



DAB+ AT THE HEART OF HYBRID RADIO

There is no hybrid radio without broadcast!

WORLD DAB

MARCH 2021





10,000+ Radio stations using Xperi solutions

EMEA	APAC	THE AMERICAS

20+ years of Broadcast technology solutions and services

600+ DAB Services using Xperi broadcast systems

30+ Countries with deployed broadcast solutions



100 million cars on the road with Xperi technology

AUTOMOTIVE MANUFACTURERS



TIER1



20+

years of Automotive, Radio Broadcast and Music partnerships

40+

global auto manufacturers and their suppliers partnering with Xperi to deliver world-class solutions

20+

Global Suppliers working with Xperi to integrate technology and deliver to OEM customers



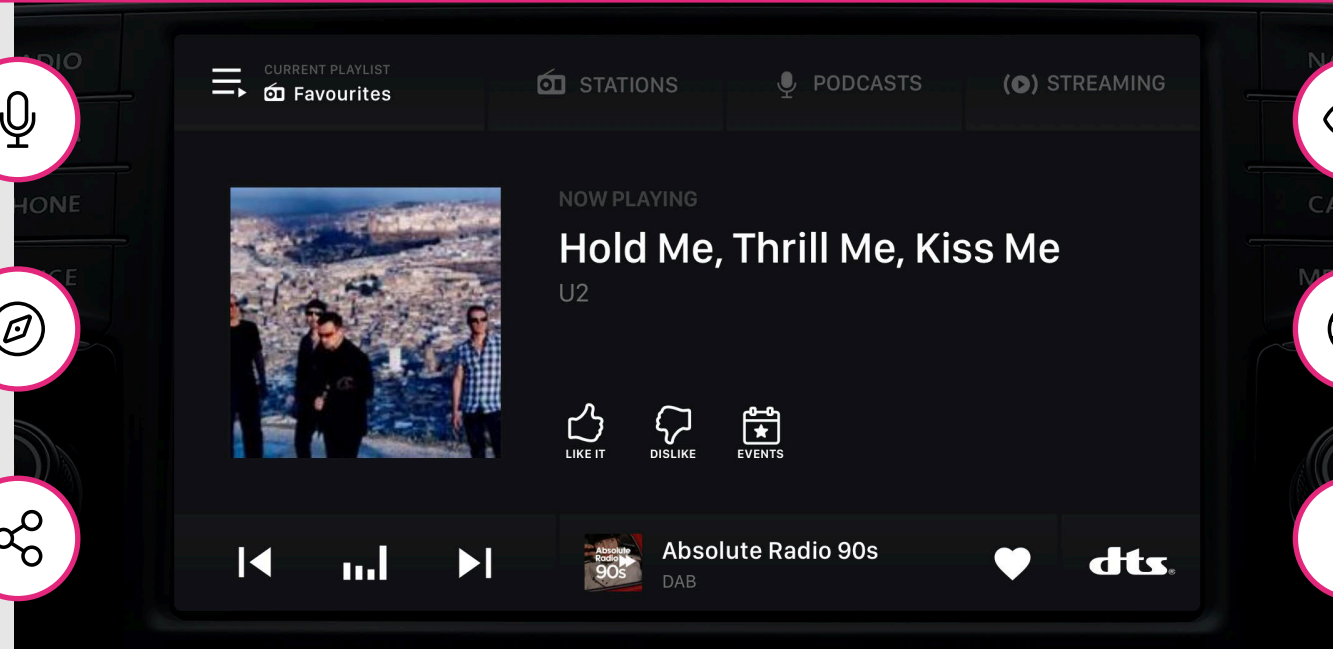
BROADCAST



DISCOVERY



ENGAGEMENT



INSIGHTS



GLOBAL



EXTENSIBLE

- ▶ **Open to all broadcasters**
- ▶ **Ensures broadcaster control and prominence – free of charge and capital investment**

- ▶ **Competitive response to BIG TECH's push into the car**
- ▶ **Global and reliable platform for all OEMs**

