



Warning:

**THIS IS A RADIO LOVE
STORY**



VOL PUSH ON



AM

FM1 SI
103.1

FM1
FM2

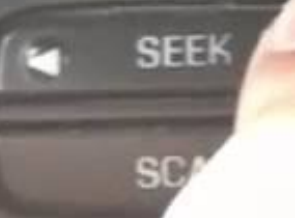


TAPE



BASS
 TREB

BAL
 FADE



SEEK

SCAN



LOCK



TUNE

AUTOSET



FF
2

EJECT
3

SIDE 1-2
4

5

6



Digital Has Unlocked Tremendous Opportunity

Driving Today's Innovation



In-Car Media & Technology trends

Audio – Video - Gaming



But, Has Introduced Significant Challenges

AUTOMOTIVE

- Technology Choice
- Consumer Preference
- Geographic Coverage
- Integration Complexity
- User Experience
- Continuous Innovation
- Security
- Content Compliance

BROADCAST

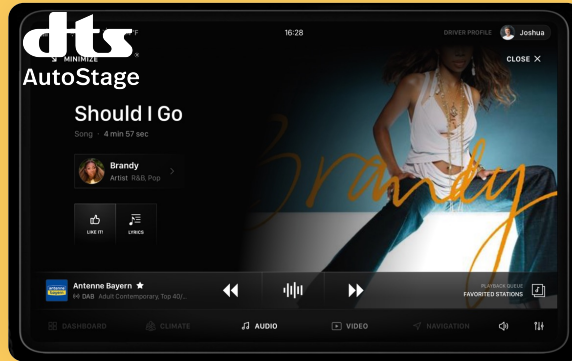
- Channel Control
- Editorial Control
- Content Protection
- Prominence
- Commercial Model Support
- Audience Insights
- Innovation

Sustainable Collaboration & Expertise | DTS AutoStage



Broadcasters

**49,688 Radio Stations
142,530 Live Broadcasts**



**2.1 Billion Hours of Enhanced
Discovery, Engagement &
Measured Radio Listening**

XPERI



Automaker

**12 OEMs In Production
7.5 Million Cars on the Road**

DTS AutoStage: The Clear Choice of the Auto Industry

Over 7 Million Cars On the Road



TESLA



GENESIS



INFINITI

Automotive
brand - 13

Automotive
brand - 14

Automotive
brand - 15

Automotive
brand - 16

Automotive
brand - 17

Automotive
brand - 18

DTS AUTOSTAGE: BUILDING A RADIO ECOSYSTEM

We know radio. We know automotive.



