



# Research Portfolio

## 2022

The SBD Automotive Research Portfolio highlights the reports available for purchase in 2022. Here, you can see overviews of brand-new reports that will release over the next year (New for 2022) as well as a selection of analytical reports released in 2021. You can find SBD's full catalog of subscription reports towards the end of the portfolio - including series reports, forecasts, databases, and evaluations across several categories.

To find out more about SBD Automotive's research and consulting services, you can visit [portal.sbdautomotive.com](https://portal.sbdautomotive.com), or contact your account manager at [info@sbdautomotive.com](mailto:info@sbdautomotive.com).

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### SBD Automotive

Independent research and consulting

SBD Automotive is a global consultancy firm specializing in automotive technologies. For 25 years, our independent research, insight, and consultancy has helped vehicle manufacturers and their partners to create smarter, more secure, better connected, and increasingly autonomous cars.

## Driver and Cabin Monitoring Eco-system, Technology, Market Size &amp; Future Challenges

Code: 810

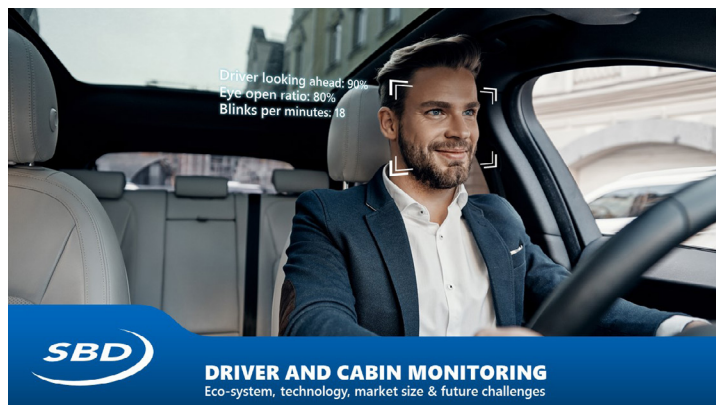
Connected

Autonomous

Shared Mobility

EV

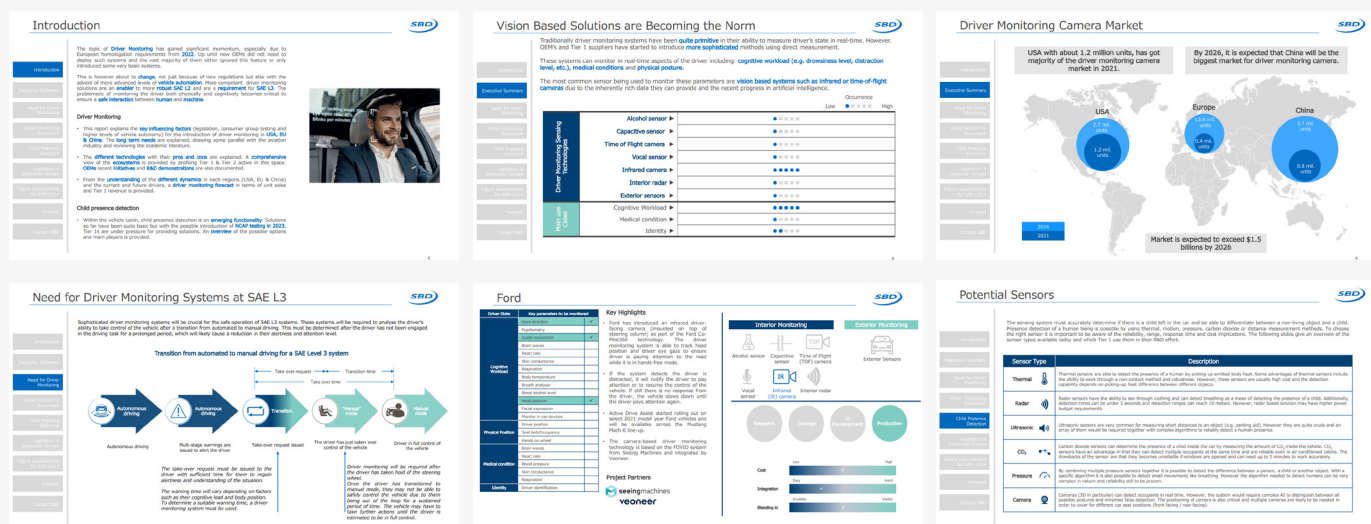
Secure



The topic of driver monitoring has rapidly gained momentum – due in part to the European Commission's homologation requirements, which will be mandatory from 2022, alongside increasing levels of vehicle automation.