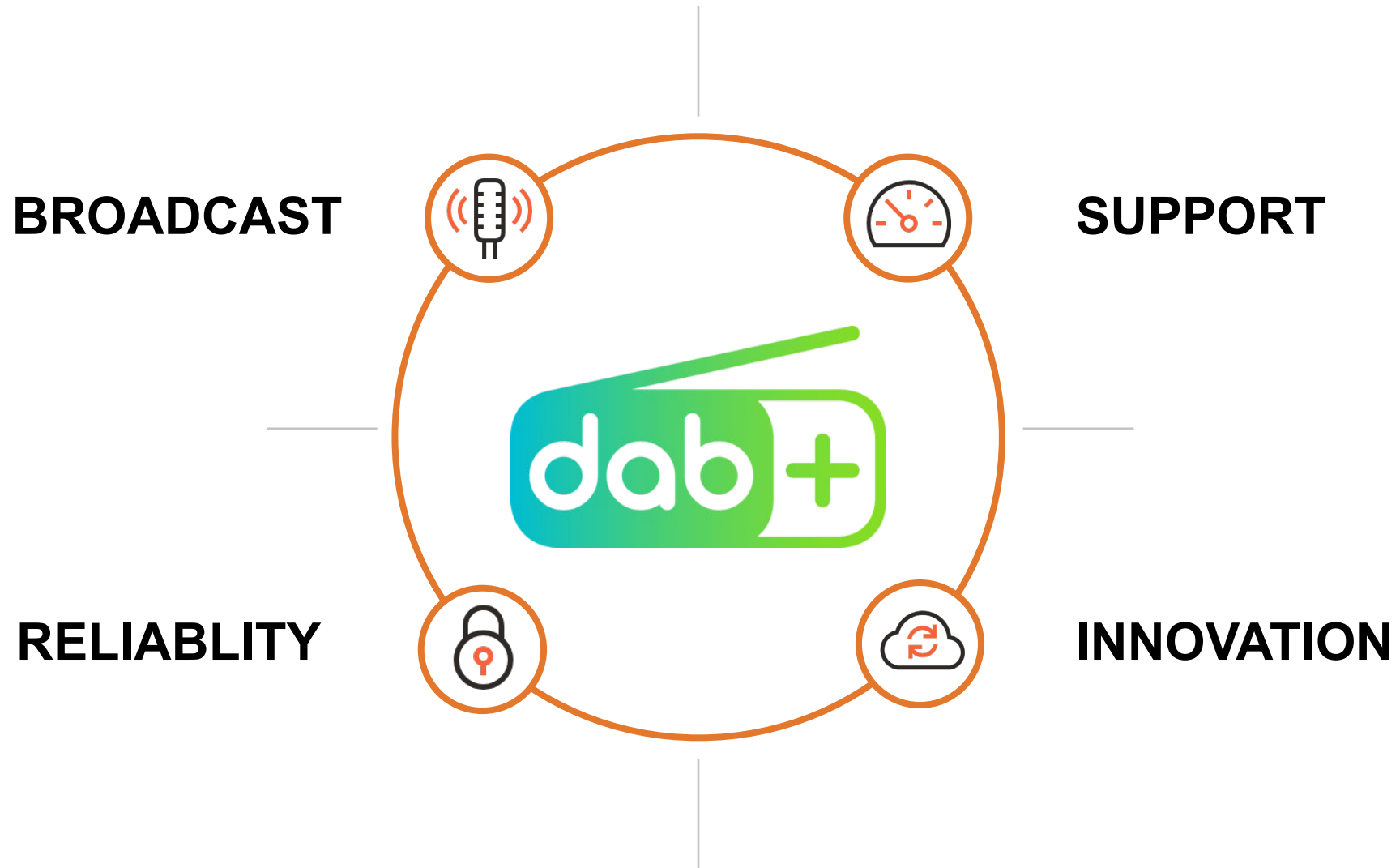


Daimler & DTS AutoStage | Five Screens for Radio



DTS AutoStage
Content | Discovery | Experience







BROADCAST is the Heart and Requires Scale & Coverage



DTS AutoStage
Content | Discovery | Experience

DTS AutoStage: Phase I

Services required in 48 launch countries



- | | | | | | |
|-------------------|---------------|-------------------|-----------------|------------------|--------------------|
| 1. Australia | 9. Denmark | 18. India | 27. Malta | 36. Singapore | 45. Thailand |
| 2. Belgium | 10. Dubai/UAE | 19. Ireland | 28. Mexico | 37. Slovenia | 46. Turkey |
| 3. Bulgaria | 11. Estonia | 20. Italy | 29. Netherlands | 38. Slovakia | 47. United Kingdom |
| 4. Canada | 12. Finland | 21. Japan | 30. Norway | 39. South Africa | 48. USA |
| 5. China | 13. France | 22. Latvia | 31. New Zealand | 40. South Korea | |
| 6. Croatia | 14. Germany | 23. Liechtenstein | 32. Poland | 41. Spain | |
| 7. Cyprus | 15. Greece | 24. Lithuania | 33. Portugal | 42. Sweden | |
| 8. Czech Republic | 16. Hungary | 25. Luxembourg | 34. Romania | 43. Switzerland | |
| | 17. Hong Kong | 26. Malaysia | 35. Russia | 44. Taiwan | |

