

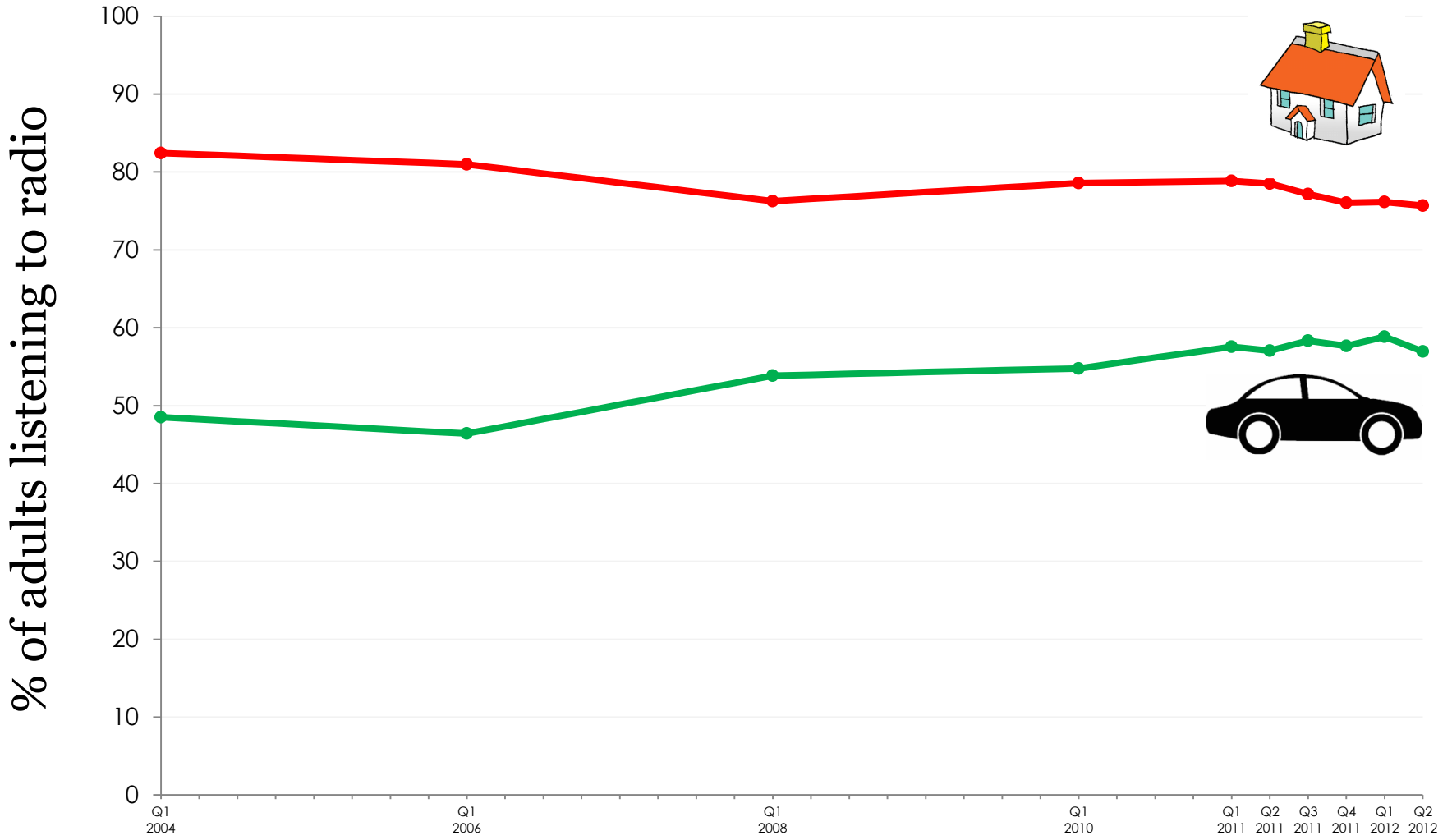
World DMB General Assembly

Mark Friend

November 2013



Radio in cars is stronger than ever



Coordination with car manufacturers



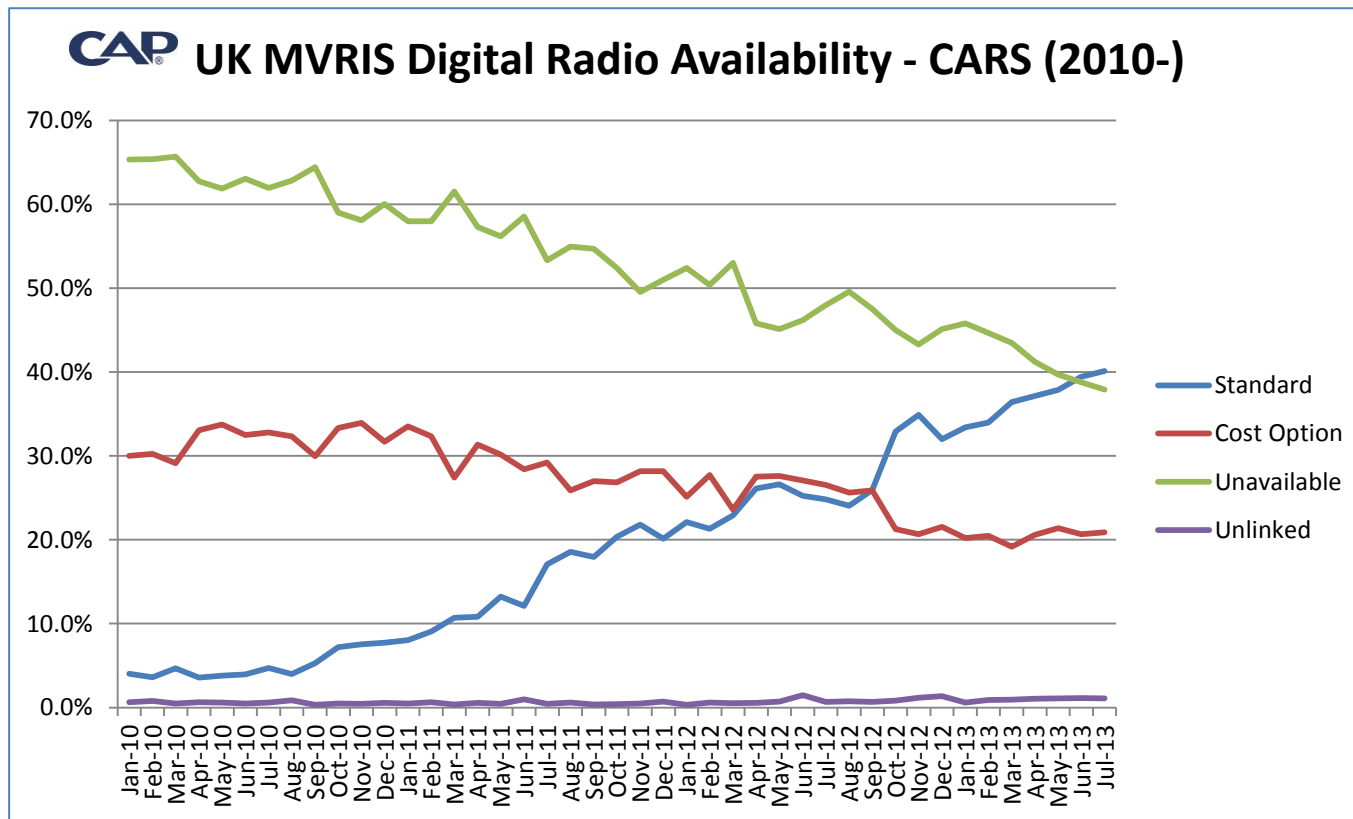
Go Digital Conference
Monday 16 December 2013

| digitalradio |



Plans for DAB as standard line-fit

