

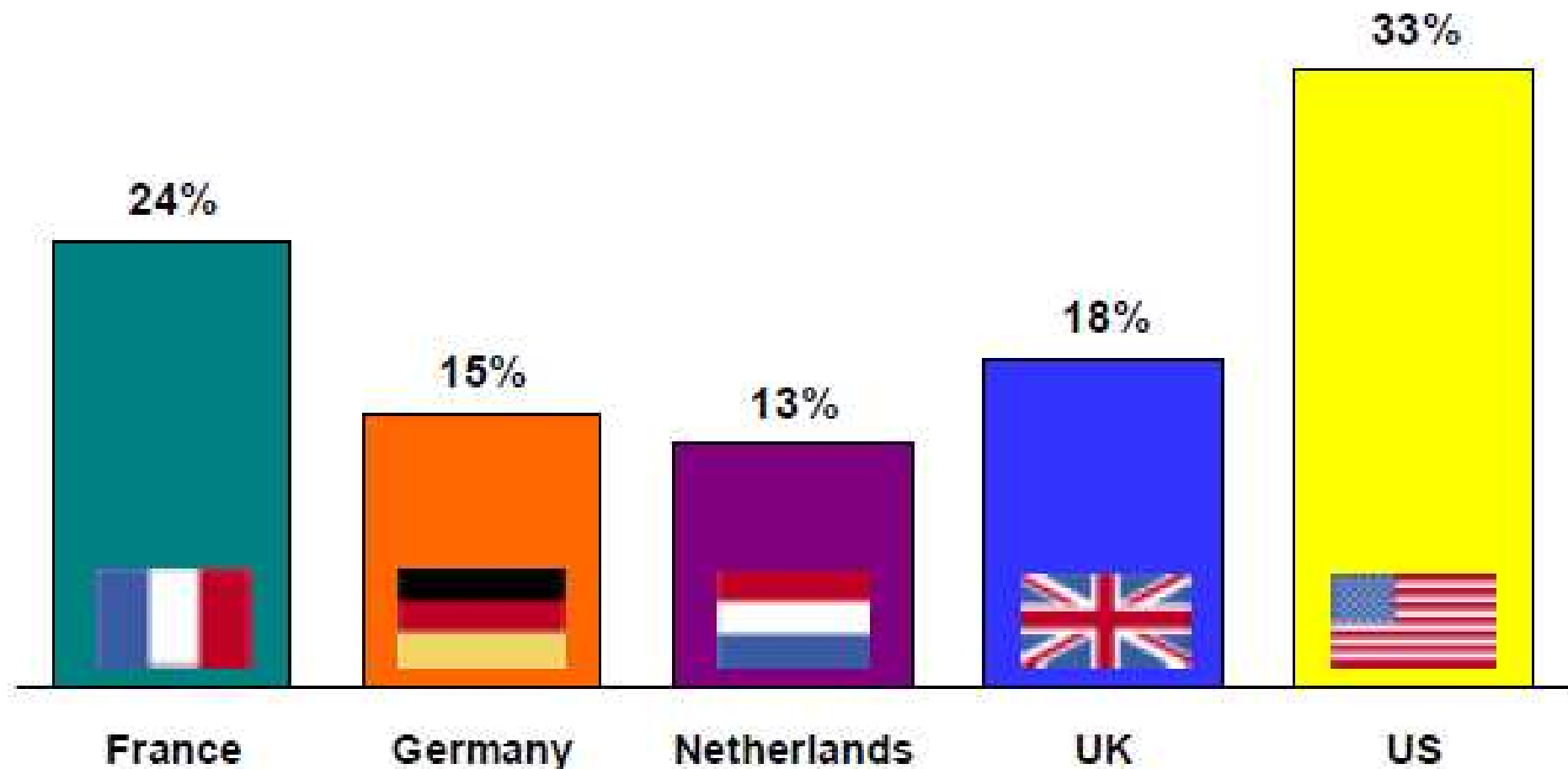
# Use Cases for the Car Industry

Nick Piggott  
Head of Creative Technology  
Global Radio UK



# In-Car Listening Across Europe Compared to US

Percentage