DTS AUTOSTAGE: BUILDING A RADIO ECOSYSTEM

FREE TO BROADCASTERS



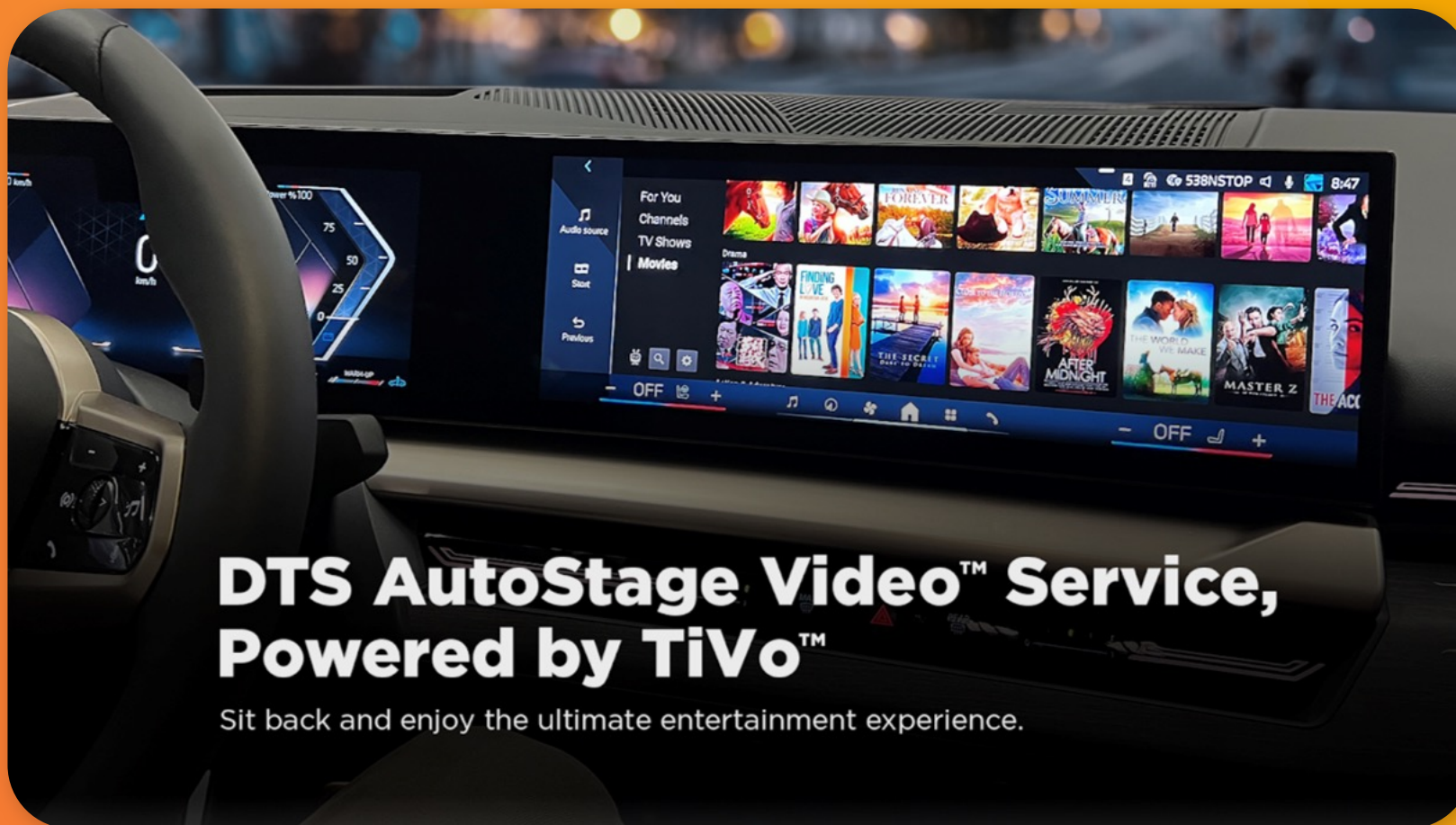
- ▶ LAUNCHED IN 2020
- ▶ Combines digital broadcasting and internet services
- ▶ Your radio station is the hero of the dashboard story: powered by rich, consistent metadata, advanced services and broadcast content protection
- ▶ Delivers basic analytics and metrics to broadcasters at no cost