48,000 Radio Stations

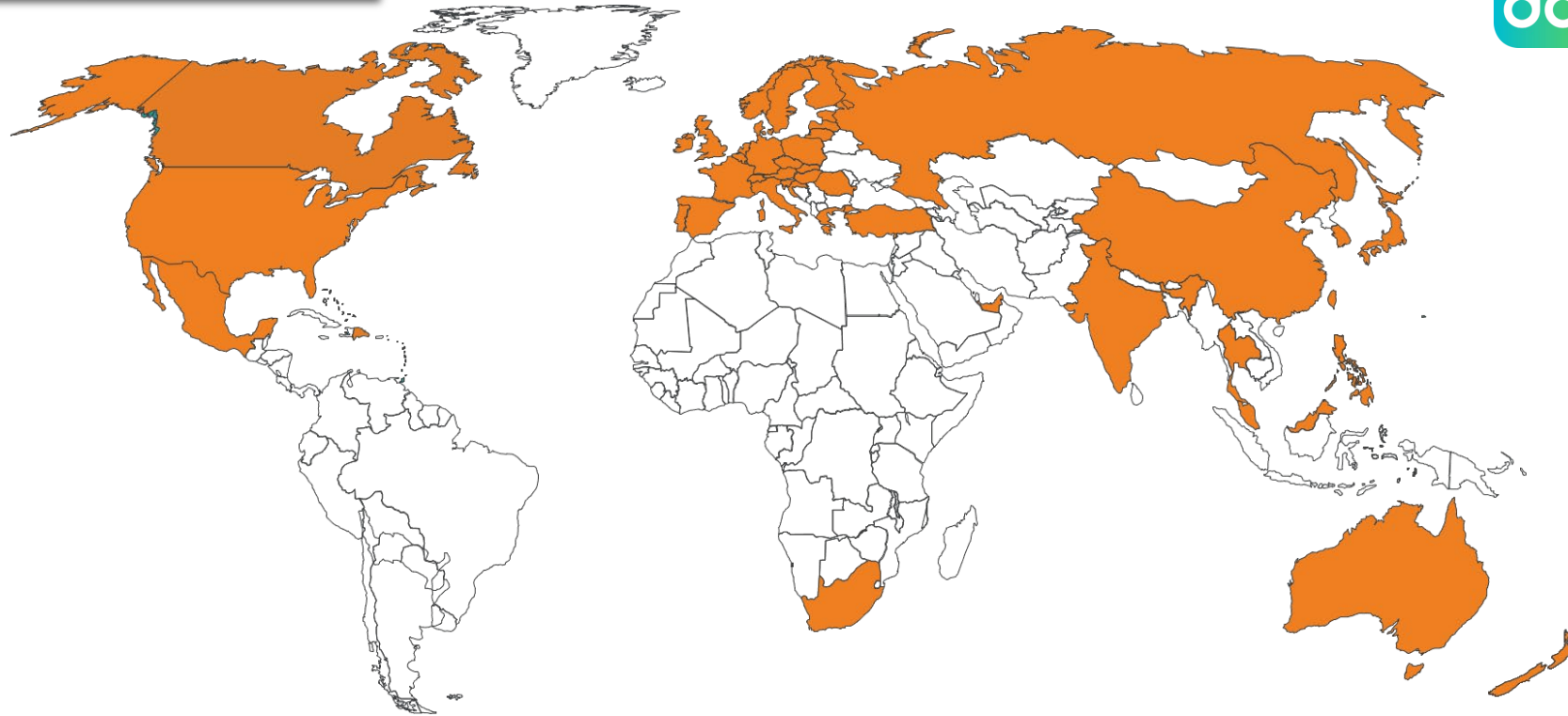


BROADCAST is the Heart and Requires Scale & Coverage



DTS AutoStage
Content | Discovery | Experience

DTS AutoStage: Phase I



- Radio**
- CDR**
- Analog**

48,000 Radio Stations



BROADCAST is the Heart and Requires Scale & Coverage



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DTS AutoStage: Phase I

26 of which have regular services or trails



- | | | | | | |
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Over 2,500 DAB Services Supported in DTS AutoStage