July 2013: 40.1% of cars now with digital radio as standard



Car conversion: biggest challenge of DSO

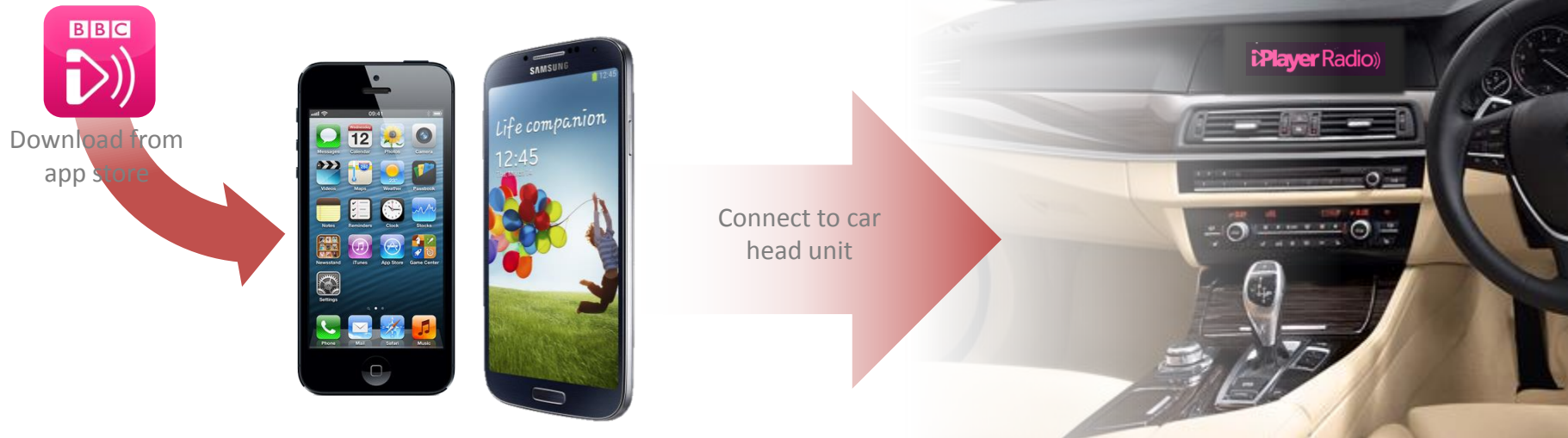
- 1.3m new cars with line fit over past 2 years
- Main issue is the car parc of 34m
- Only ~69k conversions over past 2 years
- Encourage consumers to upgrade and make it easy and cheap

