

# 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

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

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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

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

Didi Chuxing

FIAT

Ford

General Motor

GENIVI

Gett

Google

Harman

Huyndai

Intel

iviLink

KIA Motors

LG

Lyft

Mercedes-Benz

Microsoft

MirrorLink

mySPIN

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Renault

Saab

Samsung

SatNav

Tesla

Toyota

Uber

UIEvolution

Volkswagen

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