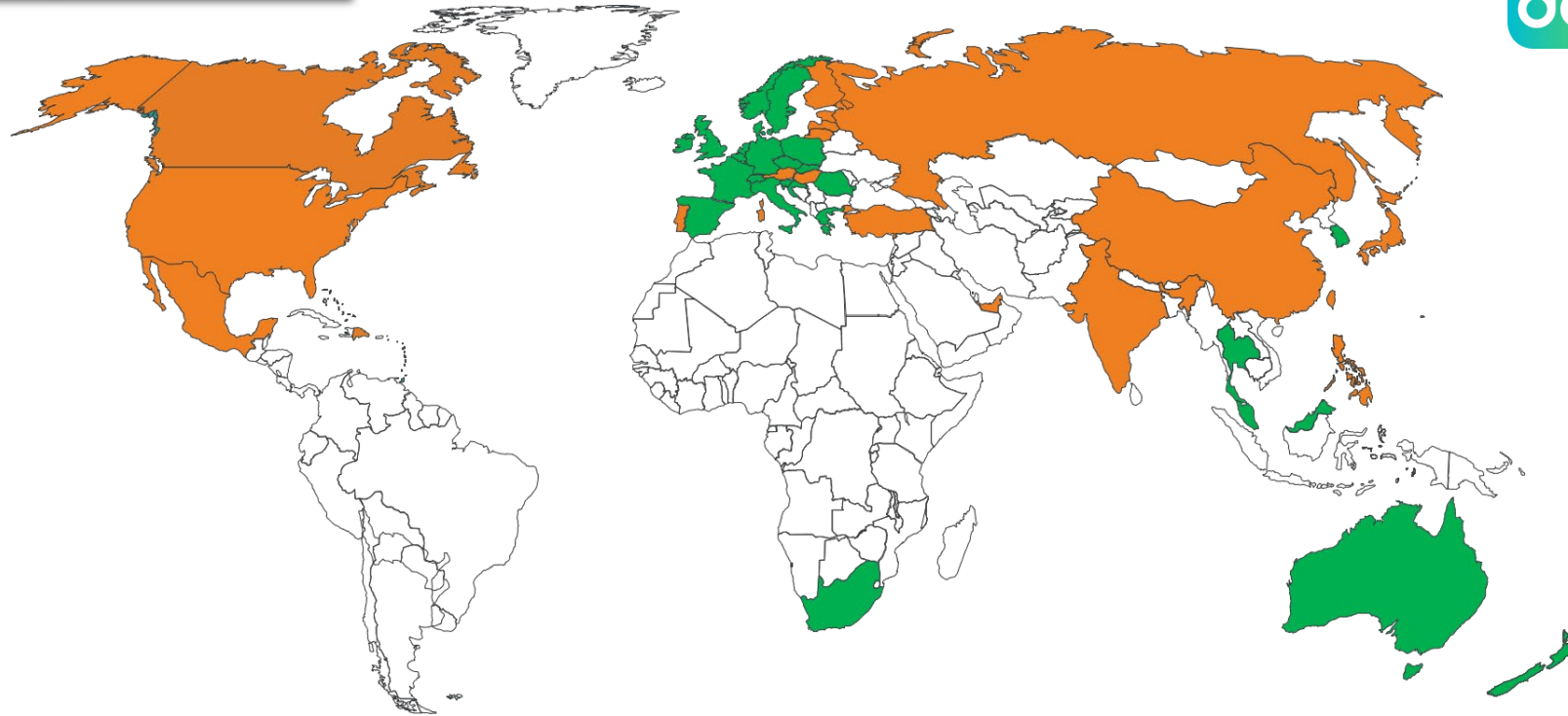


BROADCAST is the Heart and Requires Scale & Coverage



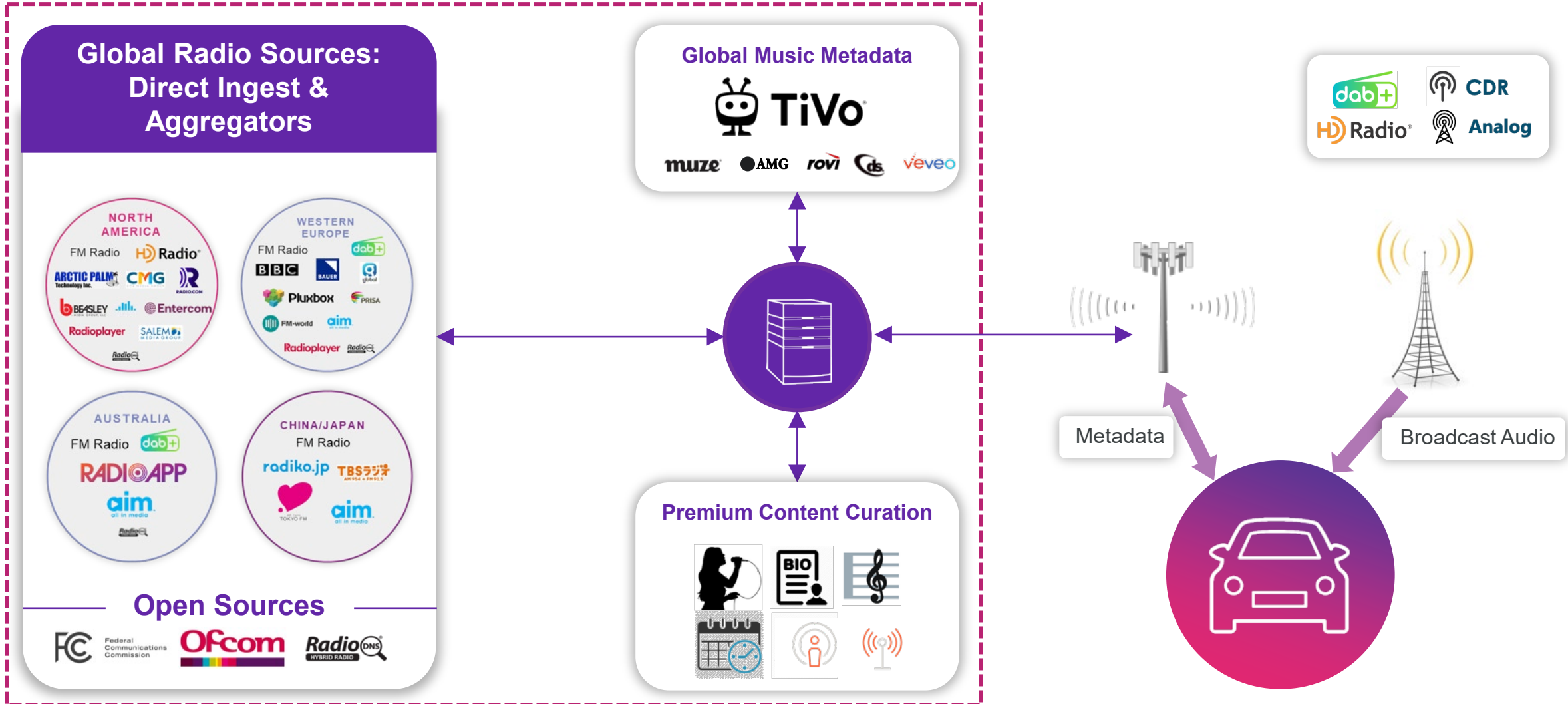
DTS AutoStage
Content | Discovery | Experience

