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Consumer Automobile Entertainment: Manufacturer vs. Third-party Connected Vehicle Infotainment Apps 2017 - 2022

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Abstracts

The Connected Car ecosystem is undergoing a revolution that is driven largely by the evolving dynamics of the Software Defined Car (SDC) ecosystem, auto OEM app development, and platforms integrating with third party app development to develop in-vehicle infotainment systems. The in-vehicle infotainment system market is going to create more than $42 billion app market opportunity for ecosystem players including Auto OEMs.

Building driver-centric infotainment systems instead of vehicle centric ecosystems will be one of the key success factors during the next five years.

This research evaluates software and app platforms including OS platforms, middleware, HMI platforms, app platforms, smartphone app integration platforms, and OEM SDK platforms. The report also analyzes key initiatives of Auto OEMs, third-party app providers, and monetization strategies for automakers in emerging in-vehicle infotainment systems. The report also compares strategic advantages between driver-centric and vehicle-centric infotainment systems.

The report also provides forecasts for in-vehicle infotainment system market and infotainment module equipped car forecasts during 2017 - 2022 including the following:

Global connected in-vehicle infotainment system market by Service Providers and Type of Connectivity through 2022

Regional connected in-vehicle infotainment system market by North America, Europe, APAC, Latin America, and Middle East & Africa (MEA) through 2022

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Connected in-vehicle infotainment system market by Service Providers, Type of Connectivity, and Country for North America, Europe, APAC, Latin America, and MEA through 2022

Connected in-vehicle infotainment system market by Service Providers and Type of Connectivity for USA, Germany, China, Japan, and France through 2022

Global infotainment module (equipped with car) forecasts by Service Providers and Type of Smartphone Supported Module through 2022

Regional infotainment module (equipped with car) forecasts by North America, Europe, APAC, Latin America, and Middle East & Africa (MEA) through 2022

In-vehicle infotainment module (equipped with car) forecasts by Service Providers, Type of Smartphone Supported Module, and Country for North America, Europe, APAC, Latin America, and Middle East & Africa (MEA) through 2022

In-vehicle infotainment module (equipped with car) forecasts by Service Providers and Type of Smartphone Supported Module for USA, Germany, China, Japan, and France through 2022

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Key Findings:

Software-defined automobiles will create a $42B application ecosystem

The total connected infotainment market will surpass $91B globally by 2022

Open APIs, SDKs, and ecosystem will enable a fast-growing aftermarket for apps

Embedded modules will continue to lead ahead of integrated and tethered

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through 2022

Building driver-centric infotainment systems will be a key success factor during the next five years

Target Audience:

Automobile manufacturers

Wireless device manufacturers

Automobile OEMs and aftermarket

Smartphone application developers

IoT infrastructure and solution providers

Organizations in Report:

Apple

Audi

Axway

Baidu

BMW

Chevrolet

Daimler

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Contents

1 EXECUTIVE SUMMARY

2 MARKET OUTLOOK AND FORECASTS

2.1 Vehicle to Everything (V2X) Ecosystem and Rise of In-Vehicle Infotainment System Market
2.2 Connected In-Vehicle Infotainment System Market Forecasts 2017 - 2022
  2.2.1 Global Market: OEM vs. Others and Types of Connectivity
  2.2.2 Regional Market
    2.2.2.1 North America Market: OEM vs. Others, Types of Connectivity, and Country
    2.2.2.2 Europe Market: OEM vs. Others, Types of Connectivity, and Country
    2.2.2.3 APAC Market: OEM vs. Others, Types of Connectivity, and Country
    2.2.2.4 Latin America Market: OEM vs. Others, Types of Connectivity, and Country
    2.2.2.5 Middle East & Africa (MEA) Market: OEM vs. Others, Types of Connectivity, and Country
  2.2.3 Leading Country Market
    2.2.3.1 USA Market: OEM vs. Others and Types of Connectivity
    2.2.3.2 Germany Market: OEM vs. Others and Types of Connectivity
    2.2.3.3 China Market: OEM vs. Others and Types of Connectivity
    2.2.3.4 Japan Market: OEM vs. Others and Types of Connectivity
    2.2.3.5 France Market: OEM vs. Others and Types of Connectivity
2.3 Connected In-Vehicle Infotainment Module Equipped Car Forecasts 2017 - 2022
  2.3.1 Global Infotainment Module Equipped Car Forecasts: OEM vs. Others and Types of Smartphone Supported Module
  2.3.2 Regional Infotainment Module Equipped Car Forecasts
    2.3.2.1 North America Infotainment Module Equipped Car Forecasts
    2.3.2.2 Europe Infotainment Module Equipped Car Forecasts
    2.3.2.3 APAC Infotainment Module Equipped Car Forecasts
    2.3.2.4 Latin America Infotainment Module Equipped Car Forecasts
    2.3.2.5 MEA Infotainment Module Equipped Car Forecasts
  2.3.3 Leading Country Infotainment Module Equipped Car Forecasts
    2.3.3.1 USA Infotainment Module Equipped Car Forecasts
    2.3.3.2 Germany Infotainment Module Equipped Car Forecasts
    2.3.3.3 China Infotainment Module Equipped Car Forecasts
    2.3.3.4 Japan Infotainment Module Equipped Car Forecasts
    2.3.3.5 France Infotainment Module Equipped Car Forecasts

