



NEWS RELEASE

Xperi Releases New Report, "From In-Vehicle Entertainment to Integrated In-Cabin Experience"

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In-dash Video Increases Vehicle Purchase Intent for 67% of Gen Z/Millennials

SAN JOSE, Calif.--(BUSINESS WIRE)-- DTS, Inc., a wholly owned subsidiary of entertainment technology company Xperi Inc. (NYSE: XPER), today released a new automotive report, "**From In-Vehicle Entertainment to Integrated In-Cabin Experience**." The report reveals that the personal vehicle is rivaling or outpacing other personal third spaces, which refers to a physical or virtual environment where one can relax or unwind. As the importance of the vehicle as a third space grows, consumers want more from their dashboard, valuing rich, comprehensive, personalized and discoverable content, including video. The report further explores the entertainment and features consumers want in today's vehicle cabin.

Based on the results of a survey conducted by Censuswide, among 1015 U.S. adults who own/lease a vehicle, the report finds that for the majority (65%) – and for nearly 80% of those age 44 and under – in-vehicle entertainment is important. Two-thirds of those 25 to 44 say they want that entertainment to be personalized, and to have the highest quality audio with easily discoverable content constantly updated to meet digital advances and evolving needs.

In-dashboard video, including TV and on-demand streaming, is particularly important among younger demographics: over two-thirds of respondents between the ages of 17 and 44 are interested in it, with the same percentage saying that video capability would make them more likely to purchase a particular vehicle.

"The role of the personal vehicle continues to evolve into much more than just a way to get from point A to point B and, with that, consumers' in-cabin entertainment needs are becoming more complex -- from deeply integrated content to easily discoverable, high-quality video," said Jeff Jury, senior vice president and general manager, Connected Car at Xperi. "As consumers, especially Gen Z and Millennials, look for an experience that makes the

vehicle cabin a customizable, content-rich and comfortable third space, today's technology offers automakers a unique opportunity to adopt progressive in-cabin platforms that can adapt rapidly to meet the evolving needs and preferences of their customers."

Key Survey Takeaways:

- 70% of respondents between 25 and 34, and over 50% overall, view their vehicle as a third space.
- 71% of those 25 to 34 (and 56% overall) say they want their built-in vehicle entertainment experience to be more than a mirror of their smart phone.
- The majority (65%) of respondents – and nearly 80% of those 44 and under – say in-vehicle entertainment is important to them.
- 67% of those between the ages of 17 and 44 are interested in having video, including TV and on-demand streaming available as part of their vehicle dashboard/screen entertainment choices.
- 67% of those between the ages of 17 and 44 also say that having high-quality video capability in the dashboard/screens in a specific vehicle model/brand would make them more likely to purchase that vehicle.
- Of those who say in-vehicle entertainment is important:
 - 81% say it is important to have a broad range of content (local radio, streaming, podcasts, audio books, etc.), and to be able to access relevant, easily 'discoverable' content (i.e., recommended in the dashboard) without looking for it, such as, local radio, streaming, podcasts, audio books, etc.
 - Two-thirds say it is important that the content is enhanced with rich visual/textual information (i.e., album cover images, biographical info) about the artist and song listened to.
 - 82% overall say being able to continue listening to a radio station digitally when the vehicle has gone out of broadcast range is important.
- 70% of all respondents say that an in-vehicle, built-in entertainment experience that automatically personalizes to their particular tastes/interests is important, with the largest number saying it is very important because they 'don't have to fiddle with controls when they are driving.'

The survey, conducted by Censuswide and commissioned by DTS, was fielded between September 29, 2023 – October 3, 2023. Download the report here: <https://dts.com/wp-content/uploads/2024/01/From-In-Vehicle-Entertainment-to-Integrated-In-Cabin-Experience-2024-final.pdf>

Methodology:

The research was conducted by Censuswide, with 2021 Consumers who own/lease a vehicle (17+) across the UK and USA between September 29, 2023 – October 3, 2023. Censuswide abide by and employ members of the Market Research Society which is based on the ESOMAR principles.

About Xperi Inc.

Xperi invents, develops, and delivers technologies that enable extraordinary experiences. Xperi technologies, delivered via its brands (DTS®, HD Radio™, TiVo®), and by its startup, Perceive, and IMAX Enhanced, an IMAX and DTS partnership, have been integrated into billions of consumer devices and media platforms worldwide, powering smart devices, connected cars and entertainment experiences. Xperi has created a unified ecosystem that reaches highly engaged consumers driving increased value for partners, customers and consumers.

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About DTS, Inc.

Since 1993, DTS has been dedicated to making the world sound better. Through its pioneering audio solutions for mobile devices, home theater systems, cinema and beyond, DTS provides incredibly high-quality, immersive and engaging audio experiences to listeners everywhere. Now, DTS is also powering imaging and sensing technologies as well. For more information, please visit www.dts.com.

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Source: Xperi Inc