



Mobile Market Development

The Connected Car: Opportunities for MNOs

Program: Maximising Wireless Profit

Price: 2500.00 EUR

Author: Pippa Walton

Description: With fast mobile internet access and new wireless connectivity solutions being developed and adopted, many opportunities for digital platforms, applications and services are emerging in the connected and autonomous car markets. The connected car can digitally connect and interact with its surroundings, enabling new applications such as advanced safety features, personalised driving and infotainment services. Uptake is driven by an increase in embedded connectivity in cars, as well as growth in always-connected devices, streaming media, and safety and security applications. Governments, transport authorities and municipalities are supporting developments in connected cars alongside smart city applications. Connected cars can dynamically optimise journeys, increase safety and energy efficiency and help drivers to avoid danger and collisions. That this market relies on connectivity means that the opportunities for mobile network operators can be substantial if key partnerships between vehicle OEMs, MNOs and technology companies can be established and nurtured. Major MNOs such as AT&T and Vodafone have implemented strategies for investing in the connected car market, but all operators should be looking at the possibilities that this market provides. This report looks at what the major players are doing in this area, and the opportunities that will be provided by developments in the connected car market. It concludes with recommendations based on MNOs featured in this report that should be considered by any MNO wishing to establish its place in the connected car market.