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3 CONNECTED VEHICLE INFOTAINMENT SYSTEM: RISE OF SOFTWARE PLATFORM

3.1 Auto OEMs, OS Platform, Middle Ware and Other Third Party Platforms
  3.1.1 OS Platform
  3.1.2 Middleware Platform
  3.1.3 HMI Platform
  3.1.4 Apps Platform
  3.1.5 Smartphone Apps Platform
  3.1.6 OEM SDK Platform
3.2 Driver Centric Infotainment System
3.3 Vehicle Centric Telematics Solutions

4 AUTOMOTIVE INFOTAINMENT APPS PLATFORM AND EMERGING CHALLENGES

4.1 Auto OEMs Initiative
4.2 Third Party Apps Providers
4.3 Develop API Based Development Ecosystem
4.4 Monetize Connected Services
4.5 Address Cybersecurity Challenge
4.6 In-Vehicle Infotainment System: Buy or Build
4.7 Adopt Integrated Strategy and Build Partnership
4.8 Prepare for the Age Software Defined Cars

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List Of Figures

LIST OF FIGURES

Figure 1: Connected In-Vehicle Infotainment Market: Intensity of Competition vs. Providers
Figure 2: Global Connected In-Vehicle Infotainment Market 2017 - 2022
Figure 3: Global Connected In-Vehicle Infotainment Module Deployed Car 2017 - 2022
Figure 4: Connected Vehicle Infotainment Software Platforms
Figure 5: API Gateway for Driver Centric Infotainment System
Figure 6: API Gateway for Vehicle Centric Infotainment System

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List Of Tables

LIST OF TABLES

Table 1: Global Connected In-Vehicle Infotainment Market by Service Provider 2017 - 2022
Table 2: Global Connected In-Vehicle Infotainment Market by Types of Connectivity 2017 - 2022
Table 3: Connected In-Vehicle Infotainment Market by Region 2017 - 2022
Table 4: North America Connected In-Vehicle Infotainment Market by Service Provider 2017 - 2022
Table 5: North America Connected In-Vehicle Infotainment Market by Types of Connectivity 2017 - 2022
Table 6: North America Connected In-Vehicle Infotainment Market by Country 2017 - 2022
Table 7: Europe Connected In-Vehicle Infotainment Market by Service Provider 2017 - 2022
Table 8: Europe Connected In-Vehicle Infotainment Market by Types of Connectivity 2017 - 2022
Table 9: Europe Connected In-Vehicle Infotainment Market by Country 2017 - 2022
Table 10: APAC Connected In-Vehicle Infotainment Market by Service Provider 2017 - 2022
Table 11: APAC Connected In-Vehicle Infotainment Market by Types of Connectivity 2017 - 2022
Table 12: APAC Connected In-Vehicle Infotainment Market by Country 2017 - 2022
Table 13: Latin America Connected In-Vehicle Infotainment Market by Service Provider 2017 - 2022
Table 14: Latin America Connected In-Vehicle Infotainment Market by Types of Connectivity 2017 - 2022
Table 15: Latin America Connected In-Vehicle Infotainment Market by Country 2017 - 2022
Table 16: MEA Connected In-Vehicle Infotainment Market by Service Provider 2017 - 2022
Table 17: MEA Connected In-Vehicle Infotainment Market by Types of Connectivity 2017 - 2022
Table 18: MEA Connected In-Vehicle Infotainment Market by Country 2017 - 2022
Table 19: USA Connected In-Vehicle Infotainment Market by Service Provider 2017 - 2022
Table 20: USA Connected In-Vehicle Infotainment Market by Types of Connectivity