DTS AutoStage

Video Powered By TiVo

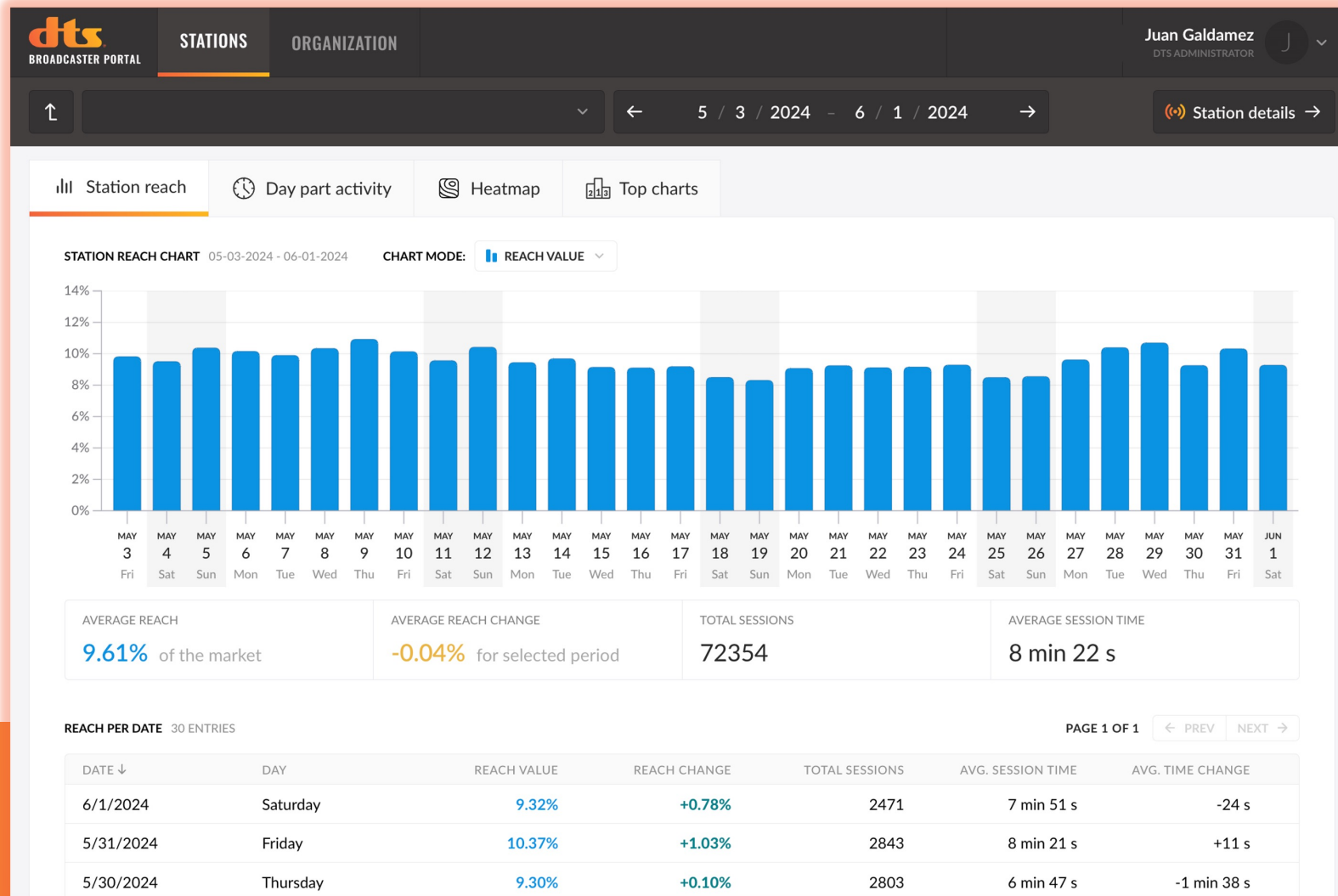


DTS AutoStage Video™ Service, Powered by TiVo™

