Connected mobility market assessment including assessment of V2X, infotainment and MaaS impact on MNO strategies

CLIENT: MOBILE NETWORK OPERATOR

BACKGROUND: Client shapes its strategy for connected mobility market. FEV was asked to provide an inside automotive perspective on infotainment, Mobility-as-a-Service, and V2X use-cases.

DELIVERABLES

- Analysis of competitors' activities within connected mobility
  - Service and product portfolio analysis
  - Key trend identification for connected mobility activities of MNOs

- Examination of V2X communication technology
  - Analysis of regulatory environment and trends of V2X communication
  - Comparison of C-V2X and 802.11p
  - Automotive Connectivity Technology Roadmap

- Development of V2X use-case list
  - Use-case creation through FEV expert workshops
  - V2X use-cases categorization
  - Prioritization of V2X use-cases

- Assessment of infotainment and Mobility-as-a-Service trends and implications on MNO strategies

MNO Competitor Analysis

Mobility-as-a-Service Trend Identification

Infotainment Trend Identification

Use-Case Long List

1 | Control Loss Warning — Vehicle warns of other vehicles...

2 | Abnormal Vehicle Warning — Vehicles are warned of other road...

3 | Hazardous Location Warning — Vehicles approaching a potentially ...

4 | Road Condition Warning — Vehicle gets aware of hazardous ...
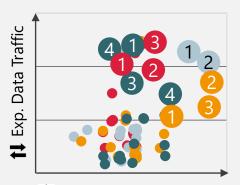
5 | Emergency Vehicle Warning...

» CATEGORIZATION

Communication Req.

Pot. End-Customers

Deployment Approach

Time-to-Market

Use-Case Assessment

Exp. Data Traffic

Communication Req.

60 V2X use-cases