

Over the Air (OTA) Updates Market for Automotive by Technology (SOTA and FOTA), Application (ECU, TCU, Infotainment, and Safety & Security), Vehicle Type (PC and CV), Electric Vehicle Type (BEV, HEV, and PHEV), and Region - Global Forecast to 2022

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Abstracts

“Stringency of vehicle safety legislations and increasing demand for connected car devices and services to fuel the demand for over-the-air (OTA) updates market for automotive”

The global over-the-air (OTA) updates market for automotive is projected to grow at a CAGR of 18.2% from 2017 to 2022, to reach USD 3.89 billion by 2022. The major factors driving the growth of the market include the increased production of electric vehicles, rising demand for connected car devices, government regulations regarding safety and cyber security of the vehicle, and increasing demand for advanced applications such as telematics and infotainment. Also, the new vehicle safety norms are encouraging the automakers to protect vehicle data from remote hacking and malfunctioning, which in turn is increasing the demand for OTA updates for automotive. On the other hand, the non-availability of supporting infrastructure in developing countries may pose a challenge to the growth of the automotive OTA updates market.

“Increasing number of telematics applications would drive the OTA updates market for telematics control unit (TCU) across the globe”

The telematics control unit (TCU) is estimated to account for the largest share of the global OTA updates market for automotive in 2017. The TCU application is projected to dominate the OTA updates market for automotive during the forecast period. The growth of OTA updates market for TCU segment is expected to be driven by the

increasing number of telematics applications. Various automotive OEMs, especially in North America and Europe, are offering telematics control unit as a standard device in their vehicles. OEMs such as General Motors (U.S.), Mercedes-Benz (Germany), BMW (Germany), and Volkswagen AG (Germany) offer the telematics control unit in their passenger car models. Furthermore, the TCU will help the automotive companies to analyze the frequently occurring problems within the vehicle, which will then be rectified in the new vehicle models. The updates in TCU applications and real-time data analytics are expected to drive the OTA updates market for TCU application.

“Software over-the-air (SOTA) updates –To remain predominant during the forecast period”

The software over-the-air (SOTA) updates market is estimated to hold the largest share of the global OTA updates market for automotive in 2017. The segment is estimated to grow at a significant CAGR and is expected to remain the largest market during the forecast period. The growth of automotive SOTA updates segment is driven by the increasing infotainment applications such as live traffic updates, park assist, e-mail applications, and social media apps.

The study contains insights of various industry experts, ranging from component suppliers to Tier 1 companies and OEMs. The break-up of the primaries is as follows:

By Company Type: Tier 1 – 42%, Tier 2 – 38%, Tier 3– 20%

By Designation: C level – 35%, D level – 28%, Others – 37%

By Region: North America – 28%, Europe – 22%, Asia-Pacific – 40%, RoW – 10%

Major players profiled in the report are:

Continental AG

Robert Bosch GmbH

Harman International

Garmin Ltd.

NXP Semiconductors N.V.

Verizon Communications, Inc.

Infineon Technologies AG

NVIDIA Corporation

Qualcomm Inc.

Airbiquity Inc.

Movimento Inc.

BlackBerry Limited

Research Coverage:

The report segments the OTA updates market for automotive and forecasts its size, by volume and value, on the basis of region (Asia-Pacific, Europe, North America, and RoW), technology type (firmware over-the-air (FOTA) and software over-the-air (SOTA)), application type (telematics control unit, electronic control unit, infotainment, safety and security, and others), vehicle type (passenger cars and commercial vehicle), and electric vehicle type (BEV, HEV, and PHEV). The qualitative analysis of advanced features is also provided.

Reasons to Buy the Report:

This report contains various levels of analysis, including industry analysis (industry trends, Porter's Five Forces, and competitive leadership mapping), and company profiles, which together comprise and discuss the basic views on the emerging and high growth segments of the OTA updates market for automotive, competitive landscape matrix, high-growth regions and countries, government initiatives, and market dynamics such as drivers, restraints, opportunities, and challenges.

The report enables new entrants and smaller firms as well as established firms to

understand the market better to help them to acquire a larger market share. Firms purchasing the report could use any one or a combination of the below-mentioned four strategies (market development, product development/innovation, market diversification, and competitive assessment) to strengthen their position in the market.

The report provides insights into the following points:

Market Penetration: The report offers comprehensive information about the OTA updates market for automotive and the top 12 players in the market.

Product Development/Innovation: The report provides detailed insights into upcoming technologies, R&D activities, and new product launches in the OTA updates market for automotive.

Market Development: The report offers comprehensive information about OTA updates market for automotive. The report analyzes the OTA updates market for automotive across regions and provides comprehensive information about lucrative emerging markets.

Market Diversification: The report provides exhaustive information about new products, untapped regional markets, recent developments, and investments in the OTA updates market for automotive.

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*Top 40 companies analyzed for this study are – Airbiquity Inc., Apple Inc., Argus Cyber Security Ltd., ATS Advanced Telematic Systems GmbH, BlackBerry Limited, Clarion Co., Ltd, Continental AG, Covisint Corporation, Excelfore Corporation, Garmin Ltd., Gemalto NV, Google Inc., Green Hills Software, Harman International Industries, Inc.,

HERE Holding Corporation, Infineon Technologies AG, INRIX, Inc., International Business Machines (IBM) Corporation, Jasper Technologies, Inc., Karamba Security, Lear Corporation, Microsoft Corporation, Movimento, Inc., NavInfo Co., Ltd., NNG Software Developing and Commercial Llc, Nvidia Corporation, NXP Semiconductors N.V., OnStar Corporation, Qualcomm, Incorporated., Riscure BV, Robert Bosch GmbH, Security Innovation, Inc., Telefonaktiebolaget L. M. Ericsson, TomTom International BV, Trillium Inc, Vector Informatik GmbH, Verizon Communications, Inc., VMware Inc., Wind River Systems Inc., Xevo Inc.

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12.6 CONTINENTAL AG

12.7 ROBERT BOSCH GMBH

12.8 INFINEON TECHNOLOGIES AG

12.9 NVIDIA CORPORATION

12.10 QUALCOMM INCORPORATED

12.11 AIRBIQUITY INC.

12.12 MOVIMENTO INC.

*Details on Company overview, Strength of product portfolio, Product offerings, Business strategy excellence, Recent developments might not be captured in case of unlisted companies.

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