

FORD – RADIO ON THE ROAD

Frank Nowack

October 2019



In-Car entertainment today



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3G 4G 5G



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General Broadcast situation

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In general the overall broadcast situation improved a lot in regards to the broadcast coverage, the station offering and also in regards to the user acceptance.

The details are well known and already shown by the responsible colleagues from WorldDAB, the broadcasters and the regulation authorities.

The consequence of this is:

DAB is the future of broadcast radio.

Mobile Experience

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Challenges – Car Manufacturer:

- HMI Execution

Challenges - Broadcaster:

- Announcements
- Audio quality
- Regional information
- Service linking
- Data services

Future of DAB In-car-radio

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General comments.

- Online services, data and audio streaming, will be implemented, but they will not replace broadcast radio.
- DAB is the future of broadcast radio.
- Data services (SlideShow, EPG, Traffic via TPEG, etc.) will be implemented.

DAB as standard feature in vehicles?

- Yes for European Union countries and UAE due to legal requirements. For all other countries it is market dependent of the following topics:
 - General radio offering strategy
 - DAB station offering
 - DAB coverage
 - DAB market penetration

Thank you!

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