

## The vision for in-car entertainment is here



### Do you need to develop a product strategy for market growth or are you looking for the trends in next-generation entertainment systems?

“In order to keep up with the rapidly changing consumer electronics world, vehicle manufacturers must move away from implementing stand-alone solutions for in-car entertainment.”

That’s according to SBD’s new research dedicated to understanding the latest trends and forecasts for media storage, portable device and broadcast technologies, as well as looking at the evolution that the internet will bring to in-car entertainment over the next five to ten years.



The Audio and Video research stream includes the following four deliverables:

- **Market trends report** - developing future-proof infotainment strategies in the digital world
- **Technical trends report** - a vision of connected entertainment beyond the next five years
- **Sales forecasts** - five year European sales forecasts for the fitment of different media types, portable device connectors and broadcast receivers
- **Feature database** - benchmarking tool for the availability, fitment strategy and retail price of in-car entertainment systems

For additional information please email [jappleby@sbd.co.uk](mailto:jappleby@sbd.co.uk) or telephone Juanita on +44 (0) 1908 305107 and she will be happy to deal with your enquiry.



# »» Develop future-proof strategies...

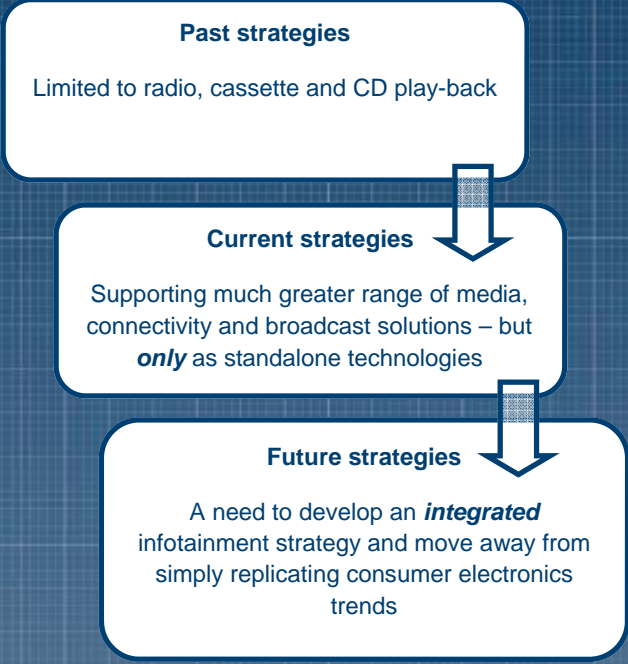


## Market trends report - Developing future proof infotainment strategies in a digital world (Ref: 2441)

This report dissects the trends of media storage, portable devices and broadcasting media to understand what technology is expected to be supported in the car.

- Ensure the deployment of future proof, user-friendly systems
- Keep up with the rapidly changing consumer electronics world
- Implement an integrated, connected infotainment strategy

In order to keep up with the rapidly changing consumer electronics world, the automotive industry is currently undergoing a radical shift from the implementation of a small number of audio technologies (mainly analogue radio and CD), towards the implementation of a much larger range of multimedia features (e.g. USB, Bluetooth, SD and HDD).



## Technical trends report - Vision of connected entertainment (Ref: 2442)

This report presents a vision of future in-car entertainment systems that have a permanent connection to the Internet. It looks at the blurring of traditional boundaries between owned and non-owned content and provides a roadmap to a world where the driver has on-demand access to whatever music they want.

- Look beyond the short term technical restrictions and start planning for a connected future
- Follow the trends for networked home entertainment and their impact on future in-car systems
- Understand the dramatic changes that cloud storage and Internet radio will enable in the car



The Internet has completely changed the way in which consumers discover and consume music and video. The car is currently an unconnected island, but this will change and in-car entertainment systems will have to adapt or risk becoming redundant.

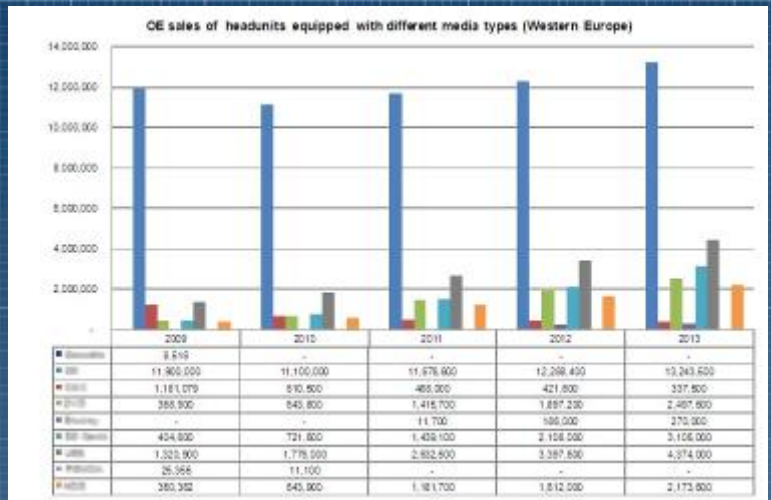
# »» ...know what tomorrow brings

## Sales Forecasts (Ref: 2443)

Five year European sales forecasts for the fitment of different media types, portable device connectors and broadcast receivers