of Total Listening Done In-Car



# Analogue Radio in Bristol



CLASSIC *fm*



B B C RADIO BRISTOL

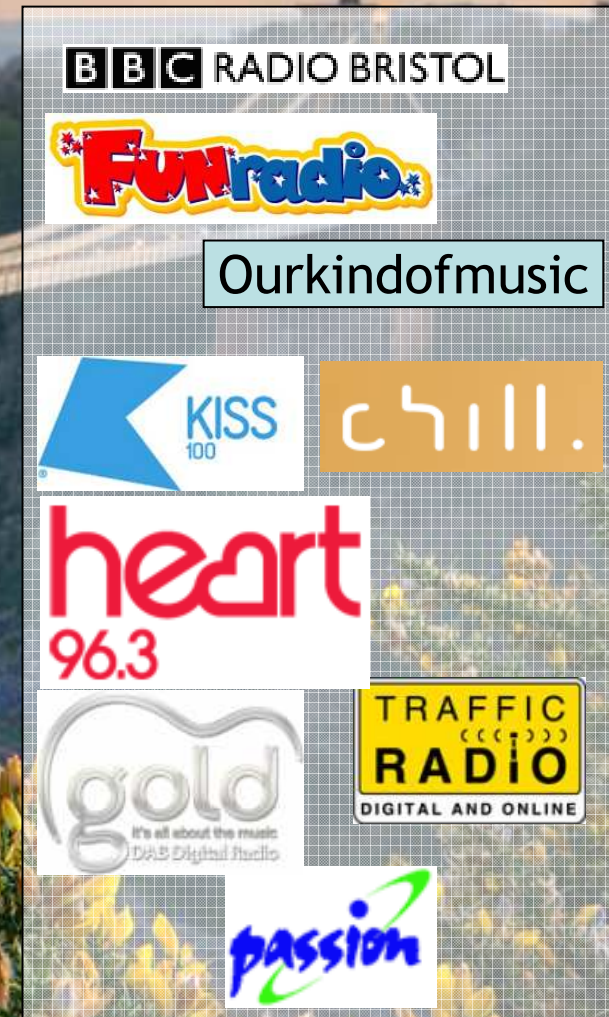
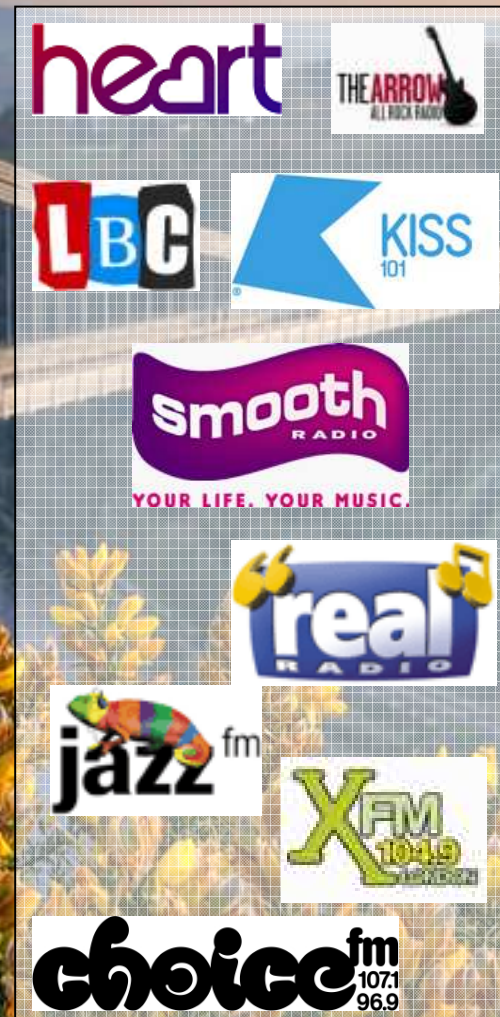
heart  
96.3