DTS AutoStage: Phase I



-  **Radio®**
-  **CDR**
-  **Analog**

Over 2,500 DAB Services Supported in DTS AutoStage





Broadcast is the Heart and Requires RELIABILITY



DTS AutoStage
Content | Discovery | Experience



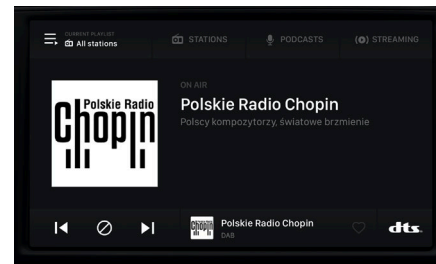
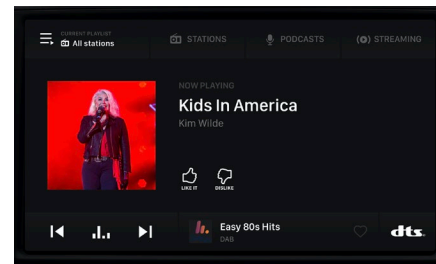
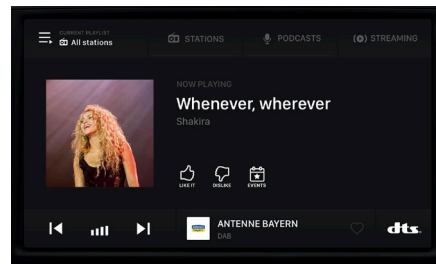
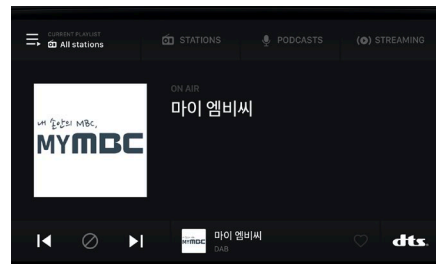
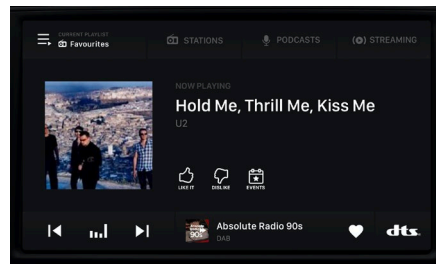
ACCURACY

CONSISTENCY

COMPLETENESS

COMPLIANCE

SECURITY

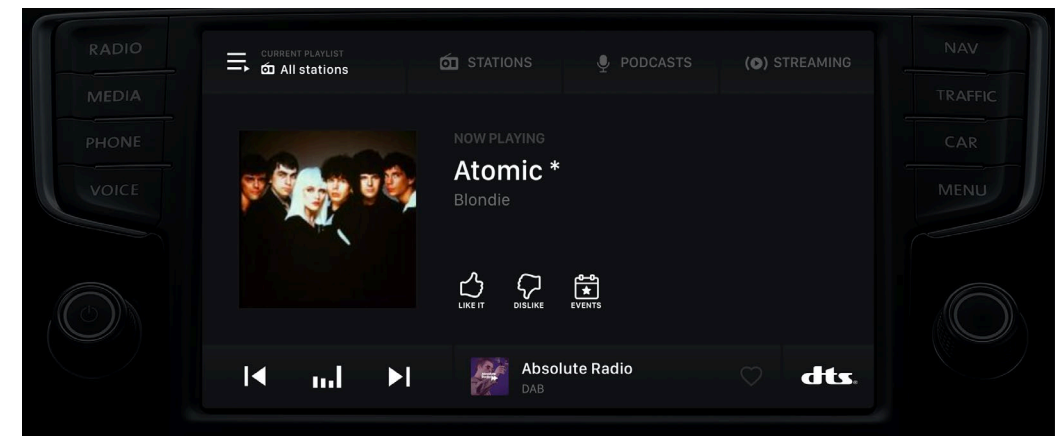
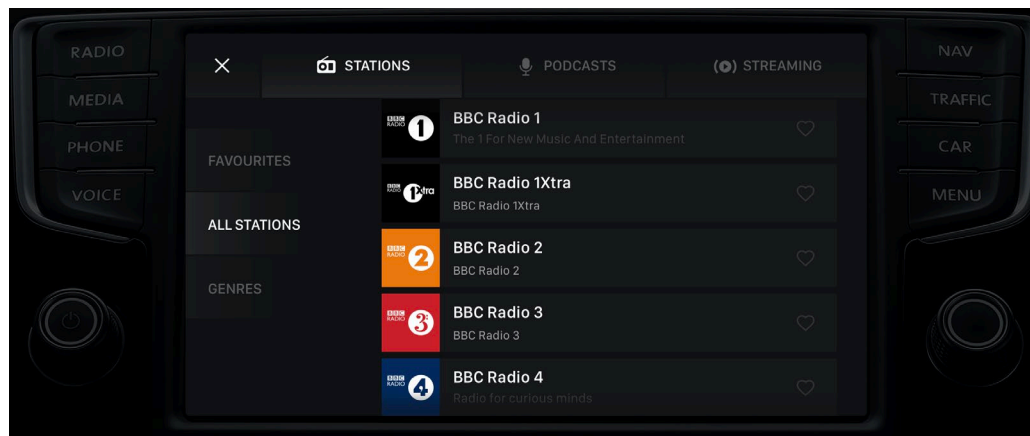




