



Connecting different worlds

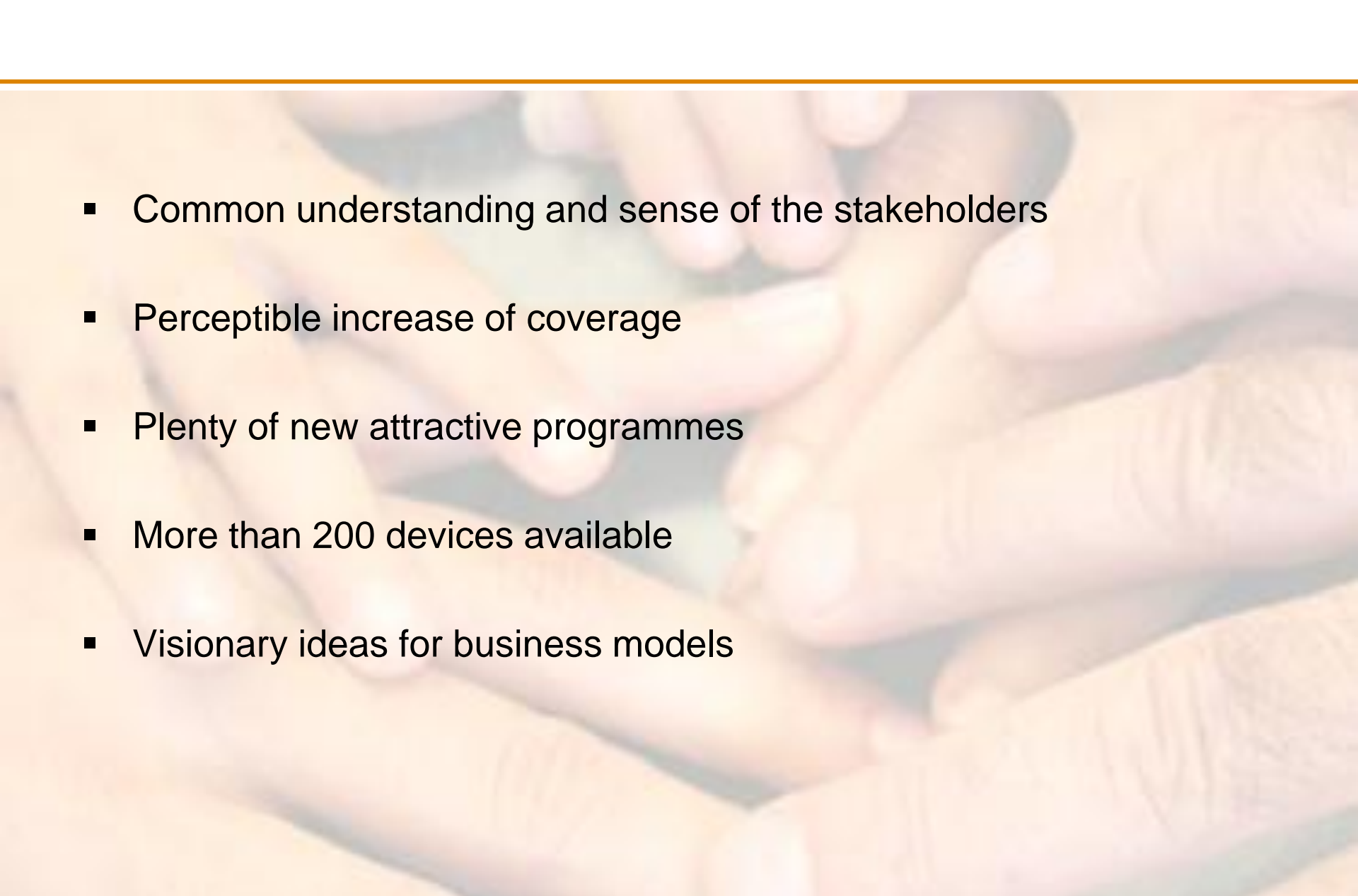
ARD strategy for Digital Radio In-Car

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Good News from Germany:

The preconditions for Digital Radio are better than ever!

