

Europe on Track for Mass Market Digital Radio in Cars

TISA Announces Finalised Specification for TPEG

London and Munich, July 13, 2010

WorldDMB, the international body which promotes digital radio and mobile TV on the DAB family of standards, last week hosted its 2nd Car Manufacturers Workshop in Munich which brought together the car industry and European radio broadcasters to discuss the future of digital radio in cars. This follows successful automotive workshops held in early June hosted by Commercial Radio Australia in Sydney, Australia.

WorldDMB Project Director, Letty Zambrano, says: "It is clear from last week's discussions it is not a question of if but of when digital radio will happen across Europe. There is now a move towards collaboration within markets in terms of new regulation, investment in networks and marketing, and the development of new services and content."

Car and equipment manufacturers heard reports from leading broadcasters across the Continent and the European Broadcasting Union. All were more positive than ever before on the digital future of radio, especially in cars.

Recent developments in Germany, a leading market for both broadcasters and car manufacturers, have been particularly encouraging. **Thomas Waechter** of network transmitter **Media Broadcast** pointed out the positive environment which now exists in Germany where spectrum is available for the launch of DAB+ digital radio in Band III, regulation is firmly in place and the KEF agreement to release funding for public broadcasters to develop digital radio, means that work on the network is due to start next year.

Ernst Dohlus of leading German broadcaster **Bayerischer Rundfunk** highlighted to car manufacturers the importance of a standard traffic and travel service across Europe. **Lee Harris** of the car industry's trade body **SMMT** agreed saying that it is obvious that digital broadcasting is happening throughout Europe.

For the car manufacturers, **Jay Hackett, Land Rover & Jaguar**, focused on what the manufacturers want from broadcasters. He noted the need for services following, coverage maps and meaningful ensemble names to aid drivers and listeners. He added that the automotive industry would require a co-existence of RDS-TMC and Digital TMC/TPEG broadcast in order to protect vehicles on the road today until the automotive industry has successfully caught up with the broadcasting industry allowing for a transition phase.

Broadcasters see TPEG, which allows transmission of language independent multi-modal traffic and travel information across the world, as the future for adding value for car users. Indeed, **Joanne Blight** of the car industry's **Strategy Analytix** noted that in recent research carried out on value added services on the smart phone, the highest willingness to pay was maps and navigation. This, she said, can be transferred to digital radio.

Bev Marks of TISA, the Traveller Information Services Association, announced that last week many TPEG Specification parts were delivered to ISO. Manufacturers can now look at including TPEG technology in cars, and delivering cutting edge Traffic, Travel and Information data services to customers using digital radio standards such as DAB, DAB+ and DMB.

He further announced that the TPEG specification will be made available to all WorldDMB members at a discounted rate at least 12 months before it comes onto the market. "The TPEG technology specifications developed by TISA are now supported by open availability of industry reviewed documents to all developers worldwide," he said.

Ms Zambrano concludes: "It is recognized across Europe that the car industry is key to moving digital radio listening from niche to mass market. The enthusiasm from both broadcasters and car manufacturers demonstrated at this conference, together with the standardisation of TPEG from TISA, indicates that the pieces are falling into place to make mass in-car usage of digital radio a reality."

ENDS:

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Notes to Editors: The DAB family is the most successful set of digital radio standards in the world today. Created from the outset for mobile and portable reception of audio, multimedia and video services. The family includes the compatible standards DAB, DAB+ and DMB digital radio and DMB mobile TV. Collectively these are often referred to as the Eureka 147 Family of Standards, having originated as an EU funded Eureka project. The system is on-air in nearly 40 countries across Europe, Australia and the Far East. More than 500 million people are within range of DAB, DAB+ or DMB services, with over 1,000 services on-air. In Europe, digital radio is available in the UK, Denmark, Malta, Norway, Belgium, Germany, Switzerland and Spain with digital radio launches planned for France, Ireland, Hungary, Italy, the Netherlands and Czech Republic. The world's first DMB mobile TV services launched in South Korea in 2005 and is now one of the most successful markets in the world. DAB is also on-air in China as the only industrial standard for digital radio and was successfully used for mobile TV during the 2008 Olympics. DMB mobile TV is currently on-air in Norway as part of the 'Mini-TV' project. Other DMB mobile TV services and trials are planned for Vietnam, Malaysia, Taiwan, and Indonesia. In 2008 the industry body responsible for the Eureka 147 family of standards, the WorldDMB Forum, created the 'Digital Radio Receiver Profiles' which specify a set of minimum requirements and features for different types of consumer digital radio receivers. The Receiver Profiles ensure interoperability of new receivers and services between countries whose broadcasters may be using different combinations of DAB, DAB+ or DMB and creates a harmonised digital radio and multimedia market across the world.

About WorldDMB

WorldDMB is an international, non-governmental organisation with a mandate to promote the awareness, adoption and implementation of Eureka 147 based technologies worldwide. The organisation's name refers to 'digital multimedia broadcasting' including radio, mobile TV and broadcast new media services. Its members include public and commercial broadcasters, receiver manufacturers and other companies and bodies committed to the promotion of services and equipment based on the Eureka 147 family of standards.