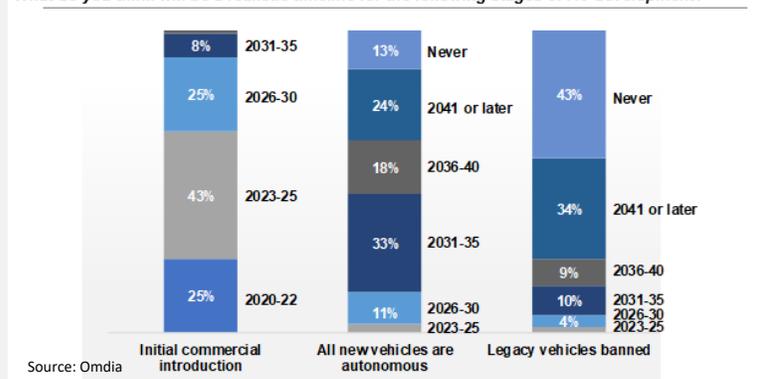# Connected & Autonomous Vehicles Market Priorities Report

Part of the AI & Intelligent Automation Service Area Package

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What do you think will be a realistic timeline for the following stages of AV development?

Source: Omdia

The Next Decade Will Set the Stage for the Development of Autonomous Vehicles (AVs) and the Deployment of Supportive Intelligent Transportation Systems (ITS).

Omdia, in coordination with its research partner TU-Automotive, fielded a survey to the automotive industry ecosystem in April 2019. The goal was to better understand how the different sectors of the automotive ecosystem view the industry's priorities as it continues its development of connected and autonomous vehicles.

The next decade will set the stage for the development of autonomous vehicles (AVs) and the deployment of supportive intelligent transportation systems (ITS). 2030-2040 is when the benefits should begin to manifest themselves. The medium to high ranking of so many of the related technologies gives a sense of how much technology is changing the industry in terms of the product itself, the way it is produced, and the overall business model. The use of AI in apps will accelerate, as will the use of voice agents as interfaces. Increasing use of best practices may result in a less insular and more integrated end-to-end approach to security, which will be required as the number of threat vectors increases. Meanwhile, the implications of an increase in distracted driving due to ridesharing apps mean the economics of insurance and liability could dampen this market. This survey shows just how significant the impact is of a large number of technologies on the automotive business model and the ecosystems it touches.

This Omdia and TU-Automotive survey report explores how automotive industry participants and technology providers view the market priorities related to connected and autonomous vehicles. Respondents were presented with a series of questions covering AVs, technology, AI and applications, electrification, cybersecurity, and driver distraction. Automotive industry ecosystem players answered questions related to those topics and provided an overall view and ranking of progress in the AV space.

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Report Coverage

KEY ISSUES ADDRESSED

- Which types of companies will be the ultimate winners in the autonomous vehicle (AV) space?
- What is a realistic timeline for the different stages of AV development?
- When are artificial intelligence (AI)-enabled vehicle experiences expected to occur?
- How have Alexa, Google Assistant, and Siri influenced consumer expectations for in-vehicle experiences?
- What impact will different automotive AI applications and technologies have on the industry?
- What is the most critical barrier to adoption for consumers to fully embrace EVs?
- Which company types should be responsible for the security of AVs?
- What type of impact do ridesharing apps have on the driver?

COVERAGE

End Applications User Markets/

- Autonomous Vehicles (AVs)
- Machine/Vehicular Object Detection/ID/Avoidance
- Sensor Data Fusion
- Vehicle Network and Data Security
- Voice/Speech Recognition
- Shared Mobility Services
- Predictive Maintenance
- Driver Face Analytics
- Gesture Recognition
- Driver Emotion Recognition
- Automated On-Road Customer Services

Technologies

- EVs
- Fully Automated Vehicles
- Mobility-as-a-Service
- Advanced Driver Assistance Systems (ADAS)
- Lidar
- Predictive Telematics
- HD Mapping
- Driver Monitoring
- Industrial Sensors
- Blockchain
- Flying Robo-Taxis

Regions

- U.S.
- Canada
- Central/South America (including Mexico and the Caribbean)
- Europe
- Middle East
- Asia

SUGGESTED KEYWORDS

- Autonomous vehicles (AVs)
- Connected vehicles
- EVs
- Fully automated vehicles
- Mobility-as-a-service
- Advanced driver assistance systems (ADAS)
- Lidar
- Predictive telematics
- HD mapping
- Driver monitoring
- Industrial sensors
- Blockchain
- Flying robo-taxis
- Intelligent transportation system (ITS)
- AI
- Electrification
- Carsharing
- Driver distraction
- Vehicle-to-vehicle communications
- Cybersecurity
- Vehicle security

APPLICABLE TO

- Automotive OEMs
- Automotive technology providers
- Tier 1, 2, and 3 automotive suppliers
- Automotive cybersecurity specialists
- AI companies and tech giants
- Mobile network operators and cloud service providers
- Over-the-top service providers
- Silicon providers
- Investor community

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ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio.* We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies. Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses–today and tomorrow.

*The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.

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