

# PERSONALIZATION – IBC 2022 @ WORLDDAB



**Broadcasters**

**DTS AutoStage**  
Content | Discovery | Experience

**XPERI**

**STRONGER TOGETHER**

# XPERI COMPANY OVERVIEW

**34+**

Offices worldwide  
headquarters in  
San Jose, CA

**\$860M+**

Annual revenues  
public company, trading  
under XPERI

**1.0B+**

Weekly users of  
content and services

**2,000+**

Employees worldwide

**1,200+**

Engineers + R&D

**40M+**

Households served  
with video services

**11,000+**

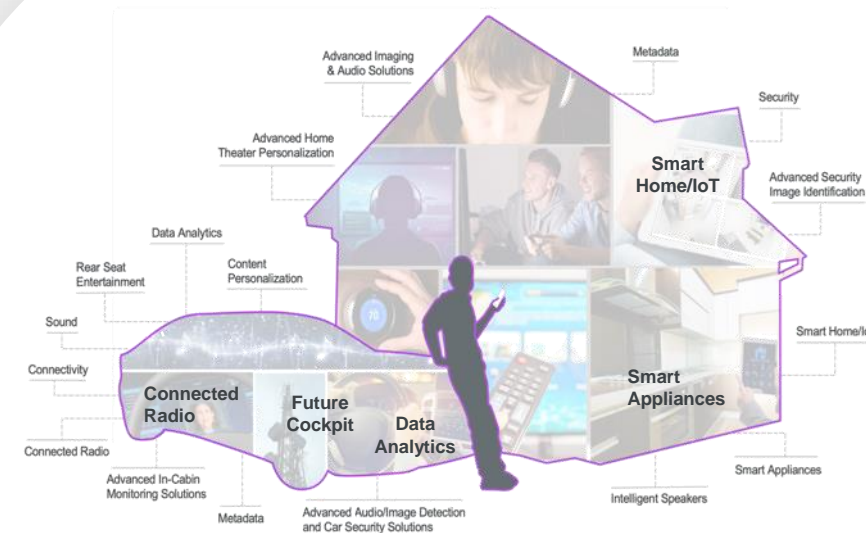
Patent assets

**100B+**

Devices worldwide  
w/ DTS, HD Radio, TiVo  
technologies

**120M+**

Cars deployed with our  
technology



# METADATA: ENABLING RECOMMENDATIONS



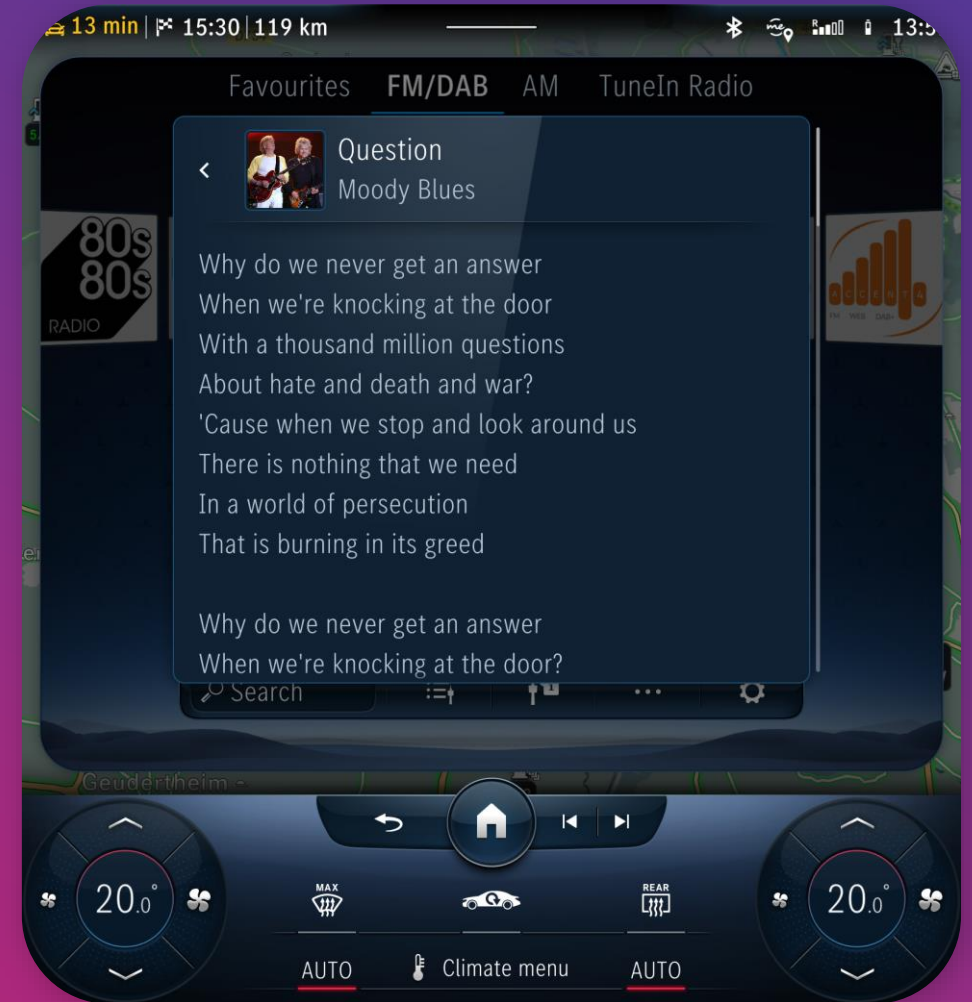
# MERCEDES & DTS AUTOSTAGE: BRANDING & DEEP ENGAGEMENT



