

Learn if, how and when to cash in on TPEG...



Are you investing in next generation traffic and travel services?

TPEG cannot simply be seen as an evolutionary replacement for RDS TMC. With the navigation market witnessing unprecedented levels of competition, next generation traffic & travel services will need to adapt to the complex and often conflicting pressures for higher innovation and lower costs.

SBD is pleased to announce the Traffic and Travel research stream that will guide you through the complex process of planning and developing a TPEG service.

The Traffic and Travel research stream includes the following four deliverables:

- **Market trends report** - creating a positive business case for TPEG
- **Technical trends report** - overcome the technical barriers to implement the right TPEG products and services
- **Sales forecasts** - 7 year sales forecast for the fitment of RDS TMC and the deployment of TPEG systems
- **Feature database** - a searchable, annotated outline of all current and planned traffic information services globally



For additional information please email jappleby@sbd.co.uk or telephone Juanita on +44 (0) 1908 305101 and she will be happy to deal with your enquiry.



»» All you need to know about TPEG implementation



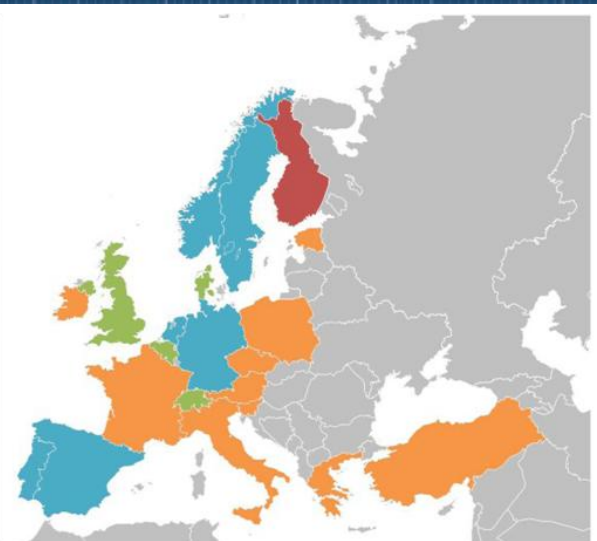
Market trends report - Creating a positive business case for TPEG (Ref: 2421)

This report analyses how TPEG services will need to adapt in order to meet future customer expectations. Additionally, it highlights the challenge that service providers will face in choosing a cost-effective communication channel for delivering TPEG messages, and how new and innovative business models can be created in order to increase revenue.

This report will help you to:

- Understand how navigation market trends will affect TPEG services
- Identify new revenue streams for TPEG services
- Manage the costs associated with delivering TPEG

Country	DAB deployment
Austria	Trials
Belarus	No plans
Belgium	Full coverage
Bulgaria	No plans
Croatia	No plans
Czech Republic	Trials
Denmark	Full coverage
Estonia	Trials
Finland	Rejected
France	Trials
Germany	Partial coverage
Greece	Trials
Hungary	No plans
Ireland	Trials
Italy	Trials
Latvia	No plans
Lithuania	No plans
Luxemburg	No plans
Norway	Partial coverage
Poland	Trials
Portugal	Partial coverage
Romania	No plans
Russia	No plans
Serbia	No plans
Slovakia	No plans
Slovenia	Trials
Spain	Partial coverage
Sweden	Partial coverage
Switzerland	Full coverage
The Netherlands	Partial coverage
Turkey	Trials
UK	Full coverage
Ukraine	No plans

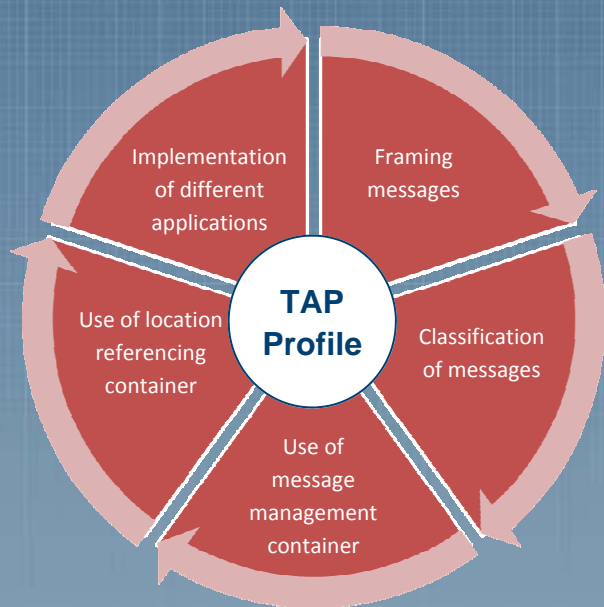


Technical trends report - Practical support for early adopters (Ref: 2422)

This report provides a technical analysis of the potential pitfalls faced by early adopters of TPEG, particularly as many of the standards are still being defined and are likely to remain open to interpretation. The report also highlights the challenges and potential opportunities that vehicle manufacturers will face when considering the use of DAB and/or GPRS for delivering TPEG.

