



Omdia
by **informa** techtarget ...



Digital Mobility Intelligence Service

Uncovers where and how digital platforms, automakers, and suppliers converge to shape the future of mobility.

Key Questions Answered

- What is the size and scope of the connected vehicle, software-defined vehicle, and digital services markets?
- Which stakeholders—automakers, suppliers, service providers—stand to benefit, and how can they capture new opportunities?
- Where are the biggest challenges in areas such as OTA updates, digital twins, SDV deployment, monetization in the digital era—and how can they be overcome?
- How are automakers and suppliers adapting their strategies and partnerships?

What We Offer

- Market size for connected and software-defined vehicles across global and regional segments
- Growth drivers and opportunities for OEMs, suppliers, tech vendors, and service providers across the digital mobility ecosystem
- Track emerging trends in connectivity, cybersecurity, digital architectures, cloud-to-car integration, and next-gen business models



The Digital Mobility Intelligence Service delivers not only a clear lens into how digitalization is reshaping the automotive landscape, but also the strategic foresight essential for navigating—and leading—the next era of mobility.



Maite Bezerra

Senior Principal Analyst

SPEAK WITH OUR EXPERTS

Tracking growth and innovation across the autotech ecosystem

Key Deliverables



Tracker

Ongoing data tools monitoring digital shifts in mobility and market performance –

- SDV (Software-Defined Vehicle) Market Tracker & Forecast
- Connected Vehicle Tracker & Scorecard
- Connected Vehicle Market & Forecast



Reports

In-depth analysis on the technologies, strategies, and players shaping digital transformation in mobility –

- Connected Vehicle Survey: Autotech and Telecom
- Software-Defined Vehicle Scorecard
- Software-Defined Vehicle Survey
- Automotive Cybersecurity Report
- Connected Car Report



Analyst Access and Support

Direct access to Omdia's experts, including custom data walkthroughs, trend clarifications and strategic discussions.

Scope of Work

Tracking and analysis of **30+** major automotive manufacturers

• SDV Market Tracker

- Global & Regional Sales Forecasting
- Powertrain Categories: BEV, PHEV, ICE, EREV, FHEV, MHEV (48)
- E/E Architecture Classification: Domain-based architectures, Zonal architectures, Centralized computing platforms
- OEM Categorization: Incumbent car OEMs, disruptor car OEMs
- Market Share Analysis: E/E architecture adoption, car OEM

• Connected Vehicle Tracker

- Global & Regional Sales Forecasting
- 3GPP standards: 2/3G, 4G, 4/5G, future connectivity standards
- Connected vehicle fleet size and growth
- Market penetration rates

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✉ customersuccess@omdia.com

in @Omdia

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