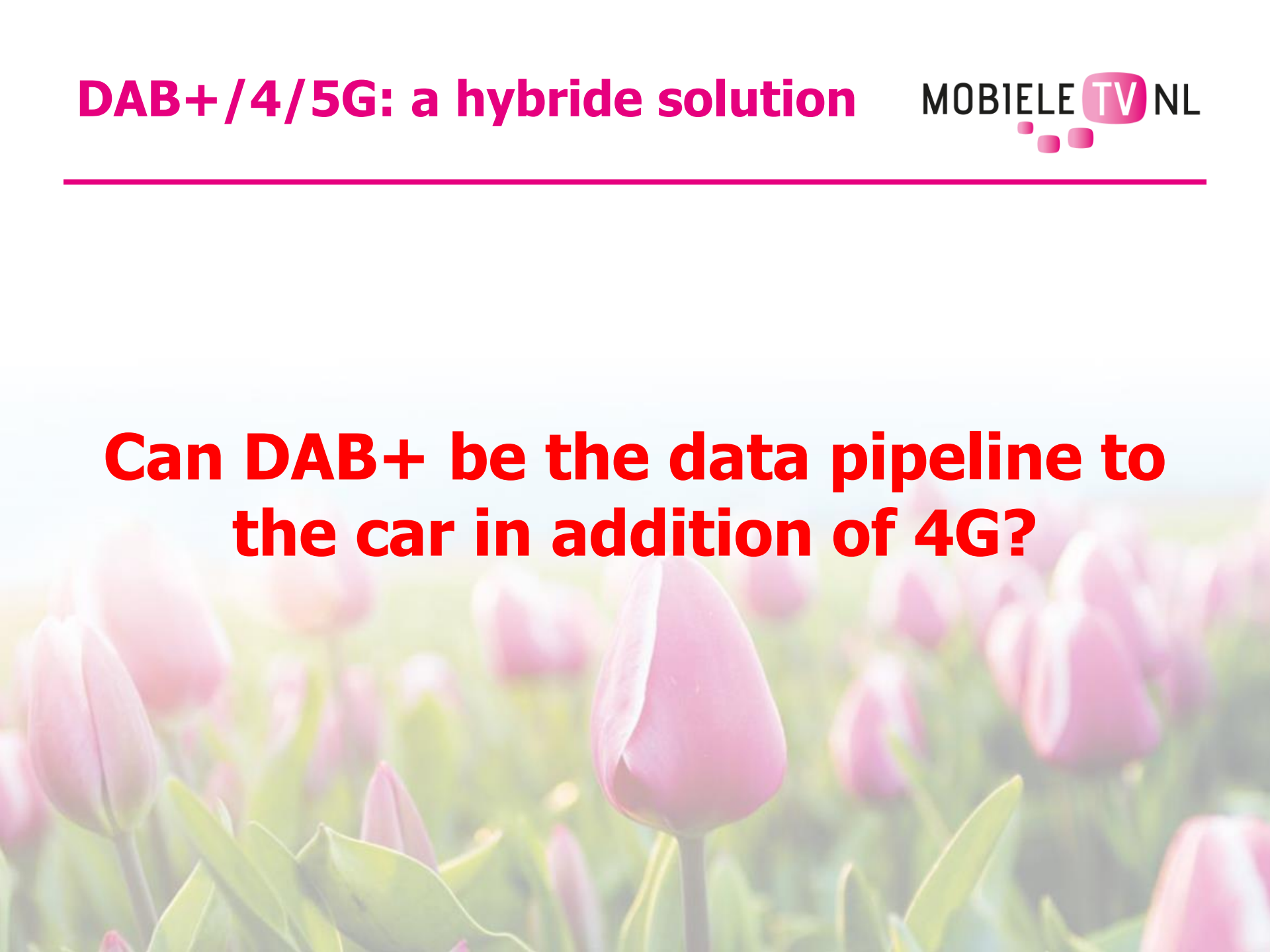**Munich, 21 June**

Ronald Haanstra, MTVNL, moderator)
Rainer Biehn, bmt
Martin Speitel, Fraunhofer-institute IIS

Data in the car

- The Future car needs huge amounts of data

- Estimates upto 7-10 exobytes per year only in Germany

    - Traffic information
    - In-car Safety related information
    - Update map data
    - Updates of software in the car
    - DAB+ Radio related extra services
    - Video

- Can DAB+ fulfill this need

DAB+/4/5G: a hybride solution

- 4/5G Networks are not able to cover peek capacity

- 4/5G needs redundancy

- DAB+ is liable and robust

- DAB+ is in every car already (in a few years)

- DAB+ data distribution is very cost effective

- 35 mio cars updated at the same time with broadcasting is easy

Can DAB+ be the data pipeline to the car in addition of 4G?

Questions to the panel

Rainer Biehn, BMT

1. Which businesss models for DAB data services are possible or common

2. What would be the benefit of hybrid services for

    1. Endusers
    2. Automotive

Questions to the panel

Martin Speitel, Fraunhofer institute IIS

- Which DAB data services in car do you see as the most promising and realistic

- What are the technical and business preconditions to make DAB data services available on a large scale?