Connected cars bring new challenges



The aim

To enable safe access to the BBC iPlayer Radio / Radioplayer app in the car through smartphone integration



The rationale behind the project:

- Internet radio to complement digital broadcast in the UK
- Growing popularity of smartphones
- Increasing availability of connected cars

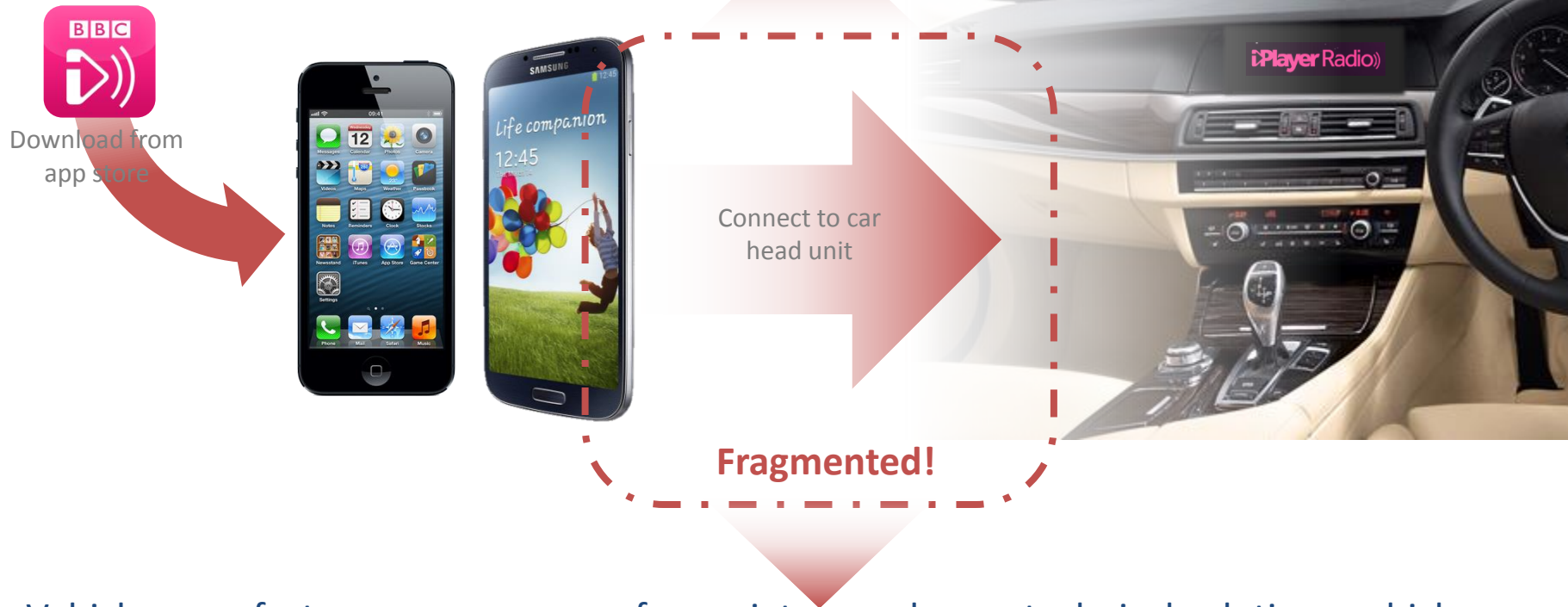
Redesigning for the car is complex



- Voice control
- Minimise visual distraction
- Landscape view
- Simple navigation
- Simplify features

The challenge

The automotive industry does not use a common technical solution for smartphone integration



Vehicle manufacturers use a range of proprietary and open technical solutions, which require different modifications to the phone app.