original 106.5  
bristol

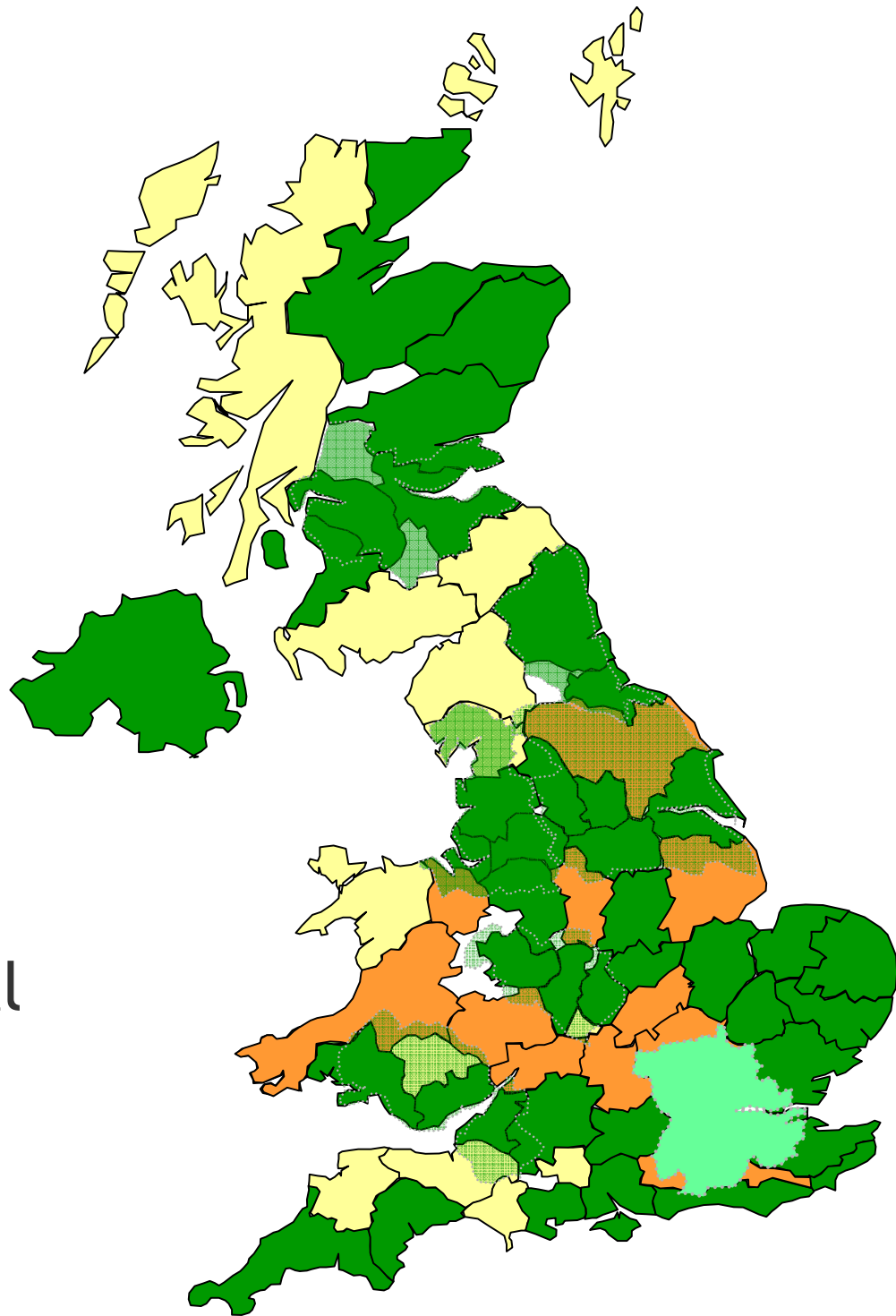


# Digital Radio in Bristol



# Service