

Pretty good on the move

The availability of Digital Radio in German Cars

Radio Management – General Affairs / Thomas Kusche



German symbols



Impressive Wildlife

German symbols



Exemplary waste separation

German symbols



Haute Couture and Cuisine Traditionnelle

German symbols



Successful Football Team

German symbols



The world's best cars

And, maybe, tomorrow...



We will be seen as a Digital Radio Nation...

Let's start from scratch

Start of Digital Radio in Germany was a bit bumpy

Common efforts to make DAB+ a success

Lots of interesting services launched

Growing demand of the customer

ARD promoted Digital Radio with „OEM Road Show“

Ambitious dialogue on many issues



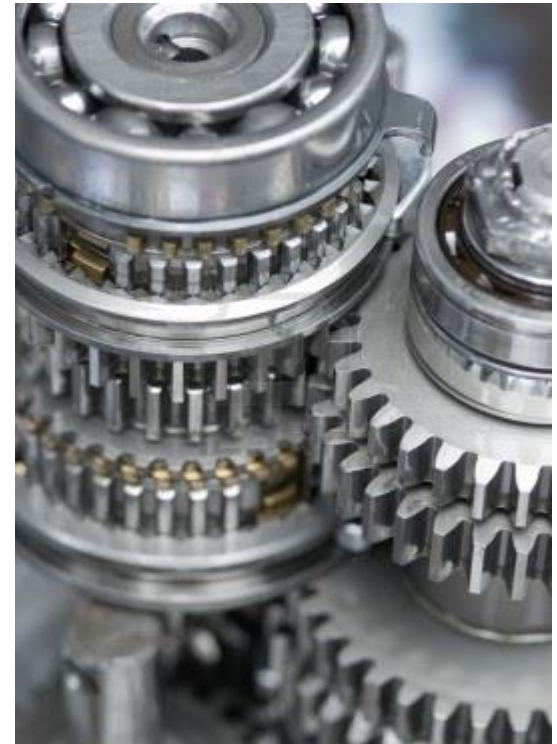
Some topics in detail

Audio Quality

Programm related services

Design of Slide Shows

TPEG



It started to get interesting

Sales figures of home receivers made OEMs sit up and take notice

More and more cars fitted with Digital Radio

Market situation on and off quiet confusing



Journalists sometimes investigate

How many German OEMs do offer Digital Radio?

For which model(s)?

What's the price?

How is it promoted?

Which of the features are available?



Journalists sometimes investigate

How many German OEMs do offer Digital Radio? Each!

For which model(s)?

Each!

What's the price?

195 up to 607 €

How is it promoted?

Poorly!

Which of the features are available?

Mostly Audio Only



Journalists sometimes have to comment

Basic advantages of Digital Radio seem to be ignored

R&D perception doesn't interfuse to Product Management

Pricing is a miracle

Nevertheless:

Take Rate Increase

up to 30% !



But there's a development in parallel



Cars started to be rolling Internet Cafè's

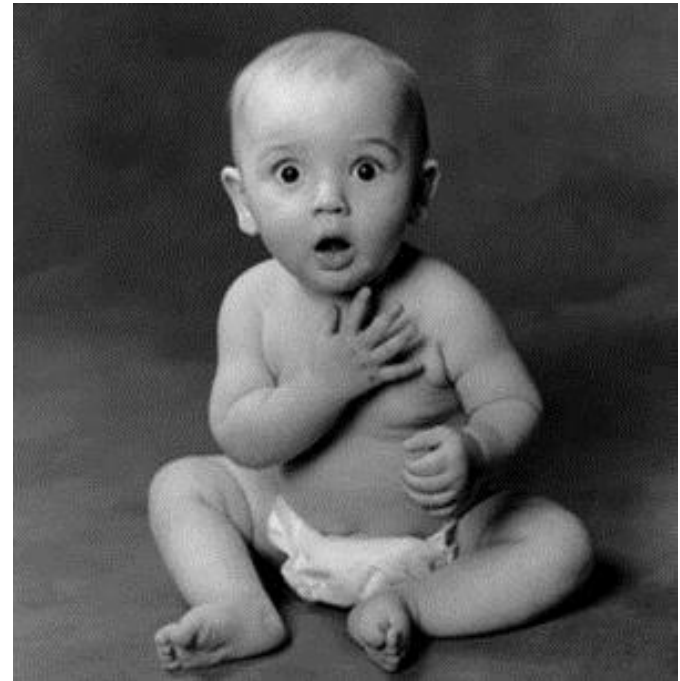
A surprising discovery

Any single bit delivered via web costs money

Many bits delivered via web costs much money

Willingness of end-users to pay is rather limited

**Why should collectively
interesting content
not be delivered
via Digital Radio?**



The first clever reaction

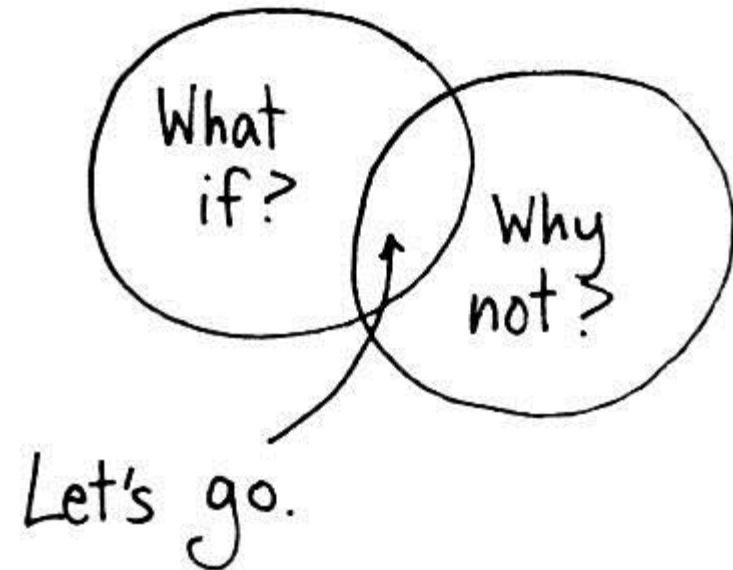
Audi provides a data interface between DAB receiver and Nav System

Whenever a productive DAB service is launched, it can be displayed

Individual requests can always be directed via connected service

Excellent use

of bandwidth resources



Finally...

German DoT to put EU ITS Directive into national law

Major question: How to distribute safety related messages?

Mobile web not seen as a reliable channel



It's obvious

Digital Radio more and more significant in German cars

Imposing advantages will change customers behaviour

Take Rate will increase continuously

Costs will ... ?

We're on our way!



Bedankt!