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**DTS  
AutoStage**

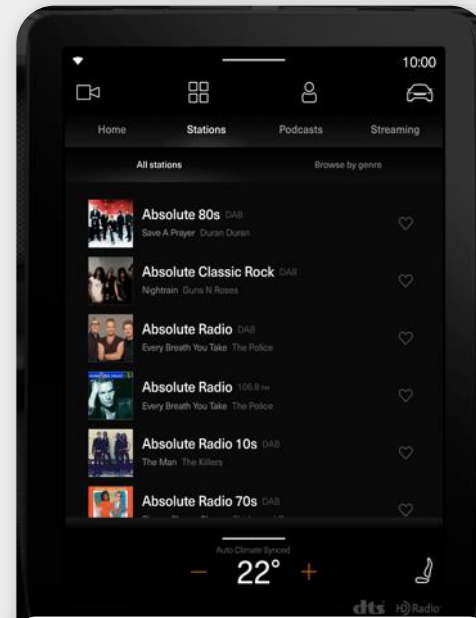


# CONTENT DISCOVERY

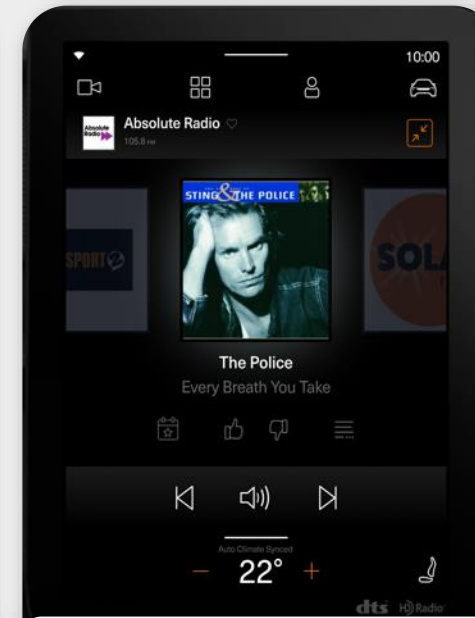
Global Hybrid Platform

## Dominate The Connected Digital Dash

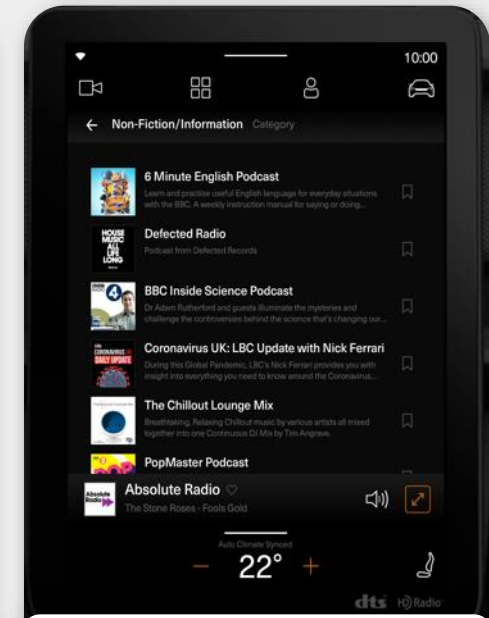
**DTS AutoStage**  
Content | Discovery | Experience