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2017 - 2022
Table 21: Germany Connected In-Vehicle Infotainment Market by Service Provider 2017 - 2022
Table 22: Germany Connected In-Vehicle Infotainment Market by Types of Connectivity 2017 - 2022
Table 23: China Connected In-Vehicle Infotainment Market by Service Provider 2017 - 2022
Table 24: China Connected In-Vehicle Infotainment Market by Types of Connectivity 2017 - 2022
Table 25: Japan Connected In-Vehicle Infotainment Market by Service Provider 2017 - 2022
Table 26: Japan Connected In-Vehicle Infotainment Market by Types of Connectivity 2017 - 2022
Table 27: France Connected In-Vehicle Infotainment Market by Service Provider 2017 - 2022
Table 28: France Connected In-Vehicle Infotainment Market by Types of Connectivity 2017 - 2022
Table 29: Global Connected In-Vehicle Infotainment Module (Deployed with Car) by Providers 2017 - 2022
Table 30: Global Connected In-Vehicle Infotainment Smartphone Supported Module (Deployed with Car) by Types 2017 - 2022
Table 31: Connected In-Vehicle Infotainment Module Deployed Car by Region 2017 - 2022
Table 32: North America Connected In-Vehicle Infotainment Module (Deployed with Car) by Providers 2017 - 2022
Table 33: North America Connected In-Vehicle Infotainment Smartphone Supported Module (Deployed with Car) by Types 2017 - 2022
Table 34: North America Connected In-Vehicle Infotainment Module Deployed Car by Country 2017 - 2022
Table 35: Europe Connected In-Vehicle Infotainment Module (Deployed with Car) by Providers 2017 - 2022
Table 36: Europe Connected In-Vehicle Infotainment Smartphone Supported Module (Deployed with Car) by Types 2017 - 2022
Table 37: Europe Connected In-Vehicle Infotainment Module Deployed Car by Country 2017 - 2022
Table 38: APAC Connected In-Vehicle Infotainment Module (Deployed with Car) by Providers 2017 - 2022
Table 39: APAC Connected In-Vehicle Infotainment Smartphone Supported Module (Deployed with Car) by Types 2017 - 2022

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Table 40: APAC Connected In-Vehicle Infotainment Module Deployed Car by Country 2017 - 2022
Table 41: Latin America Connected In-Vehicle Infotainment Module (Deployed with Car) by Providers 2017 - 2022
Table 42: Latin America Connected In-Vehicle Infotainment Smartphone Supported Module (Deployed with Car) by Type 2017 - 2022
Table 43: Latin America Connected In-Vehicle Infotainment Module Deployed Car by Country 2017 - 2022
Table 44: MEA Connected In-Vehicle Infotainment Module (Deployed with Car) by Providers 2017 - 2022
Table 45: MEA Connected In-Vehicle Infotainment Smartphone Supported Module (Deployed with Car) by Type 2017 - 2022
Table 46: MEA Connected In-Vehicle Infotainment Module Deployed Car by Country 2017 - 2022
Table 47: USA Connected In-Vehicle Infotainment Module (Deployed with Car) by Providers 2017 - 2022
Table 48: USA Connected In-Vehicle Infotainment Smartphone Supported Module (Deployed with Car) by Type 2017 - 2022
Table 49: Germany Connected In-Vehicle Infotainment Module (Deployed with Car) by Providers 2017 - 2022
Table 50: Germany Connected In-Vehicle Infotainment Smartphone Supported Module (Deployed with Car) by Type 2017 - 2022
Table 51: China Connected In-Vehicle Infotainment Module (Deployed with Car) by Providers 2017 - 2022
Table 52: China Connected In-Vehicle Infotainment Smartphone Supported Module (Deployed with Car) by Type 2017 - 2022
Table 53: Japan Connected In-Vehicle Infotainment Module (Deployed with Car) by Providers 2017 - 2022
Table 54: Japan Connected In-Vehicle Infotainment Module (Deployed with Car) by Providers 2017 - 2022
Table 55: France Connected In-Vehicle Infotainment Module (Deployed with Car) by Providers 2017 - 2022
Table 56: France Connected In-Vehicle Infotainment Module (Deployed with Car) by Providers 2017 - 2022

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