The Driver and Cabin Monitoring Report defines and understands the landscape of driver monitoring systems today. After outlining the key motivators for introducing these systems in different markets, it identifies the technologies they utilize as well as their pros and cons. The driver monitoring ecosystem is examined comprehensively through in-depth profiles of its key players, highlighting recent OEM and supplier activity.

Including -



This report explores the problem of monitoring the driver physically and cognitively to ensure a safe user experience. It also highlights recent legislative activity from different regions surrounding the use and adoption of driver monitoring systems.

## Contents:

1. Introduction
2. Executive Summary
3. Need for Driver Monitoring
4. Child Presence Detection
5. Legislation & Consumer Groups
6. Future Requirements for SAE L3/L4
7. Forecast

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## Connected Services Guide - LCVs

Code: 546

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While the use of connected car services is widespread among passenger vehicles, with many OEMs having launched their services in at least one market, the Light Commercial Vehicle (LCV) segment is still in the early stages of maturity. This report provides key, up-to-date, insights into the connected services available for LCVs. In doing so, it details the landscape of these services and identifies both the strategies and partnerships OEMs are leveraging to deliver them.



### This is a bi-annual report

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## In-Vehicle Commerce: Strategies for Commercializing Third Party Content/Services

Code: 637

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Commercial transactions today are a key part of the external automotive experience, from gas and petrol payments to service and maintenance costs. With the advancement of new connectivity and entertainment services, however, new commerce opportunities are emerging inside the vehicle. The In-Vehicle Commerce report presents the most important use cases from this new Eco-system and highlights the role tech giants will play within it. A five-year forecast further understands how the Eco-system for in-vehicle transactions is expected to grow, and what factors could influence its growth.



### This is a one-off report

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## FOTA & SW-Delivered Features Guide

Code: 638

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Unlike traditional software updates, Firmware-Over-The-Air (FOTA) updates directly add to, or enhance, the functionality of a vehicle. As more OEMs adopt FOTA, it can become more difficult to evaluate the competitiveness of its features and platforms. This guide tracks the latest OEM activity around OTA to help product planners and engineers assess their strategies against competitors. It then delves into the updates being delivered by OEMs today and the technologies utilized in the process.



### This is a quarterly report

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## Features-as-a-Service: A Roadmap Towards New Automotive Business Models

Code: 639

Connected

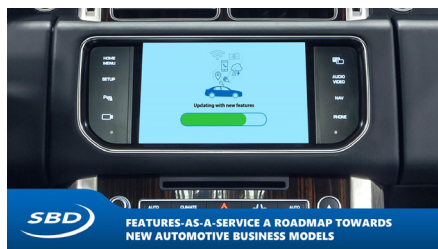
Autonomous

Shared Mobility

EV

Secure

As OEMs integrate more software into their vehicles, more opportunities to shift feature monetization from point-of-sale to after-sales are emerging. If adopted successfully, the Features-as-a-Services (FaaS) business model will open new revenue streams for legacy OEMs and pave the way for new players. This report takes a deep dive into the FaaS Eco-system, identifying which features are most likely to succeed while measuring its real-world success to date. Further insights into the regulatory implications of FaaS are provided to help OEMs develop their own strategies.



### This is a one-off report

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## Personalized Vehicles: Analyzing the Market Opportunities & Eco-System

Code: 640

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To date, the automotive industry has delivered personalization across several user experiences – including maintenance and infotainment. However, it has yet to deliver a fully personalized, end-to-end, user experience. The Personalized Vehicles report maps out what vehicle personalization looks like today, and analyzes the impacts it could have on the consumer experience. It identifies the most important technologies and players to its future and outlines how today's technologies can enable individualized experiences.



### This is a one-off report

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## Smart Maintenance & Repair: Revolutionizing the After-Sales Experience by CV data

Code: 641

Connected

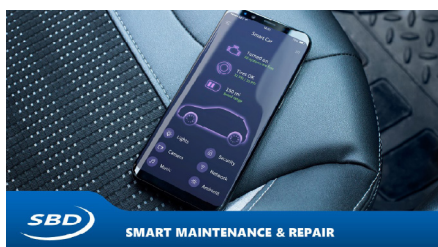
Autonomous

Shared Mobility

EV

Secure

In today's after-sales experience, connected vehicle data can be leveraged to optimize maintenance and assist incident response teams. Through future pairings with AI and other smart technologies, its use cases are set to expand. The Smart Maintenance & Repair report outlines the market drivers and ROI potential for connected vehicle data, and assesses how technologies like AI can support its future. Key insights are provided through early-adopter case studies that equally highlight its value and challenges.



