

Where next for eCall?



The European Commission's proposal to establish a pan-European public eCall service has suffered troubled progress since the initiative was first put forward 6 years ago.

SBD's new report '**Where next for eCall?**' provides an objective assessment of the current status of the EC's plan for eCall and offers fresh insight into alternative solutions that are gaining momentum.

This report will help you to:

- **Understand** the current status of public and private eCall initiatives in Europe
- **Identify** the obstacles to implementation and the strategic options for moving forward
- **Recognise** the implications for the automotive industry of private versus public services
- **Develop** a successful business model to ensure the initiative delivers a positive result
- **Objectively analyse** key issues that will affect your future strategy

Who should buy this report?

Where next for eCall? provides a realistic, independent assessment of the future of eCall. Whether you are a **vehicle manufacturer, service provider, network operator, equipment supplier** or **government policy maker**, you will gain valuable insight from this report.



For additional information and price enquiries, please contact Juanita Appleby by e-mailing jappleby@sbd.co.uk.

Alternatively, you can telephone Juanita on +44 (0)1908 305107.

Where next for eCall?

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Securing the future for eCall

The European eCall initiative is at a crossroads. Private services from vehicle manufacturers, including those supported by Bjorn Steiger, a charitable Foundation in Germany, are emerging as credible alternatives to the European Commission's pan-European public service.

A complex situation is developing based on a mix of both public and private initiatives. SBD's new report, *Where next for eCall?*, guides the reader through the latest developments and provides an assessment of the urgent measures that need to be taken to overcome the barriers to deployment that have beset eCall up to now.

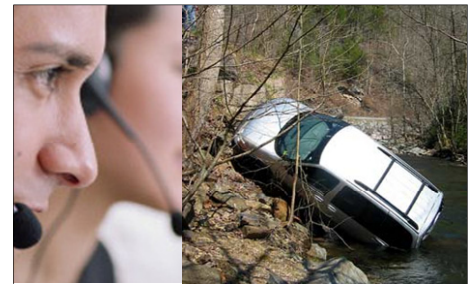
The report assesses progress so far for the EC's public service and evaluates the impact of Germany's decision to sign the Memorandum of Understanding (MoU) supporting eCall deployment. It also considers the UK's strategy of declining to sign until many of the unresolved issues are clarified.

Where next for eCall? assesses the technology issues that are currently the source of lively debate across Europe. Progress has been made on the standards needed for data content but there is still no clear agreement on the data bearer. Other issues covered by SBD's report include political commitment to upgrading Public Safety Answering Points (PSAPs), in-vehicle fitment strategies and business models.

Business models are key to the deployment of eCall and there is no resolution yet on who will pay for in-vehicle equipment and how the ongoing services will be funded. This lack of clarity has led to reduced commitment from vehicle manufacturers and mobile phone network operators to the Commission's programme.

While the EC's public eCall service is delayed by debates over the technical and business model issues, a significant number of vehicle manufacturers are going alone and implementing their own private services. The Bjorn Steiger Foundation is at the heart of new eCall services planned by a number of leading German vehicle manufacturers, and there is a real prospect that this could gain the necessary momentum to become a de facto European eCall service, making the EC's troubled initiative redundant in the process.

Where next for eCall? also investigates the potential deployment scenarios emerging across Europe and provides recommendations on what is needed for successful implementation. The report includes market forecasts for the size of the eCall market up to 2025 based on 'most likely,' 'pessimistic' and 'optimistic' scenarios.



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About the report author



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Other recent reports written or co-written by Stephen include:

- *Navigating the route to success*
- *Bluetooth in the car*
- *Opening up the telematics and navigation markets for success in China*
- *Digital broadcasting trends*
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