Automotive Research Topical Report

Digital Radio and Mobile TV in Automotive: Seeing, Hearing and Managing Future Demand

By Richard Robinson, Principal Analyst

Forecast

Frequency, Time Period

- 3-year historical data
- 5-year annual forecasts by broadcast format

Measures

- Revenues
- Units where applicable
- ASPs

Regions, Markets

- Europe/EMEA
- Americas
- Asia: Japan, Korea and China

Applications/Products Covered

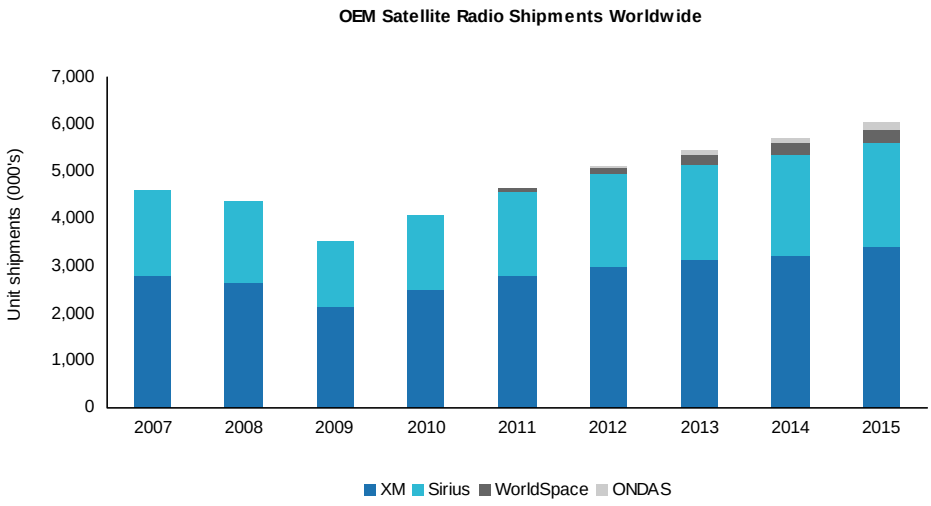
- Digital Radio
- Mobile TV

Technologies Covered

- Radio: DAB, DAB+, DMB, DRM, HD Radio, Sirius XM, Worldspace, ONDAS
- Mobile TV: ISDB-T, T/S-DMB, CMMB, FloTV, DVB-T/H, DVB-SH

This report looks at the market opportunities created by the digital terrestrial, satellite radio and mobile TV markets in automotive, while examining the implementation issues raised by vehicle manufacturers.

- Digital Radio: iSuppli looks at how suppliers at all levels of the value chain can service this market by raising the automotive issues most appropriate to each terrestrial and satellite radio broadcast standard by worldwide region.
- Mobile TV: The aim of the report is to provide an overview of the expanding digital television market in the automotive sector, which is identified as a growing revenue opportunity for hardware vendors and service providers. The report also looks at the financial and technical challenges faced by vehicle manufacturers as they embed receiver solutions into vehicles. For broadcasters and receiver manufacturers alike, considerable technical issues need to be addressed. For example, the uninterrupted delivery of picture and audio, regardless of the receiving environment, is imperative in moving vehicles.



Critical Questions Answered

- What are the technical issues facing broadcasters in each geographic region?
- What are the technical issues facing Automotive manufacturers and Tier 1's as they look at bringing Mobile TV into the vehicle?
- What companies are offering multi-format semiconductor offerings to suit the diversity of digital and analog radio formats?
- What is the systems market opportunity and attach rate by format by region?
- What is the semiconductor opportunity by format by region?

Who Should Read This?

- Automotive Tier 1 Suppliers / OEMs / EMS / ODMs / Component Suppliers
  - Marketing
  - Production planning
- Automotive EMS / OEMs / ODMs / Software Developers
  - Planning
  - Procurement
  - Engineering

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Lead Analyst

Richard Robinson, Principal Analyst

Richard Robinson moved to iSuppli from his previous position at Alpine Electronics where he led Infotainment, Navigation and Advanced Research Projects in Europe, Japan and North America.

Richard initiated iSuppli's Automotive Semiconductor research in 2006, and he has the primary responsibility of providing vendors with actionable advice and insightful analysis of the increasingly complex Automotive Infotainment value chain. This value chain analysis has allowed iSuppli to develop forecasts on the production of automotive electronic equipment, and the corresponding demand created for electronics components including highly detailed views of the Infotainment semiconductor market.

Richard is an expert in car-navigation and Human-Machine-Interfaces (HMI). He has lead interface design breakthroughs including the world's first production automotive-interface using Macromedia Flash (New Jaguar XK/XF, Freelander) He has also been a key HMI consultant on several award winning OEM navigation systems for Honda and Acura. (JD Power No.1: 2001-2005).

Richard has Bachelor of Arts from the University of Natal in Durban, South Africa.

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