This report will help you to:

- Implement the right applications in the right way
- Understand how TPEG Automotive Profile (TAP) can help
- Analyse the challenges of different delivery channels



»» ...know what tomorrow brings

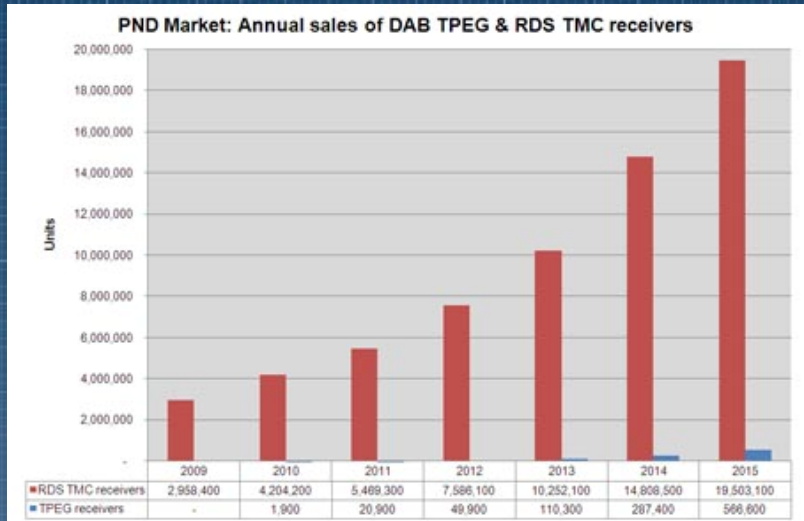


Sales Forecasts (Ref: 2423)

SBD's forecasts help you pinpoint key growth trends and provide accurate data for creating realistic business models with charts and raw data of receiver sales, fitment rates and segment-by-segment growth up to 2015.

These forecasts answer the following key questions:

- How will the market for TPEG receivers grow?
- Which countries lead the growth in TPEG deployment?
- How widespread will TPEG become within the PND market?



Feature database (Ref: 2424)

SBD's detailed feature database gives you a complete overview of all RDS TMC services across Europe and beyond by providing system availability and features categorised by service provider and country.

This database contains the following features:

- Overall service information relating to each RDS TMC service
- Traffic data collection methods including road network and geographic coverage
- Traffic service business models and whether the services are free or based on subscription fees
- Traffic information delivery methods provides a technical outline of delivery channel, message repetition rates, regionalised messages and transmitter network
- Customers display signed contracts within the automotive and PND industries

Region	Country	Service provider	Service name	Frequency	Power	Modulation	Channel spacing	Bandwidth	Guard band	Roll-off factor	Symbol rate	Bit rate	Code rate	Constellation	QAM	QPSK	16QAM	64QAM	256QAM	Other
Europe	Austria	ORF	ORF	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	Belgium	VRT	VRT	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	France	Radio France	Radio France	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	Germany	Radio DAB	Radio DAB	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	Italy	RAI	RAI	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	Netherlands	AVROTROS	AVROTROS	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	Spain	Radio 3	Radio 3	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	Sweden	Sveriges Radio	Sveriges Radio	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	Switzerland	SRF	SRF	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	UK	BBC	BBC	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	NBC	NBC	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	ABC	ABC	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	CBS	CBS	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	NBC	NBC	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	ABC	ABC	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	CBS	CBS	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	NBC	NBC	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	ABC	ABC	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	CBS	CBS	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	NBC	NBC	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	ABC	ABC	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	CBS	CBS	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	NBC	NBC	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	ABC	ABC	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	CBS	CBS	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	NBC	NBC	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	ABC	ABC	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	CBS	CBS	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	NBC	NBC	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	ABC	ABC	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
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Europe	USA	NBC	NBC	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	ABC	ABC	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	CBS	CBS	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	NBC	NBC	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	ABC	ABC	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	CBS	CBS	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	NBC	NBC	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	ABC	ABC	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	CBS	CBS	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	NBC	NBC	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	ABC	ABC	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	CBS	CBS	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	NBC	NBC	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	ABC	ABC	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	CBS	CBS	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	NBC	NBC	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	ABC	ABC	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	CBS	CBS	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	NBC	NBC	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
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Europe	USA	CBS	CBS	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	NBC	NBC	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
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Europe	USA	CBS	CBS	103.7	100W	QPSK	180kHz	180kHz	0	0.25	11.25k	11.25k	1/2	QPSK	Yes	Yes	Yes	Yes	Yes	Yes
Europe	USA	NBC	N																	

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