These forecasts answer the following key questions and much more:

- When will we start to see the first CD-less cars?
- What will be the growth of USB and SD cards in the car?
- How quickly will vehicle manufacturers adopt Bluetooth audio streaming?
- How will the market for in-car DAB receivers develop over time?



0101100101  
1101010010  
1110100010

## Feature database (Ref: 2444)

This database provides an easy-to-use benchmarking tool to compare the availability, fitment strategy and retail price of the multimedia technologies included in SBD's Audio & Video Market Trends report.

The database provides the following key features:

- Comprehensive feature availability for the in-car entertainment systems offered by all vehicle manufacturers in Europe
- Price and fitment strategy broken down by individual vehicle model
- A complete guide covering storage media, portable device connectivity and radio & TV receivers

Vehicle manufacturer	Vehicle model	Vehicle segment	Prices are German market																			
			Storage				Compatibility with portable player connectors				Broadcasting receivers											
			Cassette	CD	CD-Driver	Porter-video systems	Flash memory (SD card)	POC/PC	HD multimedia storage	Audio	IPod connector	USB	RCA	Bluetooth streaming	FM	DAB	DAB+	TV				
			X	X	€ 380								€ 200	€ 205	€ 205		€ 325	X	X		€ 950	
			X	X	€ 620	€ 2,810	€ 520						€ 360	€ 345	€ 245		€ 320	X	X	€ 330	€ 1,000	
			X	X	€ 330		€ 2,320						€ 230	€ 205	€ 205		€ 325	X	X	€ 335	€ 1,000	
			X	X	€ 650	€ 2,810	€ 500						€ 360	€ 345	€ 245		€ 325	X	X	€ 335	€ 1,000	
			X	X	€ 420	€ 2,295								€ 245	€ 245		€ 325	X	X	€ 450	€ 1,075	
			X	X	€ 420	€ 2,280		€ 2,280						€ 245	€ 245		€ 355	X	X	€ 450	€ 1,280	
			X	X	€ 420		X						X	€ 280	€ 280		€ 470	X	X			
			X	X	€ 430	€ 2,810	€ 380							€ 360	€ 245	€ 245		€ 325	X	X	€ 335	€ 1,000
			X	X	€ 420	€ 4,500									€ 245	€ 245		€ 375	X	X	€ 450	€ 1,075

# Telematics Subscription...

Our research is flexible with packages to suit both your needs and your budget. You can choose to purchase a one-off report, invest in all reports in the topic research stream, or enquire about the ultimate Platinum Subscription, which combines all six topic research streams with six days free consultancy.

## One-off Reports



- Audio and Video Market Trends Report - €1400
- Audio and Video Technical Trends Report - €1400
- Audio and Video Sales Forecast - €1000
- Audio and Video Feature Database - €1000

## Research Stream



When you purchase the entire Audio and Video research stream, SBD gives you the added benefit of a FREE day of consultancy time with our Telematics experts. This means that you can make full use of our independent expertise and knowledge – ideal for securing additional competitive advantage.



- Audio and Video Research Stream + 1 FREE Consultancy Day - €4800 (includes Market Trends, Technical Trends, Sales Forecasts and Feature Database)



## Platinum Subscription

If you want the benefit of convenience, the safety of 'being first to know' and the reassurance of the quality analysis that SBD provide across all aspects of the Telematics & ITS market in Europe, the Platinum Subscription has been developed as the ultimate package of support for any organisation that wants to succeed.

Platinum Membership gives the benefit of all six research streams in a series of deliverables at regular but manageable intervals throughout the year.

Your membership status also gives you the added benefit of a 10% discount over the cost of joining the 6 streams individually; this is in addition to 6 FREE days worth of consultancy time. As part of the service, you will also benefit from a monthly summary of both the research and your consultancy requests, and a regular meeting with one of our staff to ensure that we continue to meet your needs throughout your membership period. You also benefit from a favourable rate on every additional consultancy project you may need.

With the Platinum Subscription you are assured of having a definitive and cost effective solution that is second to none.

Fax: +44 (0)1908 305 106

Email: [jappleby@sbd.co.uk](mailto:jappleby@sbd.co.uk)

Phone SBD: +44 (0)1908 305 101