

WorldDAB General Assembly 2017

Session 5:

DAB+ for data: hybrid and connected

Moderator: Ronald Haanstra, CEO, MTVL and Vice President, IDAG, The Netherlands

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Panellists:

- Thomas Kusche, Senior Editor, Westdeutscher Rundfunk/President of TISA, Germany
- Gereon Joachim, VP Business Development, Europe, XPERI, Germany
- Jean Sbaldi, Programme Director, Broadcast, Continental Automotive, France
- Michel Reneric, Vice President R+, France
- Vincent Godec, CEO, Mediamobile, France

WDR^{®1}

TISA
Traveller Information Services Association

XPERI

Continental

Carlson
CARPOL



Mediamobile

MOBIELE TV NL

DAB+ for data: hybrid and connected

- Introduction
 - The Future car needs huge amounts of data
 - Estimates up to 7-10 exobytes per year only in Germany
 - Intel: 4000 GB per car
 - 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?
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DAB+ for data: hybrid and connected

Why DAB+ as a second data pipeline to the car?

- 4/5G Networks are not able to cover peak 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 updating at the same time with broadcasting is easy