Broadcast is the Heart and Requires SUPPORT



DTS AutoStage
Content | Discovery | Experience



▶ SUPPORT

- Receiver Design Guidelines
- Global Broadcast System Expertise
- Field and Bench Testing
- Certification
- Platform Development
- Thought Leadership & Best Practices

▶ BENEFITS

- Accelerate commercialization from development to production
- De-risk programs from schedule to functionality
- Reduce rework
- Meet drivers' expectations

▶ RESULTS

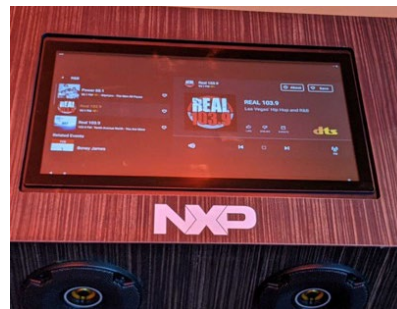
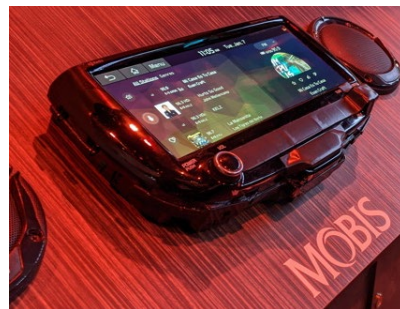
- Engagements with all 44 Global OEMs
- Engagements with all Tier One
- Over 3,500 radio platforms developed and certified
- Over 100 million radios in use



Broadcast is the Heart and Requires SUPPORT



DTS AutoStage
Content | Discovery | Experience



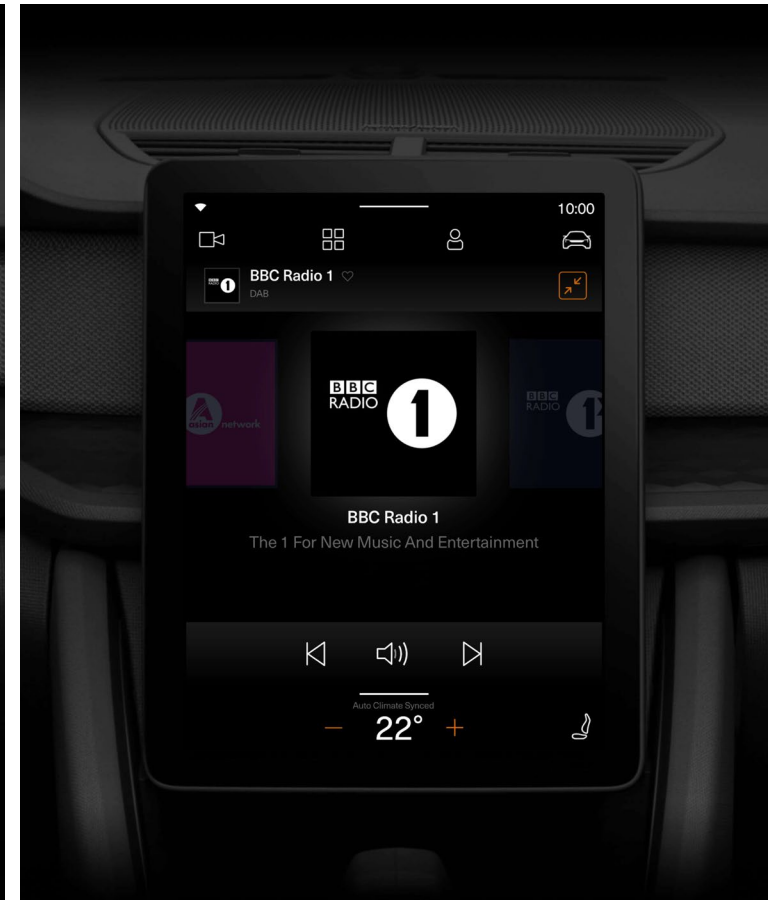
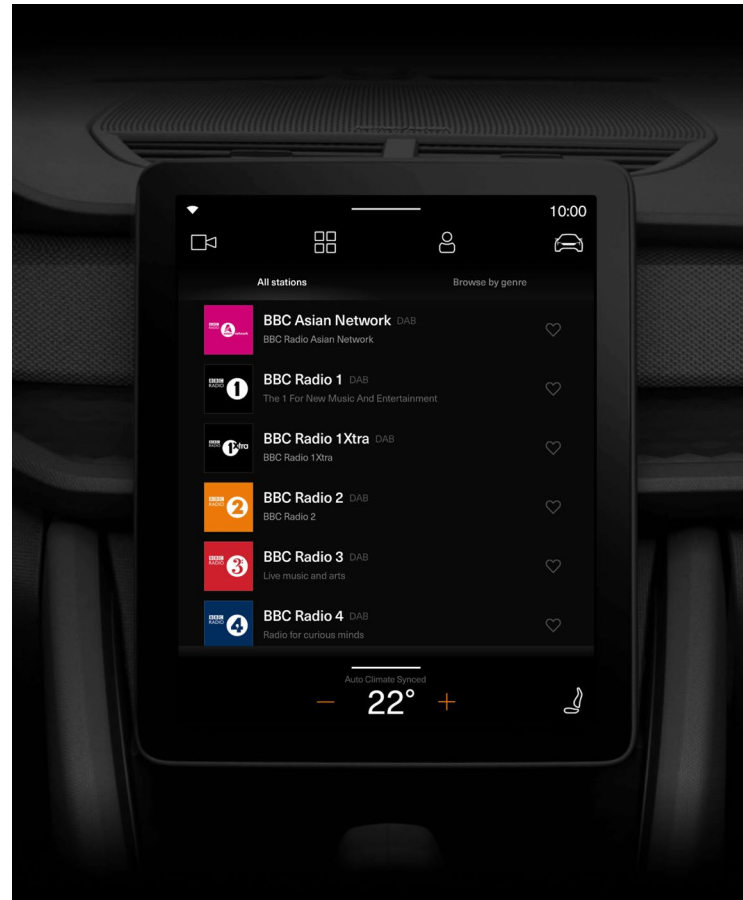
Broadcast First - Broadcast First - Broadcast First... then Hybrid



