

WorldDMB Automotive Workshop

Connecting services:

Starting points for broadcasters and the automotive industry

CASE STUDY: 90elf and Mercedes Benz

Christoph Kruse
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What we do.



90elf – Germanys soccer radio.



90elf is THE audio brand for soccer in Germany!

Whenever soccer happens – it's live on 90elf!

90elf is the first choice for all fans of free live soccer.

Key feature of 90elf: exclusive broadcasting rights.



2008



2012

Key feature of 90elf: exclusive broadcasting rights.



2008



2012

Key feature of 90elf: exclusive broadcasting rights.



2008



2012

Key feature of 90elf: exclusive broadcasting rights.



2008



2012

What makes us different.

- **Strong committed to digital strategy and „doing things differently“**
- **no national commercial radio in Germany**
- **believe in co-existence of national radio (DAB+/IP) vs. regional radio (FM)**
- **believe in chances of digitalization instead of demonizing them**
- **no commercial content-driven station / not any sports radio / SOCCER!!**

- **Competitors**
 - sky → pay tv (40€/month)
 - ARD → „Bundesliga-Konferenz“ on FM with limited games

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**Why getting
90elf in the car?**

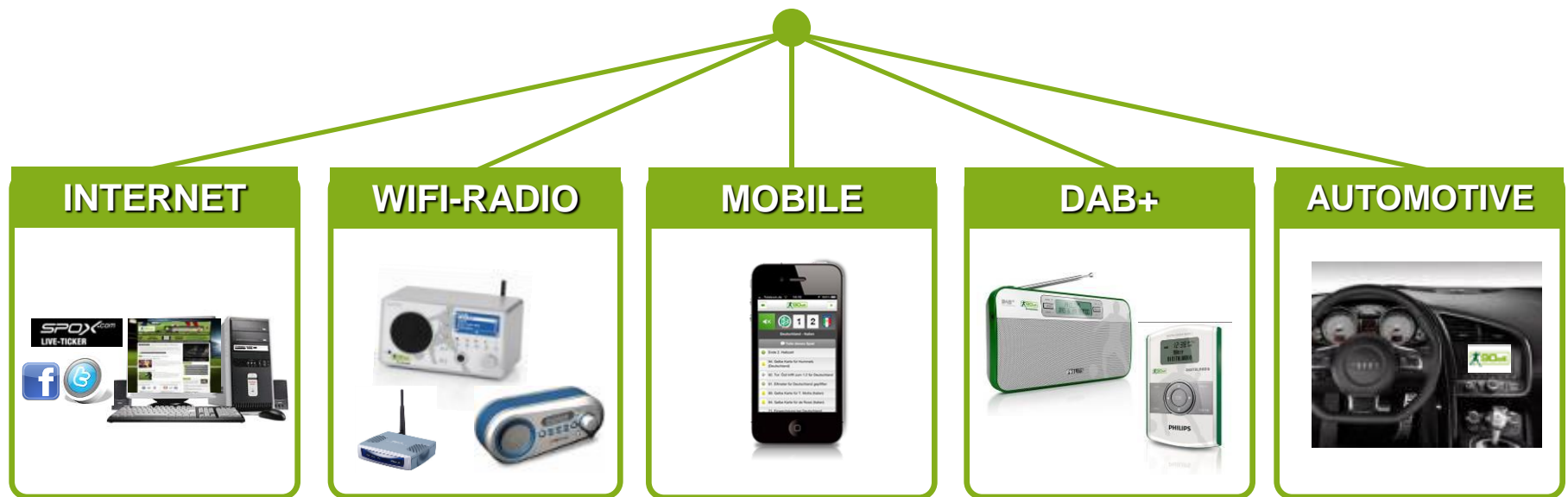
Importance of getting 90elf in the car

- **Multi-platform strategy**

→ Coexistence instead of competition!

→ Complementation instead of displacement!