Discover



Engage

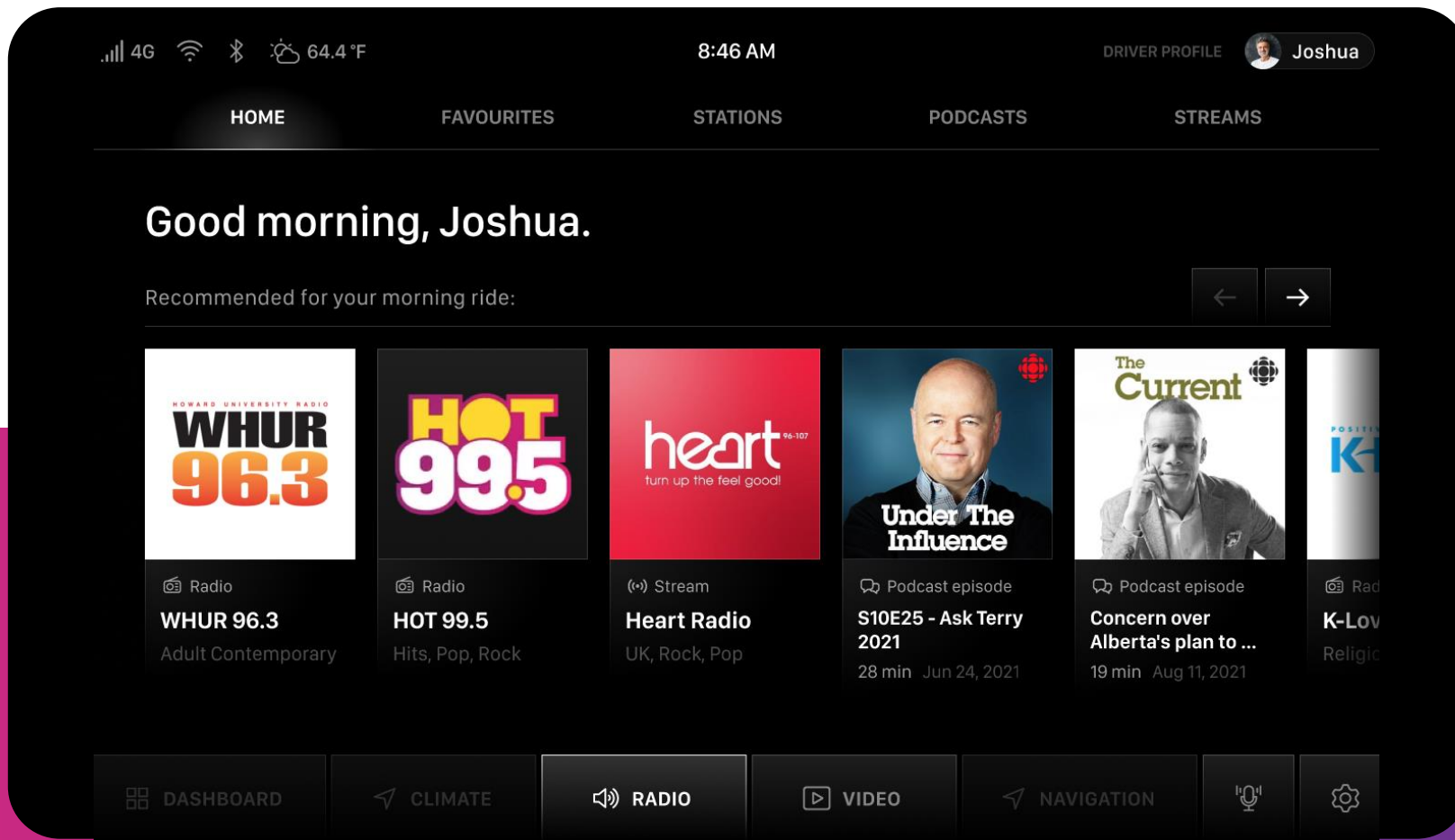


Explore



# PERSONALIZED RECOMMENDATIONS

Global Hybrid Platform





# BROADCAST IS THE HEART AND REQUIRES RELIABILITY

## DTS AutoStage

Content | Discovery | Experience

ACCURACY	CONSISTENCY	COMPLETENESS	COMPLIANCE	SECURITY
<p><b>LONDON</b> ABSOLUTE RADIO 90S</p>	<p><b>SEOUL</b> MY MBC</p>	<p><b>STUTTGART</b> ANTENNE BAYERN</p>	<p><b>SYDNEY</b> EASY 80S HITS</p>	<p><b>WARSAW</b> POLSKIE RADIO</p>
<p><b>TOKYO</b> FMヨコハマ</p>	<p><b>BEIJING</b> BEIJING MUSIC RADIO</p>	<p><b>NEW YORK</b> ALT 97</p>	<p><b>MEXICO CITY</b> LA BESTIA GRUPERÁ</p>	<p><b>TORONTO</b> VIRGIN RADIO</p>



# BUILT TO ENSURE RADIO'S PROMINENCE & INNOVATION

## DTS AutoStage

Content | Discovery | Experience

### 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.





# JOIN US - TOGETHER WE WILL WIN

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Content | Discovery | Experience

**Gereon Joachim**