- 
- Common understanding and sense of the stakeholders
 - Perceptible increase of coverage
 - Plenty of new attractive programmes
 - More than 200 devices available
 - Visionary ideas for business models



ARD has taken a proactive role to launch Digital Radio In-Vehicle

- OEM Road Show
- TPEG Road Map
- Decision on Geo-Referencing

ARD Digital Radio Road Show

- Introducing our Proposed List of Services
- Overview on future plannings
- Explaining our hybrid strategy

TPEG Road Map

- Implementing advanced editorial systems
- Improving Content Quality by using additional sources
- Setting up a national ARD TPEG service
- Launch of production level mid 2013

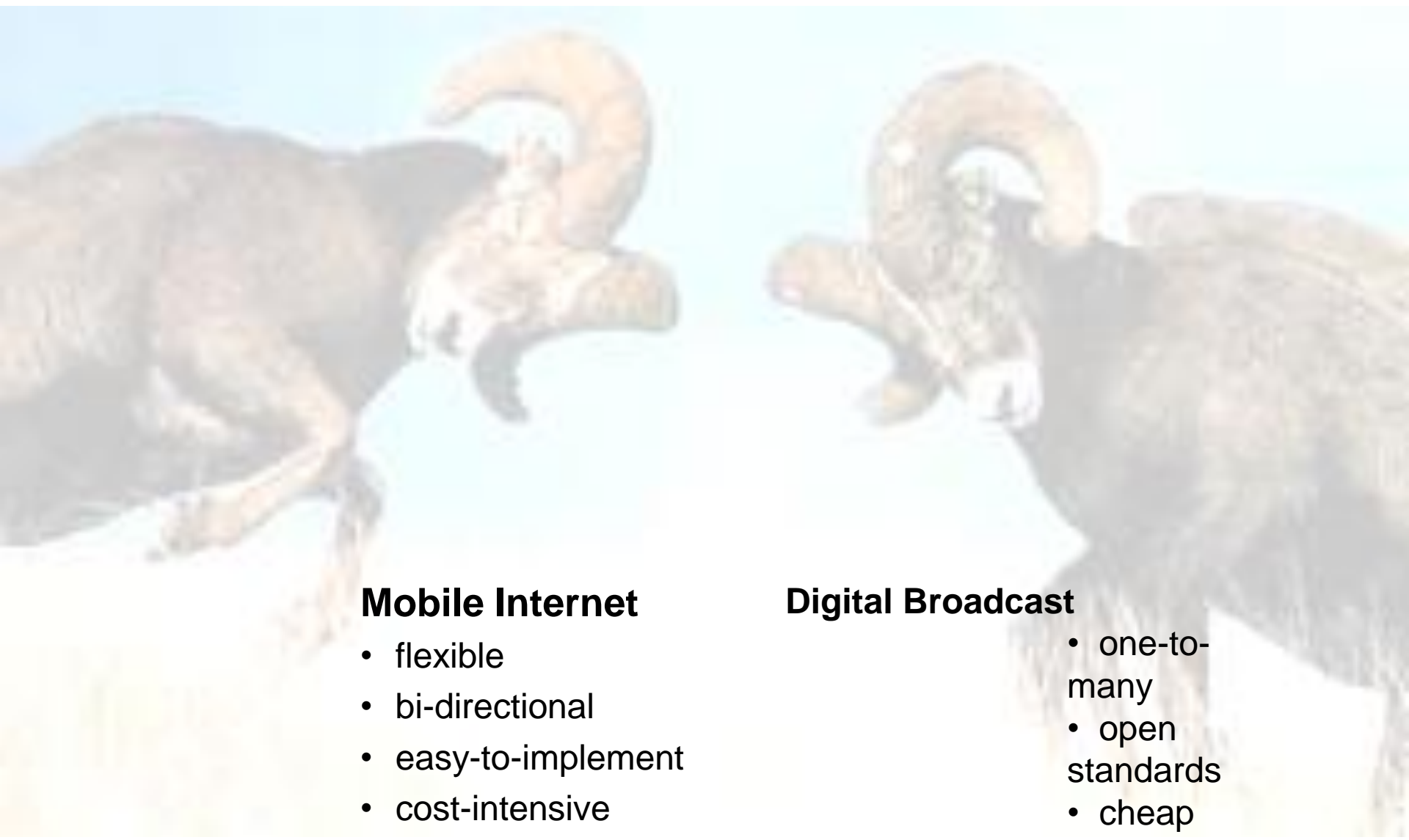
Decision on Geo-Referencing

- ARD not in a position to push the market in a certain direction
- Public Service to support open standards
- ARD will implement
 - ULR
 - Open LR
 - TMC Loc (for a short transision period)
- The market is now free to develop

German OEMs need a digital channel into the car

- Fleet services (updates etc.)
- Traffic information
- Entertainment

But: there are two digital distribution channels



Mobile Internet

- flexible
- bi-directional
- easy-to-implement
- cost-intensive

Digital Broadcast

- one-to-many
- open standards
- cheap distribution

From our perspective, a hybrid solution is sensible

- Any safety related info via broadcast → real public service
- Any individual request via mobile web → real premium service

That scheme perfectly fits with the EU ITS Directive

Safety related Traffic Information will push Digital Radio

- all over Europe



Thanks for your attention

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