Linking

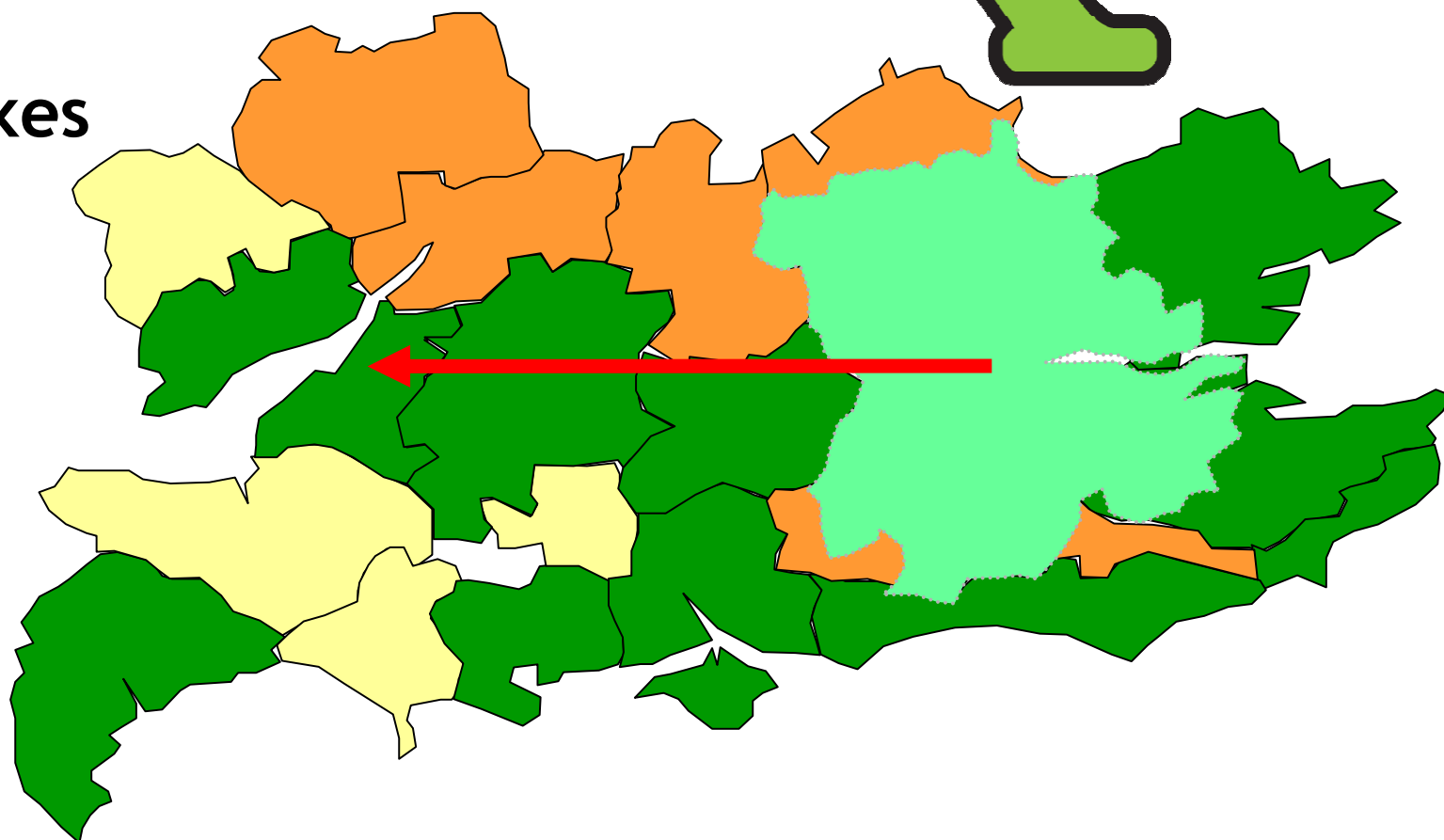
Following DAB services across local and regional multiplexes