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## Connected Car Data: Building a Sustainable Governance & Commercialization Strategy

Code: 642

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Many OEMs have data sharing strategies in place for at least one region. However, due to the number of use cases and approaches to governing and commercializing this data, tracking these strategies can quickly become difficult. This report analyzes these differences and details the best data sharing practices for stakeholders. Current use cases and key players within this Eco-system are similarly analyzed and profiled to aid the planning of new data commercialization strategies.



### This is a one-off report

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## Autonomous Guide for L4+ Vehicles & Trials

Code: 814

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Today, more than 140 trials of L4 autonomous technologies are taking place in Europe, China, and the U.S. As consumers become more aware of AVs and the services they can provide, monitoring their development is crucial to securing success in this space. This report outlines the scope and landscape of today's L4 pilots - defining the use cases they serve and benchmarking their maturity. It thoroughly profiles the key players behind these pilots and the partners involved in them by region to account for their development globally.



### This is an annual report

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## L4 Autonomous Forecast

Code: 815

Connected

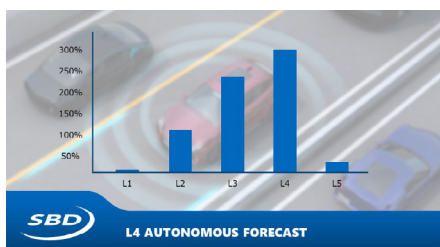
Autonomous

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When it rolls out, mobility services around the world will benefit greatly from L4 autonomy. However, a variety of legal, technical, and commercial obstacles must be overcome by service operators to ensure it is integrated successfully. This report delivers a grounded data-driven forecast, and comprehensive insights into the expected growth of AVs and L4 services by segment and region. It also details their profitability across the market, helping service operators plan and map out their own L4 strategies.



### This is an annual report

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## Autonomous Strategies & Eco-system

Code: 816

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**Autonomous**

Shared Mobility

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The shift towards vehicle autonomy is already impacting the automotive industry and will continue to do so until it arrives. Understanding its Eco-system today can give OEMs the upper hand when this happens. This report examines this Eco-system thoroughly, detailing the autonomous strategies of major OEMs and the key partnerships within it. Its scope extends further to highlight the technologies and regulations at the center of vehicle autonomy as well as the latest initiatives within the sector.



### This is an annual report

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## EV Charging & Infrastructure Guide

Code: 217

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Shared Mobility

**EV**

Secure

Following OEM commitments to phase out ICE vehicles and governments providing incentives for them, EV adoption rates are growing rapidly. With this increase comes a renewed interest in the build-up of EV charging networks. This guide tracks this interest and maps out the current landscape of EV charging. In it, thorough insights into the key players and business models of this Eco-system are provided. The strengths and weaknesses of different players are also highlighted to help plan and develop strong partnerships with them.



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## Digital Key Guide

Code: 712

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EV

**Secure**

The increased presence of software in the vehicle has led to a rise in the number of user experiences hosted on a smartphone. The most notable of these is the digital key, which uses a smartphone to lock/unlock and start the car. Updated bi-annually in .PPT and .XLS formats, the Digital Key Guide tracks the latest offerings from OEMs in three major regions. Also tracked are the features and pricing models of each system as well as the technologies used to produce them.



### This is a bi-annual report

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## Disruptor OEM Guide

Code: 211

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The automotive industry has recently seen an influx of new OEMs, brands, and start-ups. With many pursuing a variety of disruptive strategies, interest is growing among investors and legacy OEMs. This report thoroughly profiles new and emerging automakers from around the world and highlights the maturity of their technology, business models, and partnerships. It then identifies which ones have the greatest potential to impact vehicle production and monetization in the future.



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## Tech Giants Roadmap in Automotive

Code: 212

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To date, tech giants like Google and Amazon have assisted the IVI, connected, and autonomous strategies of OEMs across the globe. Today, however, they are considering opportunities to expand their industry presence and become a more direct competitor. This report outlines the role of tech giants in automotive, detailing their current offerings & partnerships and exploring how equipped they are for expansion. Thorough company profiles establish how competitive, or collaborative, each giant is likely to be with traditional automakers.