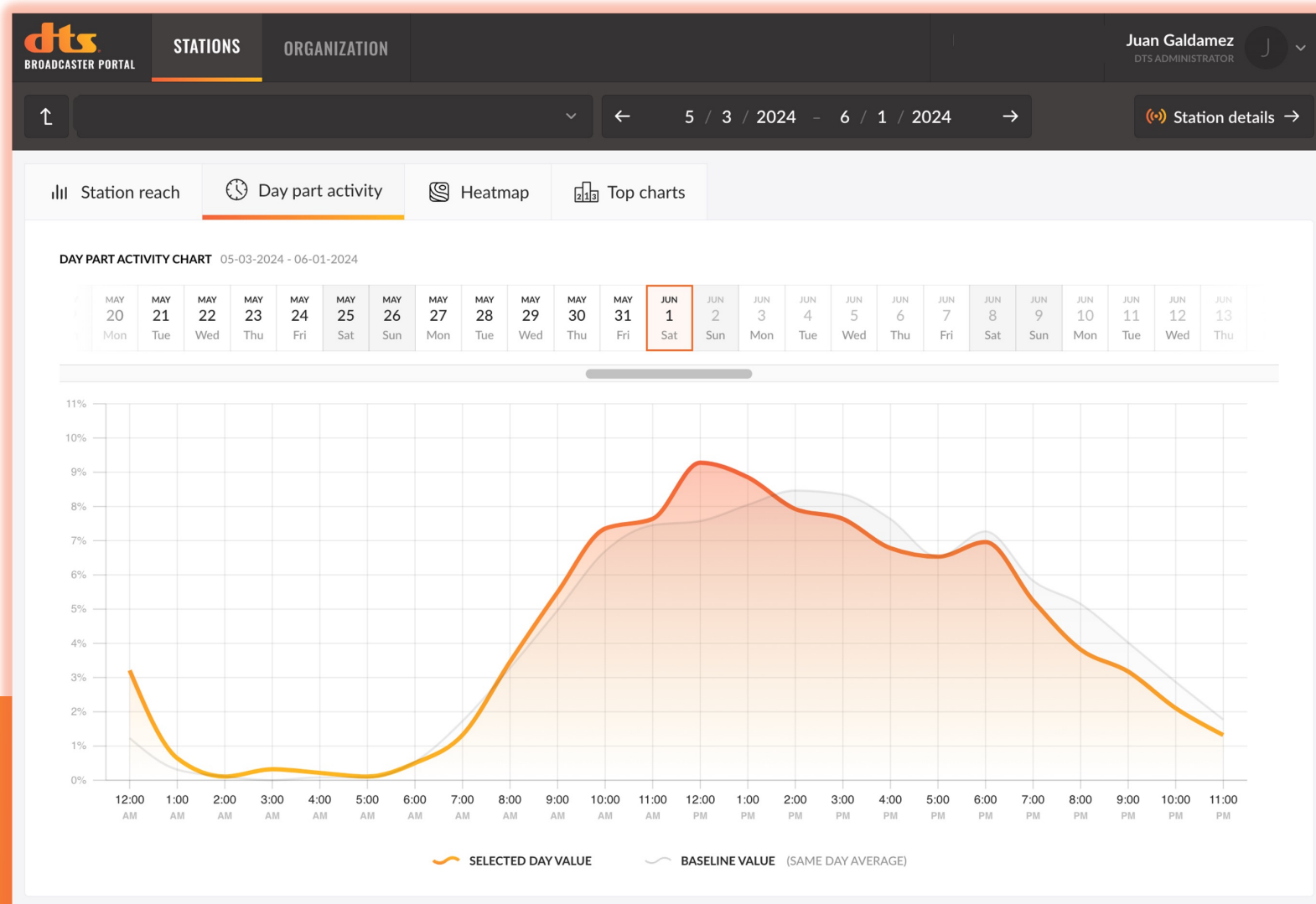
Sit back and enjoy the ultimate entertainment experience.