# Service Linking

London to Bristol  
172km  
4 Multiplexes

# XFM



4 EPG 2:59pm

Classic FM - Classic FM Requ

For your free sample of PURINA ONE, text CAT to 64118. While Stocks last. For terms and conditions go to [purinaone.co.uk](http://purinaone.co.uk)

4 2:59pm

XFM

Win a sleek Samsung K3 Mp3 player at this week's Xfm First Friday at the Carling Academy Islington....

Volume

ReVu

Tune

Capital Radio

capital radio LONDON

Press

Be a VIP at an Oscars party in LA thanks to Virgin Holidays. Listen to Capital Breakfast from 6am! Virgin Holidays - Get More

10:23

Radio Guide

Menu



PURE

LO.GO

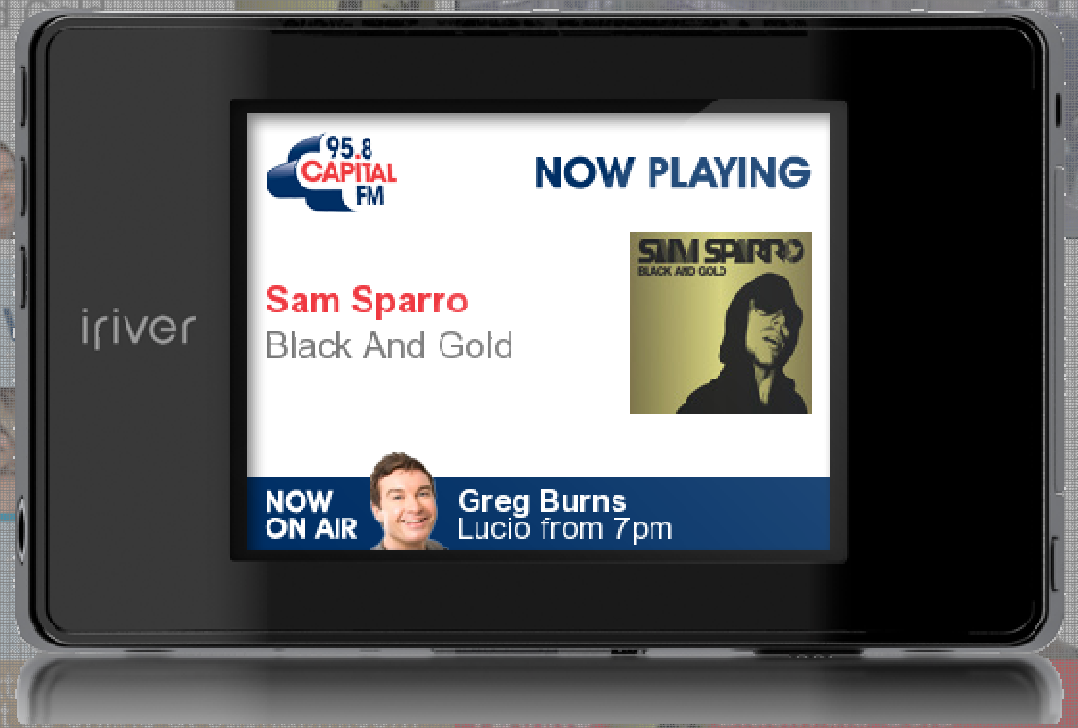
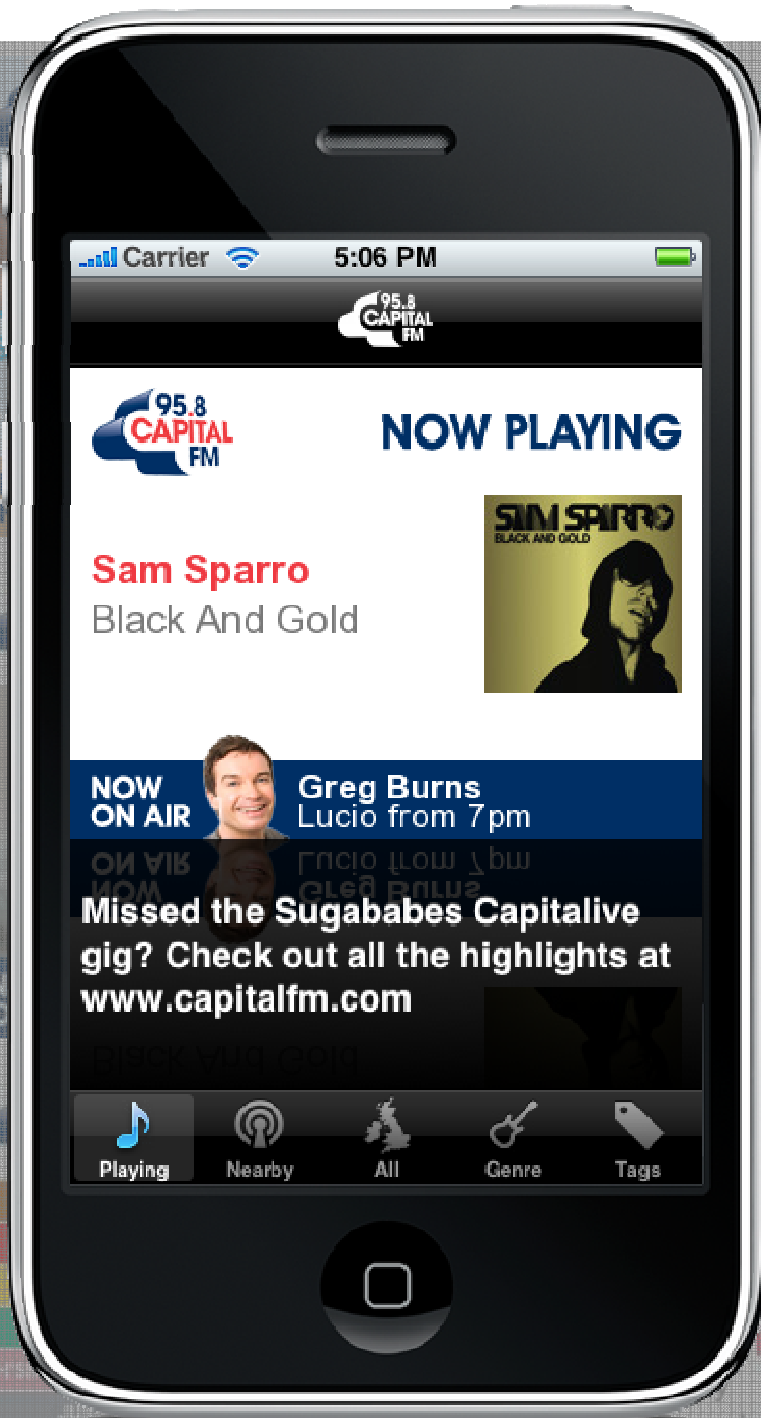