DTS AutoStage
Content | Discovery | Experience



- ✓ **Bauer Media**
- ✓ **BBC**
- Beasley Media
- ✓ **Commercial Radio Australia**
- Cox Media
- Entercom
- iHeart
- New York Public Radio
- NPR
- Salem Media
- ✓ **SWR**
- TBS Radio
- Xperi





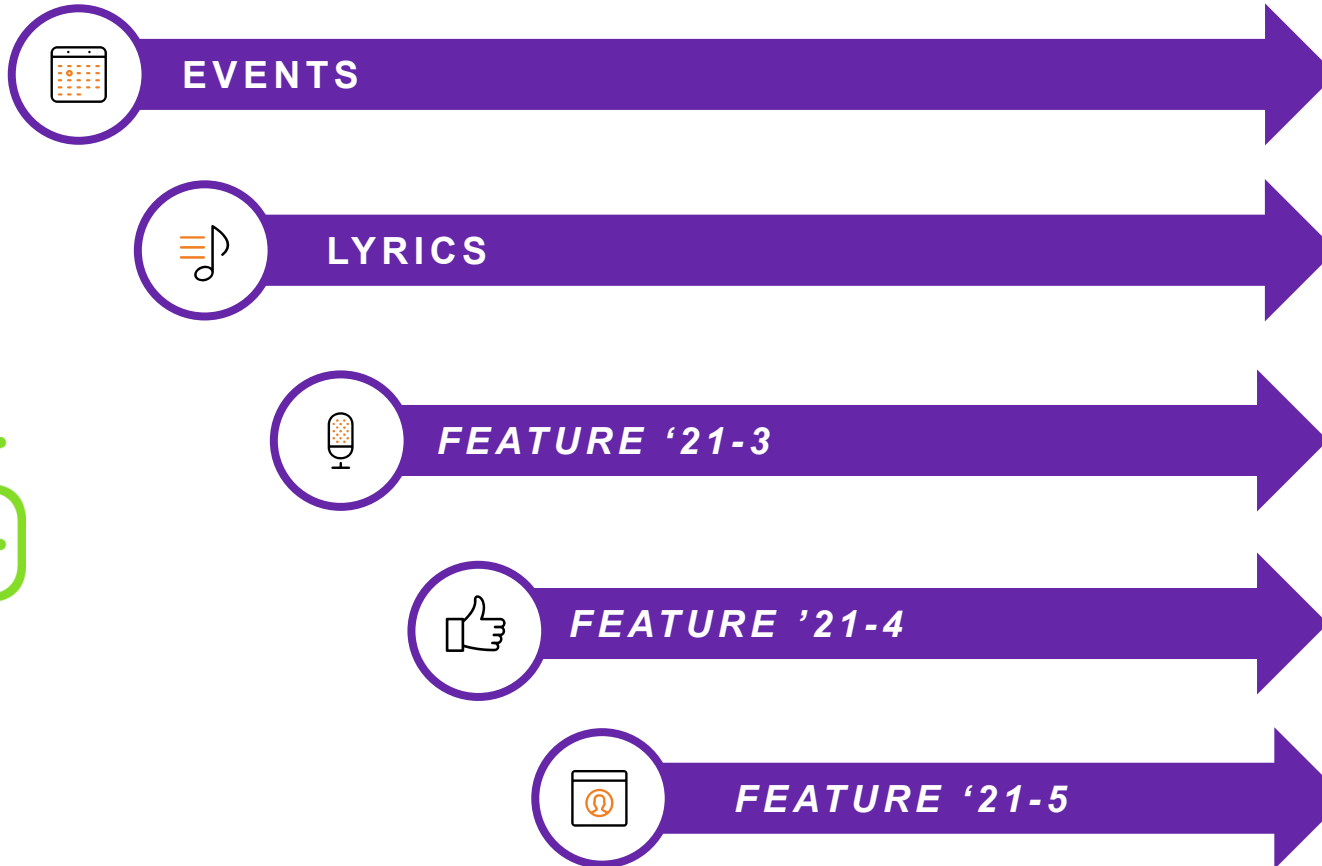
Broadcast is the Heart and Requires INNOVATION



