

The commercial strategy for TPEG services



Getting TPEG right - Prioritising TPEG Applications and addressing the delivery methods.

A key question in the automotive industry is how to develop pan-European traffic services that will meet customer needs and deliver new profit streams, particularly as established traffic services are taking the logical step towards TPEG for better flexibility and accuracy.

SBD's latest analysis of TPEG focuses on helping the automotive industry understand how to launch pan-European TPEG services.



'From standards to services - The deployment of pan-European TPEG'

This report will help you to:

- **Evolve** TPEG from technical planning to commercial revenue development
- **Develop** cost effective applications and understand supply chain opportunity
- **Focus** on giving the best customer experience
- **Identify** how to deploy TPEG services effectively through the right delivery channels

For additional information, please contact Juanita Appleby by e-mailing jappleby@sbd.co.uk or telephone Juanita on +44 (0)1908 305101.

»» Discover the business case for TPEG services...

The deployment of next generation traffic services is now well underway, and is being marked by a significant shift from limited RDS TMC to pan-European TPEG services.

All mainstream vehicle manufacturers need to consider how TPEG will fit into their navigation development strategies. **However, understanding the challenges is key.**

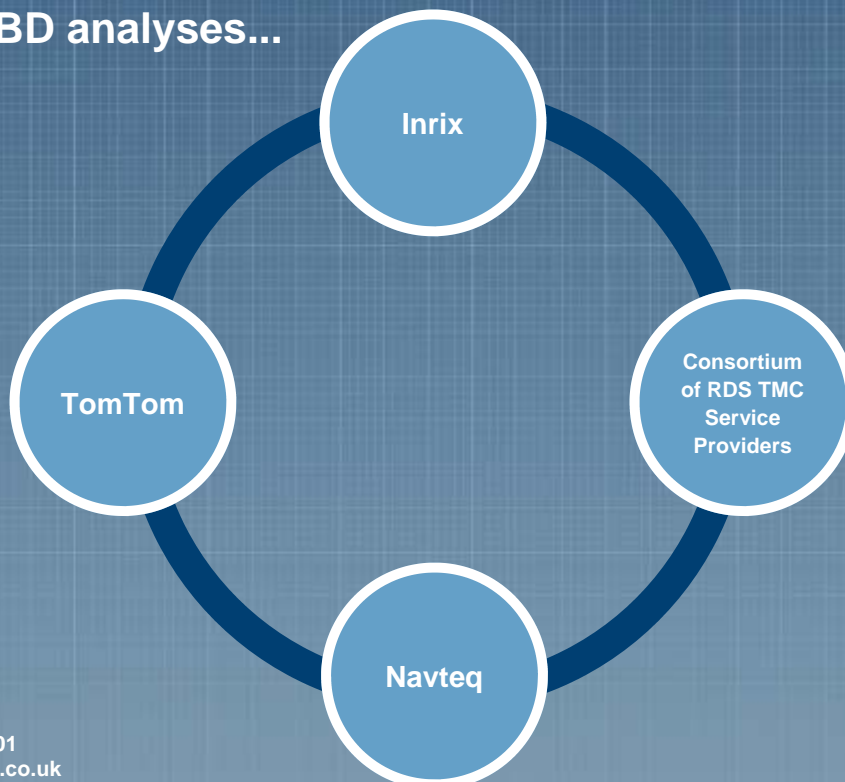
“From standards to services - The deployment of pan-European TPEG” outlines the key stakeholders in the transition from national RDS TMC services to pan-European TPEG services. Additionally, the report analyses the applications and services that service providers and vehicle manufacturers need to prioritise.

Finally, the report gives guidance to overcome the challenges that the automotive industry faces delivering pan-European services:

- Digital Bearer?
- Business Models?
- Uniformity of services?
- Content availability?



Examples of the pan-European service providers SBD analyses...



»» Table of Contents

1.	Executive summary
1.1	Introduction
1.2	Summary of conclusions
2.	The drive towards pan-European traffic services
2.1	Introduction
2.2	INRIX
2.3	Consortium of RDS TMC service providers
2.4	Navteq
2.5	TomTom
2.6	Current coverage of pan-European service providers
2.7	Future outlook
3.	Understanding which TPEG applications to implement
3.1	Introduction
3.2	Overview of TPEG application status
3.3	Prioritising traffic and travel applications for automotive use
3.3.1	High priority applications
3.3.2	Medium priority applications
3.3.3	Low priority applications
3.4	Future outlook
4.	Delivering pan-European TPEG services
4.1	Introduction
4.2	Options for delivering TPEG messages
4.2.1	DAB
4.2.2	GPRS
4.2.3	Satellite Radio
4.3	Scenarios for enabling pan-European TPEG coverage
4.4	Future outlook

LIST OF FIGURES

Fig. 1	SBD's 3 step plan for deploying pan-European TPEG within the automotive industry
Fig. 2	Planned pan-European traffic and travel services
Fig. 3	Current coverage of pan-European services
Fig. 4	Overview of TPEG application status
Fig. 5	High, medium and low priority TPEG applications for vehicle manufacturers
Fig. 6	Pros and cons of different delivery channels
Fig. 7	Suitability of DAB for TPEG in different European countries
Fig. 8	Cost of DAB vs. GPRS for delivering TPEG

The SBD Commitment

SBD are committed to providing you with a key comprehensive combination of strategic analysis and raw data. Our ethos is to enable growth through knowledge. Our aim is to:

- Help you grow your business by giving you the reassurance of knowing which technologies you should develop
- Help you reduce your costs by saving you both planning and implementation time

...about the report author



Andrew Hart – Telematics and ITS Senior Specialist

Andrew graduated from the University of Sheffield with a degree in Mechanical Engineering. He is a leading authority in navigation and traffic information, helping vehicle manufacturers and suppliers understand the technical, business and consumer trends in Europe. Andrew sits on a number of international forums, including TISA, and is a notable speaker at leading ITS events in both Europe and Japan.

Feedback Form

I would like more information on
“From standards to service - the
deployment of pan-European
TPEG”

(SBD/TEL/2010)

This report is available in unrestricted electronic PDF
format.

€1400 (£1100 or \$1750 USD)

Full Name:
E-mail Address:
Phone:
Company Name:
Address:

Fax: +44(0)1908 305 106

Email: jappleby@sbd.co.uk

Phone SBD: +44 (0)1908 305 107

Related reports



The complete guide to TPEG

This report will provide an introductory guide to TPEG for those who have not been closely involved in its development.

Vehicle manufacturers, Tier 1 suppliers, commercial service providers and PND suppliers are amongst those who will benefit from SBD's expertise in this evolving technology.



Digital Broadcasting Trends

This compilation of three concise reports from SBD analyses the market and technical trends for **digital radio and TV** broadcasting in Europe. It provides a realistic outlook for each sector by identifying the technologies that are being adopted in the leading countries and the factors that will influence their future success.

For more information, please email
jappleby@sbd.co.uk