TPEG - bringing Digital Radio to fruition

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The Story

- Traffic Information has ever been core business for Radio
- TMC: Most successful Data Service worldwide, but lousy granularity
- New demands and new sources
- Better quality desperately needed
- One global solution: TPEG
- Huge opportunity to bring DAB audio into used cars
TPEG can make traffic a bit safer
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TMC is the top of the Ice Berg. TPEG is the full story.
Want to prevent fatalities at the end of jam? Choose TPEG!
The data is there!
But one channel is not enough!
There’s a DAB Nav System in the market!
And this is how it could look like in the future
Two benefits generate a huge refitting market

- Excellent safety relevant Traffic Information and DAB+ audio really motivate end-users to buy
- 42 mio cars to refit - in Germany only!
German activities could boost Digital Radio

- End of jam information to be delivered via DAB+ in TPEG format
- Free delivery on the background of European ITS policy
- Push for hybrid services and devices
But it’s not only Germany:

- TPEG Broadcast Services already running in:
  - Australia, Belgium, Germany, Italy, Luxemburg, The Netherlands, UK, USA
  - Many European countries very interested

- Reliable coverage, low delivery costs
Final thoughts

- Safety relevant Traffic Information in highest quality is key. For politics - and for our audience.

- Digital Radio offers the most reliable distribution channel. And the cheapest.

- To wait means to jeopardize. Both people and Digital Radio success in-car.