Conclusions

There is no gold-plated channel to measure V_{ub}

Current theoretical errors still ~ (15–20)% for both inclusive and exclusive spectra / decay rates.

However: exclusive channels ($B \to \pi e\nu$, $B \to \rho e\nu$) have the bigge potential for improvement which will come from the combination of

lattice calculations + light-cone sum rules + unitarity constraints

optimistically: th. error ~10% from $\Gamma(B \to \pi e\nu)$ or $\frac{d\Gamma(B \to \pi e\nu)}{dE_\pi}$

With increasing stream of data consistency checks with inclusive decays possible.