

FORD - RADIO ON THE ROAD

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Go Further

Mobile experience

- Coverage
- Customer Expectation
- Challenges
 - Car Manufacturer
 - Broadcaster

Future of In-car-radio

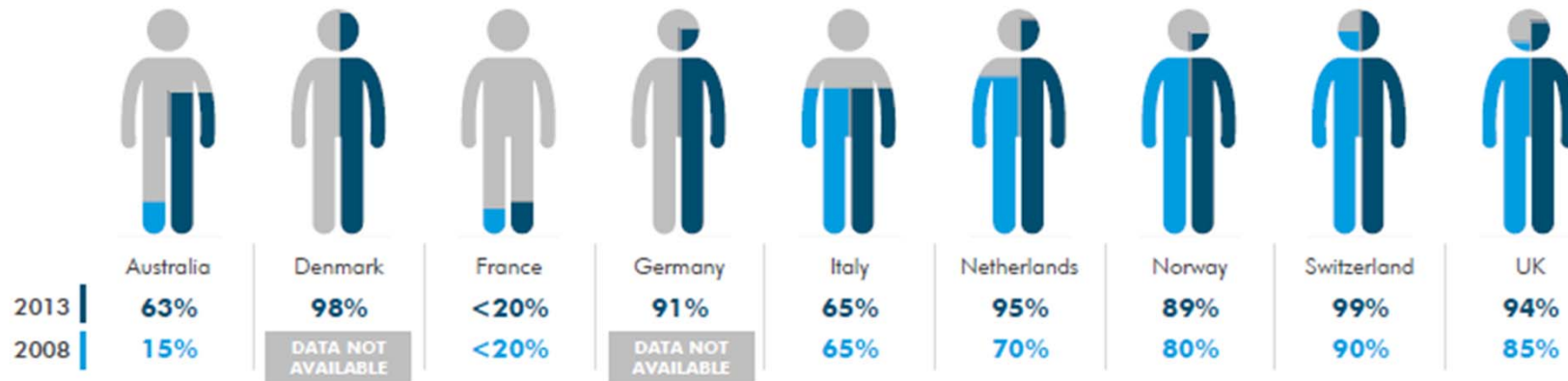
- General comments
- DAB as standard feature in vehicles?

Q & A

Coverage

Many of the European countries do have a DAB coverage over 90%.

TOTAL DAB/DAB+ NETWORK COVERAGE (% OF POPULATION) 2008 VS 2013



Sources: Commercial Radio Australia, Teracom, TDF, WDR, WorldDMB, NPO, Digital Radio Norway, MCDT (Switzerland), DRUK
WorldDMB-Country-Update Oct 2014

Customer Expectation

Status

- CD like sound quality
- New and exclusive radio stations
- New data features
- Existing features have the same performance as on FM



**We are not quite
there yet**

Challenges – Car Manufacturer:

HMI Execution

- **Station structure in ensembles**
- **Dynamic station list**
- **New data features**

Challenges - Broadcaster:

Announcements

- Incomplete availability including unclear solution for tunnels
- Different editorial behaviour DAB vs. FM
- Timing

Audio quality

- Low audio data rate on music stations
- Huge volume differences DAB vs. FM

Regional information

- Regionalised stations DAB vs. FM

Challenges - Broadcaster:

Service linking

- Missing linking information
- Time delay
 - DAB ↔ FM
 - DAB ↔ DAB

**Seamless DAB ↔ FM and DAB ↔ DAB service linking
2014 addressed by Ford!**

General comments.

- **Online services will be implemented, but they will not replace broadcast radio!**

- **DAB is the future of broadcast radio!**

- **Data services (SlideShow, Journaline, Traffic via TPEG, etc.) will be implemented!**
 - **Suitable in-vehicle representation**
 - **Meaningful data content**

DAB as standard feature in vehicles?

- **Market dependent of the following topics:**
 - **General radio offering strategy**
 - **DAB coverage**
 - **DAB market penetration**

Thank you!