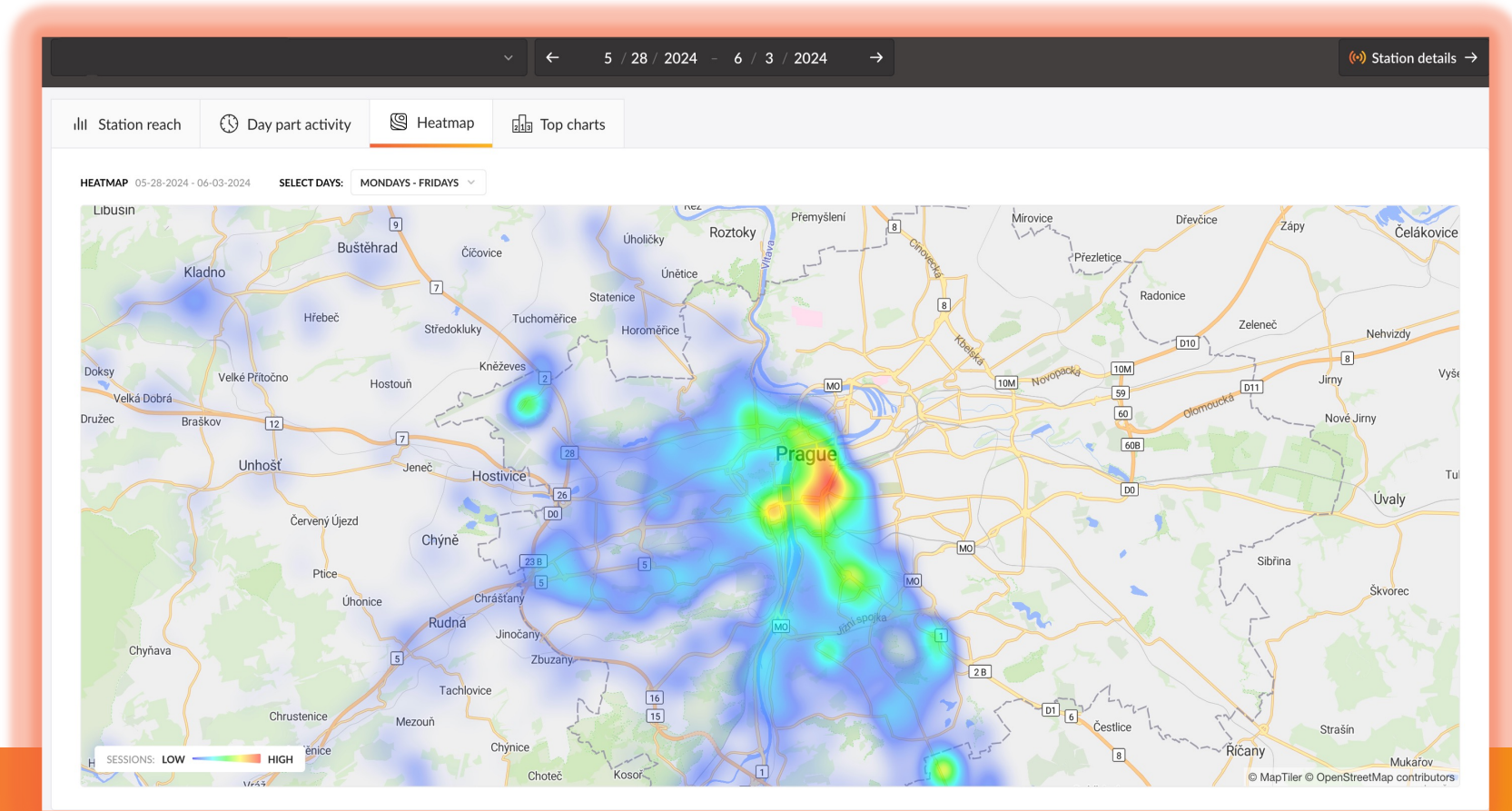
Understanding Your Audience In New Ways



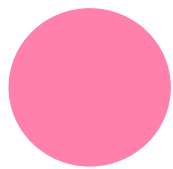
Understanding Your Audience In New Ways



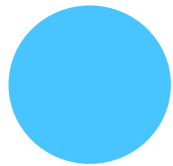
Understanding Your Audience In New Ways