Hybrid broadcast/IP will keep radio popular

- Cost free listening
- Strong focus on smart UI
- Reduces pressure on congested data networks
- Public safety e.g. emergency messages
- Speeds up innovation and the switch to digital

The Universal Smartphone Radio Project

- Brilliant experience of **radio** on smartphones
- **Globally applicable & open** standards
- Common **user experience** guidelines
- Common **broadcaster standards**
- **Consistent APIs** for radio apps

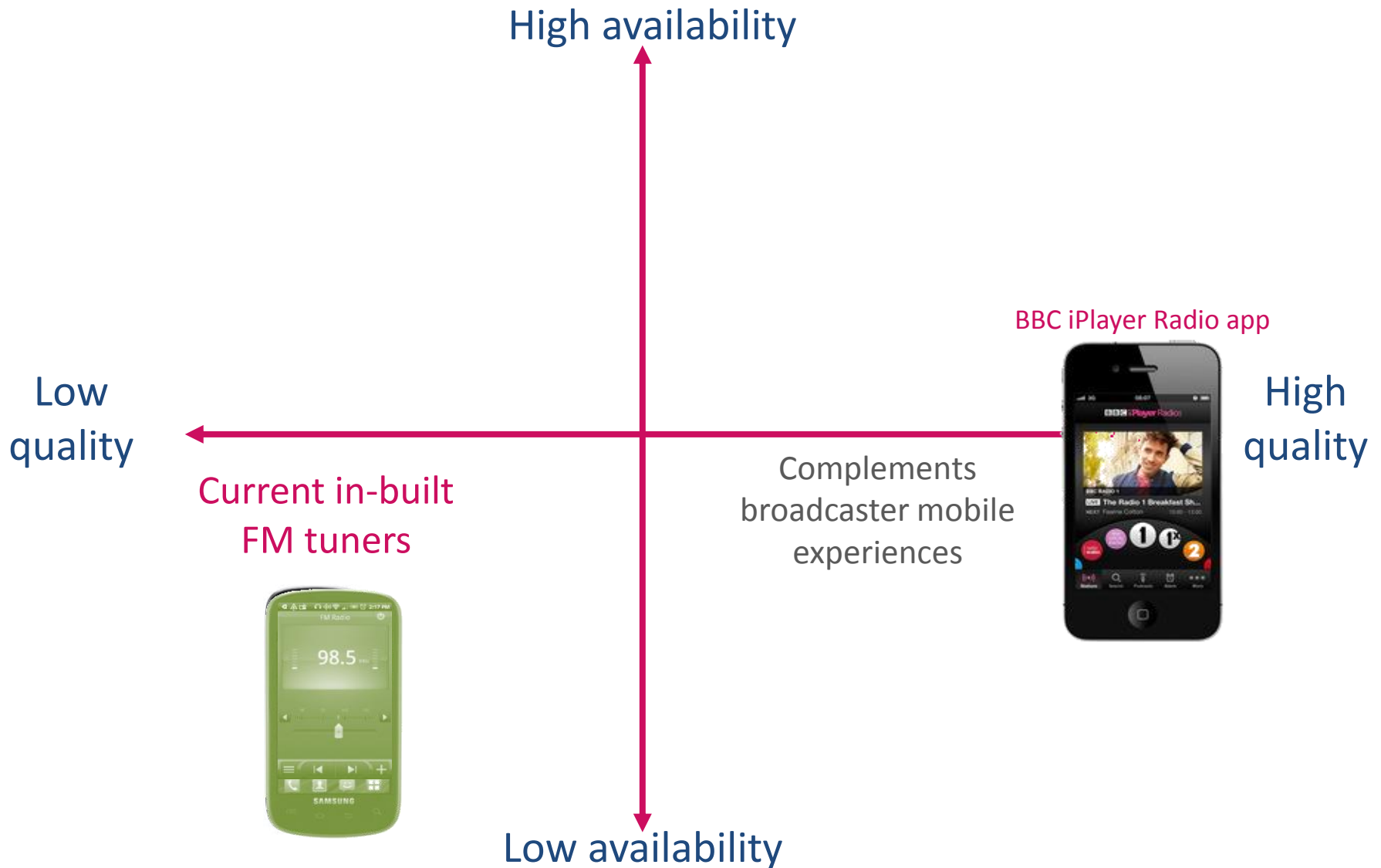
“Making broadcast radio like an app”



Current offer of in-built radio



Roll out hybrid broadcast radio



Roll out hybrid broadcast radio

High availability

- 3G/4G handsets
- FM/DAB/DAB+/HD
- Mfrs & Broadcastr Apps



Upgrade to hybrid in-built radio

BBC iPlayer Radio app



High quality

Complements broadcaster mobile experiences

Low quality



Current in-built FM tuners



Low availability

Benefits in cars

- **Listeners** – reliable, consistent and free radio from well known stations
- **Regulatory** – Digital take-up, spectrum efficiency
- **Environmental** - lower power use
- **MNOs** – lower congestion on mobile networks
- **Manufacturers** – better consumer experience

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