DAB Digital Audio Broadcasting CD-RDS



Headphones icon ReVu Display Menu Mode Power  
CD/DAB/FM





**NOW PLAYING**  
Sam Sparro  
Black And Gold

**NOW ON AIR**  
Greg Burns  
Lucio from 7pm

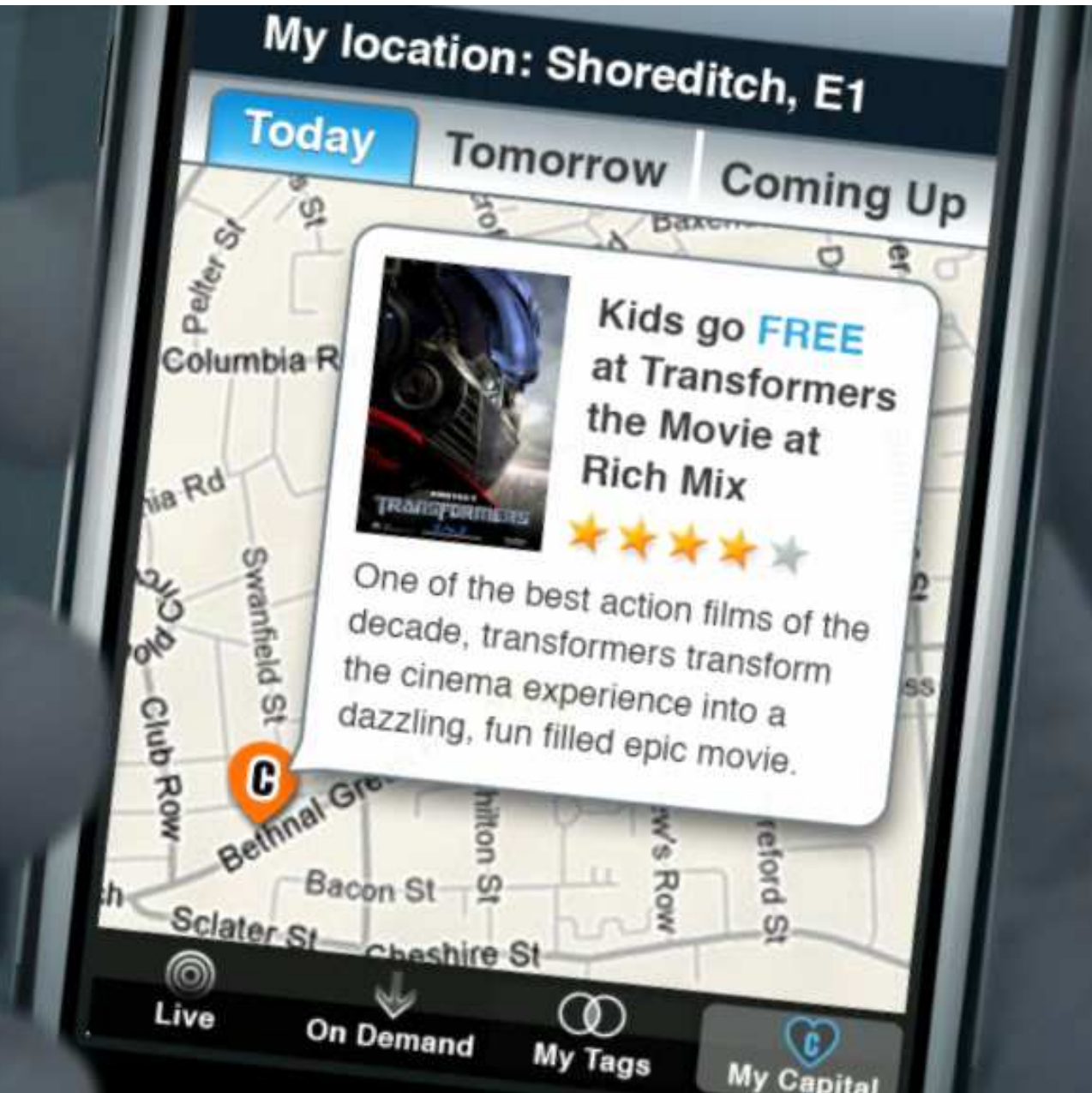
**LIVE FROM THE O2**  
Greg & Margherita  
Lucio from 7pm



# Tagging



# TPEG POI



***Radio***  **DNS**



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Head of Creative Technology  
Global Radio UK