- **One single product / brand for different channels/outputs**



Importance of getting 90elf into the car

■ In-car radio listening is quite important in Germany

- 57 mio. people listen to radio every day (77,8 % of all Germans)*
- Average listening 187 minutes per day*.
- Average listening while driving 31 min per day*.
- Over 40%* of the German population listens to radio when in their car

■ Closing the „final gap“

- Smartphone, laptop, digital radio – 90elf is everywhere but not in your car (yet)
- No tv screen, no driver distraction but premium content – 90elf is the perfect fit
- All games, in full length, as single game or conference – 90elf USPs at its best

Importance of getting 90elf into the car

■ Establishing 90elf as an entertainment brand

- 90elf is more than „just“ live soccer – its 24/7 sports entertainment
- Aim is to become an entertainment brand for soccer – wherever the listeners are
- DAB+ enables 90elf to bring these advantages into every car
- Broadcast vs. IP



Learnings and challenges

With only one live game:



90elf program on
one channel

Learnings and challenges

All games simultaneously via DAB+!

With only one live game:



Two ore more live games:



Learnings and challenges

With only one live game:



Two ore more live games:



Learnings and challenges

With only one live game:



Chipset /
device industry

Two ore more live games:



automotive industry

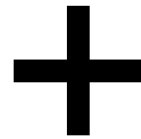
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What we did.

Trial run with Mercedes Benz during the EURO 2012



Mercedes-Benz



Deutschlands Fußball-Radio.

DAB+ and IP as complementary transmission standards

- DAB+ delivering the audio signal
- IP delivering additional information
 - live ticker, tables, team line-ups
- Programm directly integrated into in-car entertainment system
- Succesfull trial EM 2012



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How we did it.

Connecting DAB+ and IP using existing infrastructure

- Joint development project of Mercedes Benz with 90elf

- Mercedes Benz application

→ Using existing Mercedes Benz in-car app infrastructure / COMAND Online

- 90elf datawarehouse

→ Using generic match-data via XML from 90elf datastore – also base for website and apps

→ Making a speedy, flexible and easy rollout possible



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**Where we want
to go.**

Consequently pursue hybrid platform approach



Consequently pursue hybrid platform approach



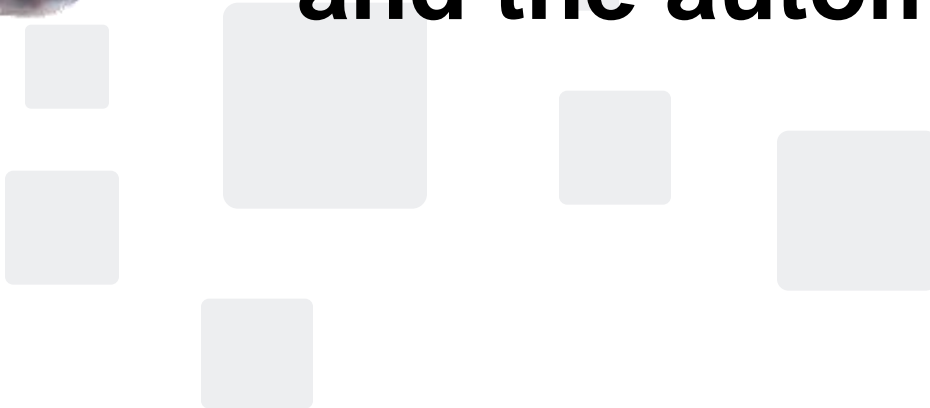
Consequently pursue hybrid platform approach

- **More features**
 - **More manufacturers**
 - **No car without 90elf**
 - **Aim is to become the „stadium in your car“**
 - **Let's collaborate!**
- 

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Schwerpunkt Technik 2012: Automotive

- „Erschließung der letzten Meile“
- Testprojekt im Rahmen der EM 2012 mit Mercedes
- App in Fahrzeugen mit internetfähige Head-Unit COMAND ONLINE → verbindet die DAB+-Welt mit der IP-Welt
- Wir sind damit mehr als ein Radiosender - wir sind ein Informationsdienst. 90elf wird damit zur Marke für Fußballinformationen über den Audiokanal hinaus.
- Kostensparende Umsetzung der Partnerschaften durch bereits bestehende, flexible Datenstrukturen bei 90elf (Stichwort: Datawarehouse)





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