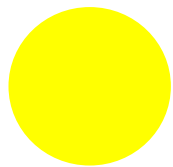
DAB: TWO MULTIPLEXES AND AN FM STATION



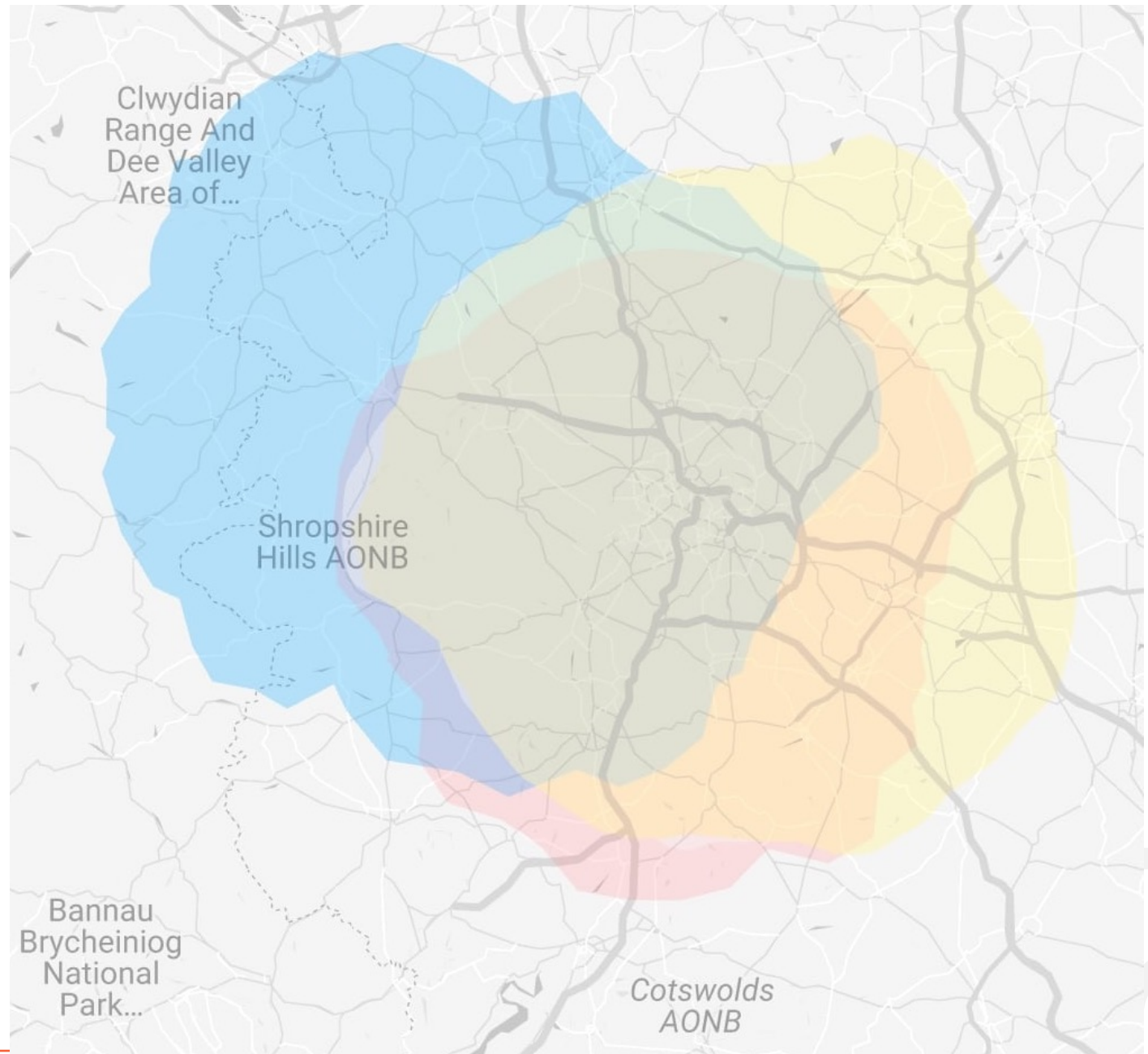
PINK (DAB): 65% OF LISTENING



BLUE (DAB): 29% OF LISTENING



YELLOW (FM): 6% OF LISTENING



Join us!



It's Easy and Free