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Global Software Over the Air Market: Segmented by Application (Bug Fixing, Adding/Removing Apps, Improving User Interface, Providing New Features, Others): By Network Type (Cellular, and Wi-Fi): By Industry Vertical (Telecom, Automotive, Aviation, Healthcare, Retail, Others): Global Analysis by Market size, share & trends for 2019-2020 and forecasts to 2030

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Abstracts

Product overview
Software over the air refers to the wireless transmission of new software, software patches, configuration settings, and critical functions over a cellular or Wi-Fi connection to automotive and smart devices, among other things. Over-the-air software is generally downloaded as a delta file rather than transferring an entire file. Software installation file, that is; the supplier only sends the part that needs to be changed. This leads to a reduced download time and reduced distribution costs. Over-the-air software is a standard for communicating and downloading application-related instructions in a wireless communication system. Smartphones and laptops are among the most common devices used for over-the-air software updates.

Market Highlights
Global Software Over the Air Market is predicted to project a notable CAGR of XX.X% in 2030.
Global Software Over the Air Market to surpass USD XXXX billion by 2030 from USD XXXX billion in 2020 at a CAGR of XX.X% within the coming years, i.e., 2020-30. The Global Software Over the Air Market is expected to dominate the world economic

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landscape and show a significant rate of growth in the years to come. This growth is due to the rapidly evolving industry infrastructure, commercialization, and changes in global software requirements over the next few years. The growth has created a strong presence of the products and services of the Global Software Over the Air Market. In addition, the growing production of electric vehicles and growing demand for connected cars and electric vehicle devices are the key drivers driving the aviation market for Global Software Over the Air

Recent News and Developments:
In 2019, HARMAN International, a leading market player and a wholly-owned subsidiary of Samsung Electronics Co., Ltd. focusing on connected technologies for the consumer, automotive, and business markets, partnered with Great Wall Motors to provide your Remote Vehicle Update Service (OTA) in the company car.

In January 2020 Qualcomm Incorporated introduced the Cartocloud service for OTA updates with on-demand features and services. It is a secure and integrated connected car service package for the Qualcomm Snapdragon Automotive Cockpit and Qualcomm Snapdragon Automotive 4G and 5G platforms.

Global Software Over the Air Market: Segments
Bug Fixing segment to grow with the highest CAGR during 2020-2030
The Global Software Over the Air Market is segmented by Application into Bug Fixing, Adding/Removing Apps, Improving User Interface, Providing New Features, Others. The Bug Fixing segment had a significant market share in previous years. In general, bugs are not always found and corrected before a product is sold. Some of the bugs could result in a recall of all devices, but over-the-air software would not require this as the bug can be fixed and updated firmware can be pushed to each device.

Automotive segment to grow with the highest CAGR during 2020-2030
The Global Software Over the Air Market is segmented by Industry Vertical into Telecom, Automotive, Aviation, Healthcare, Retail, Others. The Automotive industry is likely to grow the fastest in the forecast period. The increasing availability of over-the-air software for software updates and live diagnostics, among other things, is driving the Global Software Over the Air Market to effortless growth.

Market Dynamics
Drivers
Incorporation of Smart, Connected Technologies
The increasing prevalence of Internet of Things (IoT) technology is encouraging large

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automobile manufacturers to shift their focus to connected vehicles and bring new variants to the market or to integrate advanced connectivity functions into existing models for the global software market. Answer to the growing demand of people for the most modern navigation, telematics and infotainment systems. These systems are based on software installed on the vehicle's integrated hardware, which must be updated regularly to function properly. Therefore, increasing integration of smart, connected technologies is a major trend to be witnessed in the Global Software Over the Air Market.

Restraints
Cyber ??Security
Cyber ??security is the main reason that is challenging for the main player providing over-the-air software updates and that Global Over-the-Market Growth Slows Down Air Software Market. Other challenges include the size of the microcontroller-based application code, its robustness, the bandwidth must be reasonable for the bootloader to function properly, and version management hinders key players in introducing new innovations that adversely affect the global aerospace software market.

Impact of COVID19 on the global over-the-air software market
The emergence of the COVID19 pandemic has significantly slowed the growth rate of the automotive industry for the time being. With national closures in place in most of the countries affected by COVID19, the auto industry saw a huge drop in vehicle demand as well as operational hurdles. In addition, the impact of the pandemic, such as a decline in the production and sales of advanced connected vehicles, negatively impacted the vehicle upgrade OTA market.

Global Software Over the Air Market: Key Players
Harman

Company Overview, Business Strategy, Key Product Offerings, Financial Performance, Key Performance Indicators, Risk Analysis, Recent Development, Regional Presence, SWOT Analysis

Abupdate
CAROTA
Desay SV
Aptiv
Wind River
Robert Bosch

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Continental
ZF Friedrichshafen
DENSO
Faurecia

Global Software Over the Air Market: Regions
Global Software Over the Air Market is segmented based on regional analysis into five major regions. These include North America, Latin America, Europe, Asia Pacific, and the Middle East, and Africa. The Asia-Pacific region market is likely to grow the fastest in 2020-2030 due to the growth of end-user industries in the region. In addition, OEMs and technology providers in the region are constantly investing significant sums in building robust technologies. that attract vehicle customers. For example, Tesla Inc. offers a troubleshooting module and regular OTA software updates that add new features and improve existing ones over Wi-Fi.

Global Software Over the Air Market is further segmented by region into:
North America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United States and Canada
Latin America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – Mexico, Argentina, Brazil, and Rest of Latin America
Europe Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United Kingdom, France, Germany, and Rest of Europe
Asia Pacific Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – China, Japan, Australia, and Rest of APAC
Middle East and Africa Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – North Africa, Israel, GCC, South Africa, and Rest of MENA

Global Software Over the Air Market report also contains analysis on:
Global Software Over the Air Market Segments:
By Application
Bug Fixing
Adding/Removing Apps
Improving User Interface
Providing New Features
Others
By Network Type
Cellular
Wi-Fi
By Industry Vertical

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Telecom
Automotive
Aviation
Healthcare
Retail
Others
Global Software Over the Air Market Dynamics
Global Software Over the Air Market Size
Supply & Demand
Current Trends/Issues/Challenges
Competition & Companies Involved in the Market
Value chain of the Market
Market Drivers and Restraints

Global Software Over the Air Market Report Scope and Segmentation
Report Attribute Details
Market size value in 2020 USD XXXX billion
Revenue forecast in 2030 USD XXXX billion
Growth Rate CAGR of XX.X% from 2021 to 2030
Base year for estimation 2020
Quantitative units Revenue in USD million and CAGR from 2021 to 2030
Report coverage Revenue forecast, company ranking, competitive landscape, growth factors, and trends
Segments covered Basis, Applications, Network Type, Industry Vehicle and Region
Regions Covered North America; Europe; Asia Pacific; Latin America; Middle East & Africa (MEA)
Key companies profiled Harman, Abupdate, CAROTA, Desay SV, Aptiv, Wind River, Robert Bosch, Continental, ZF Friedrichshafen, DENSO, Faurecia

Frequently Asked Questions on the Global Software Over the Air Market
How widely can a Global Software Over the Air Market expand?
Who are the key players in the Global Software Over the Air Market?
Which segment is anticipated to hold the largest Global Software Over the Air Market share?
What could be the factors driving the growth of the Global Software Over the Air Market?
What could be the exigent factors in the growth of Global Software Over the Air Market?

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12.13. ZF Friedrichshafen
12.14. DENSO

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Consultant Recommendation
**The above-given segmentations and companies could be subjected to further modification based on in-depth feasibility studies conducted for the final deliverable.

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