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## Advanced Computing: How AI, Edge & Cloud Computing Will Transform the Car

Code: 213

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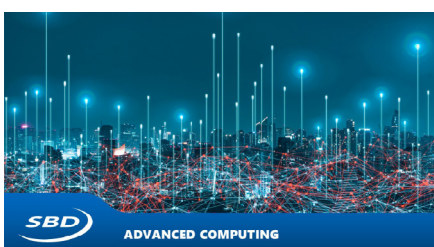
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The continued development of connected & autonomous vehicles is enabling more technically advanced user experiences. As it develops, understanding the Eco-system surrounding the technology that enables these experiences will benefit OEMs in the short and long-term. The Advanced Computing report identifies and analyzes the most impactful advanced computing technologies, their key use cases, and the companies behind them. Further analysis is conducted into the regulatory aspects of advanced computing, and through a 10-year forecast for its adoption.



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## A Global China: The Road to Chinese OEMs Expanding Their Sales Overseas

Code: 216

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China's automotive industry is expanding. Domestic OEMs with a strong foothold in key regions are looking to break into new markets, while new players are hoping to expand their footprint in the West. A Global China takes a deep dive into both movements, identifying the challenges and opportunities faced by OEMs wishing to expand. While providing key insights into how OEMs in the region are adapting to new markets, the report also profiles the automakers who expanded successfully.



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## Bi-Monthly Market Insights

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With new vehicles, technologies, features, partnerships, and regulations announced at an increasingly frequent rate, it is easier for the significance and context of each announcement to be overshadowed. SBD's Bi-Monthly Market Insights contextualize the most important announcements for industry stakeholders. Further analysis works to identify their short and long-term impacts and map out the best practices for responding to them.



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## Quarterly Wrap-Ups

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Most companies have quarterly reviews, which often include an outside-in perspective that helps re-tune tactics. SBD's Quarterly Wrap-Ups are designed to provide a structured and focused analysis of CASES developments over the last quarter and a preview of what to expect in the coming months.



### This is a quarterly report

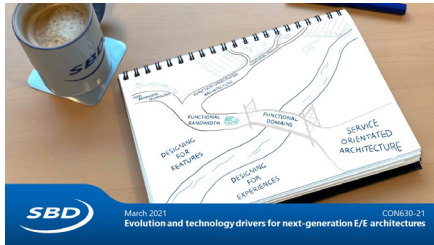
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## Next-generation E/E Architectures

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## The Software-Defined Vehicle

Connected



**Guide** / One-off / Code: 636

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## L4 Autonomous Vehicles: Are we there yet?

Autonomous



**Guide** / One-off / Code: 811

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## V2X Deployment Worldwide

Autonomous



**Guide** / One-off / Code: 812

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## ADAS Sensor Market Landscape

Autonomous



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## Overcoming Barriers to EV Adoption

EV



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## Cyber Security Legislation Guide

Secure



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## Cyber Security Intelligence Guide

Secure



**Guide** / Quarterly / Code: 905

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## Health and Wellbeing in Automotive

General



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## In-Car HMI UX Evaluation &amp; Benchmarking

Code: 635

Connected

Autonomous

Shared Mobility

EV

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With new technologies and systems being implemented in vehicles at a pace never seen before, the consumer experience becomes a critical element to ensure a successful product and service offering.

In these reports, we provide a comprehensive analysis of the most innovative and highly interesting vehicles from the European, Chinese, and U.S. markets.

Over the year, the latest in-vehicle UX systems from these markets will be tested, evaluated, and benchmarked thoroughly by our team of HMI experts.

Including -



The In-Car HMI UX Evaluation & Benchmarking report series ultimately works to highlight the strengths and weaknesses of today's systems. It also understands how OEMs can improve them and enhance the overall customer experience as a result.

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## Connected Services Guide

Connected



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## Connected Car Legislation Guide

Connected



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## Automotive App Guide

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## Global Connected Car Forecast

Connected



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Connected



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## Mobility Services Guide

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## Monthly Head Unit China Update

Connected



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## ADAS Guide

ADAS & Autonomy



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## Autonomous Car Legislation Guide

ADAS & Autonomy



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## ADAS L0-L3 Forecast

### ADAS & Autonomy



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### Cyber Security



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### Disruption Radar



**Events** / Within 2 weeks / Code: 300

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