DTS AutoStage

Content | Discovery | Experience

Platform & Service Enhancements



DTS AutoStage

Content | Discovery | Experience

- ✓ Service Enhancements
- ✓ Service Extension
- ✓ Content Expansion
- ✓ Seamless Deployment
- ✓ Customization
- ✓ more to come

There is no hybrid radio without BROADCAST



BROADCAST

There is no hybrid radio without broadcast and the coverage must be expansive to meet OEM requirements.



RELIABILITY

Any service must be secure, reliable, deliver a consistent global user experience, compliant with all content distribution regulations & restrictions.



SUPPORT

Active and engaged support is required to ensure accurate and rapid product development as well as on-going issue resolution and field support.



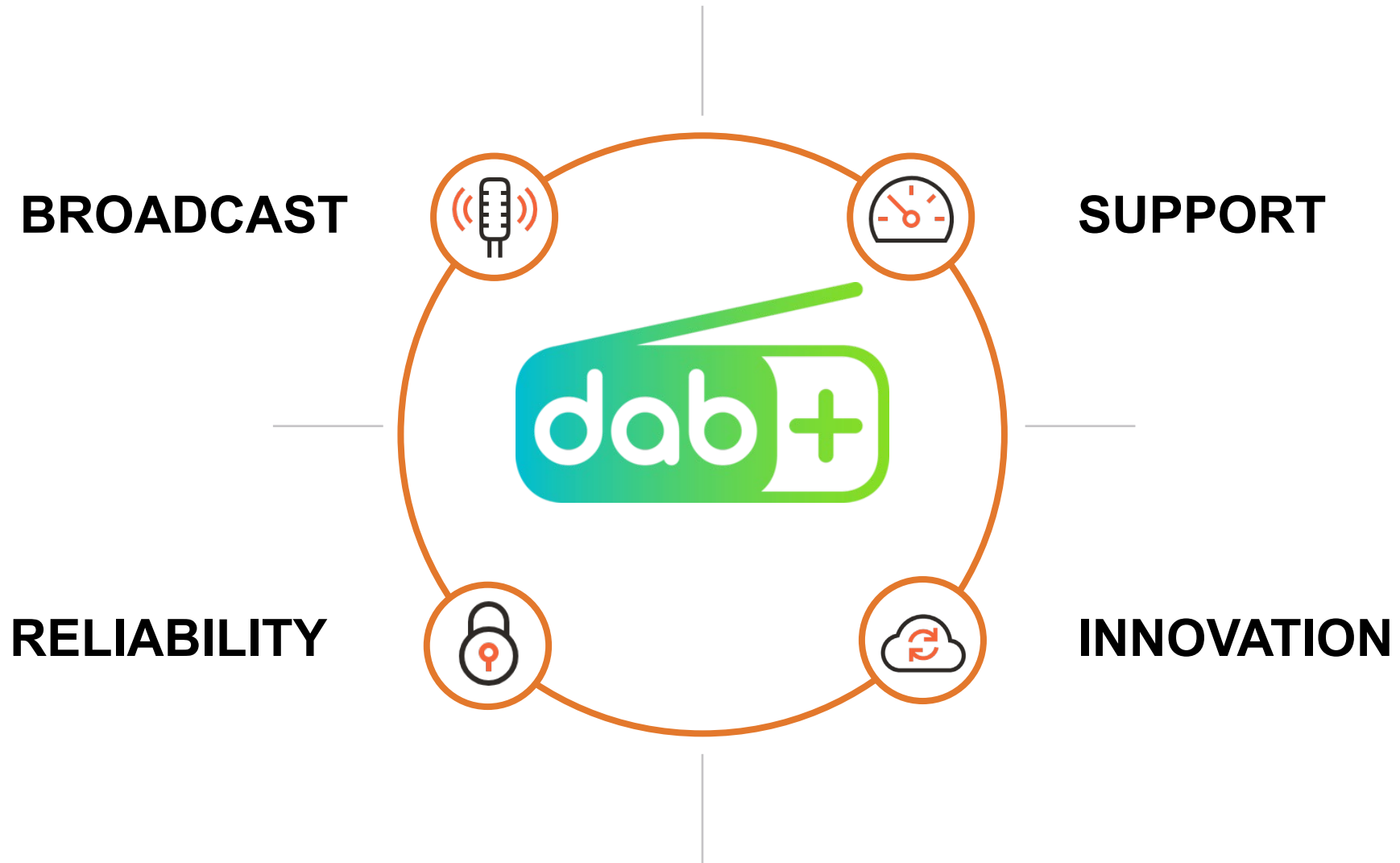
INNOVATION

Audio in the car has become hyper-competitive. Rapid innovation around platform, services and consumer experience must happen to retain audience & attention.

Broadcast is THE Heart of Hybrid Radio



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THANK YOU!

Contact Information

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