



Livio® Radio

Will AT&T Kill Internet Radio in the Car?

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Livio Radio



Available on the
App Store



Livio® Radio

What's Up with AT&T

- 98% < 2Gb/month
- 65% < 200Mb/month
- OLD PLAN \$30 = unlimited
- New plan is \$30 = 2.4Gb**



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Average Driver = 48.1min commute

Data Rate	hrs/mo Gb/Mo		Cost
	nth	nth	
kbit/ 32s	16.4	0.225	\$2.82
kbit/ 64s	16.4	0.450	\$5.63
kbit/ 96s	16.4	0.676	\$8.45

** Data from Gallup Poll 2007 & 245 work days/yr

100 16.4 0.225 \$11.24



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The 30% that commute 60-120min

hrs/mo Gb/Mo

Data Rate

nth

nth

Cost

kbit/

32s

30.6

0.42

\$5.26

kbit/

64s

30.6

0.84

\$10.51

kbit/

96s

30.6

1.26

\$15.77

** 60-90min(17%) | 90-120min(9%) | 120+min(8%)

100

30.6

1.40

\$21.00



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While Working Out 4hrs/wk

hrs/mo Gb/Mo

Data Rate	nth	nth	Cost
kbit/ 32s	17.3	0.24	\$2.98
kbit/ 64s	17.3	0.48	\$5.95
kbit/ 96s	17.3	0.71	\$8.93
kbit**/	add Wi-Fi to gyms???		

100

17.3

0.25

\$11.93



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On all the time at work

hrs/mo Gb/Mo

Data Rate	nth	nth	Cost
32 kbit/s	163.3	2.24	\$28
64 kbit/s	163.3	4.49	\$56
96 kbit/s	163.3	6.73	\$84

** Raise your hand if you only work 40 hours a week

100 163.3 2.25 \$110



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Internet Radio ♥ Car

- Under 100kbps no problem
- Over 100kbps doesn't work on 3G
- Customers will be watching data which is a good thing for ad revenue
- It's a good thing this isn't a video conference