

# How to Monetize Vehicle Data Thanks to In-car Technologies



**Brook. Not a stream yet, though. But in the foreseeable future it is going to be a real river.**

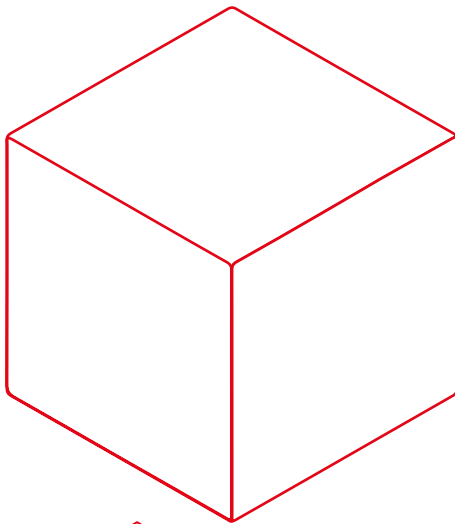
# Foreword

**What are we talking about? Data obtained from vehicles. Experts estimate that data inflow is likely to rise from approximately 33 zettabytes (this is how much we obtained in 2018) to 175 zettabytes in 2052. For OEMs and companies from the broadly-defined automotive industry this means one thing. Endless monetization possibilities.**

But when you create a data monetization strategy for a software-defined vehicle, you should always bear in mind the wide ecosystem in which such a vehicle operates. It is not enough to equip it with the technology itself and wait for the flow of data that will turn into specific value for the enterprise. In such a complex and extensive ecosystem nothing happens by itself. There is no room for improvisation, omitting checkpoints and presenting half-baked offers.

Yes, the technology that gathers data from the vehicle is crucial, but it won't work unless we take into account the broader data management context that reaches beyond collecting and analyzing it, and of course the user's needs. Because in the end there's no data monetization with technology only. You need the customer who will pay for the offer.

1 billion terabytes = **1 zettabyte**



1 million terabytes = **1 exabyte**

1,000 terabytes = **1 petabyte**

1,000 gigabytes = **1 terabyte**

And that's why, in this paper, you'll find information on each of the key topics concerning monetization: an introduction in the form of megatrends defining the future of vehicle data monetization, important user-related factors, technologies necessary for data collection, and specific examples that can be applied to vehicles.

## Enjoy your reading



**Marcin Wiśniewski** (Head of Business Development - Automotive Industry)



**Adam Kozłowski** (Head of Automotive R&D)

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# 1. Megatrends and crucial factors in data monetization

**Data is the currency of the 21st century. Those who have access to it can manage it wisely and draw constructive conclusions to get ahead and outperform the competition. The business model based on their monetization is no longer the domain strictly reserved for the Silicon Valley giants. Also companies whose products and services are not directly related to data trading are trying their hand in this field. The automotive industry is one of the market sectors where data monetization will soon bring the greatest benefits. It is estimated that by 2030 it will be as much as \$ 450-750 billion on a global scale.**

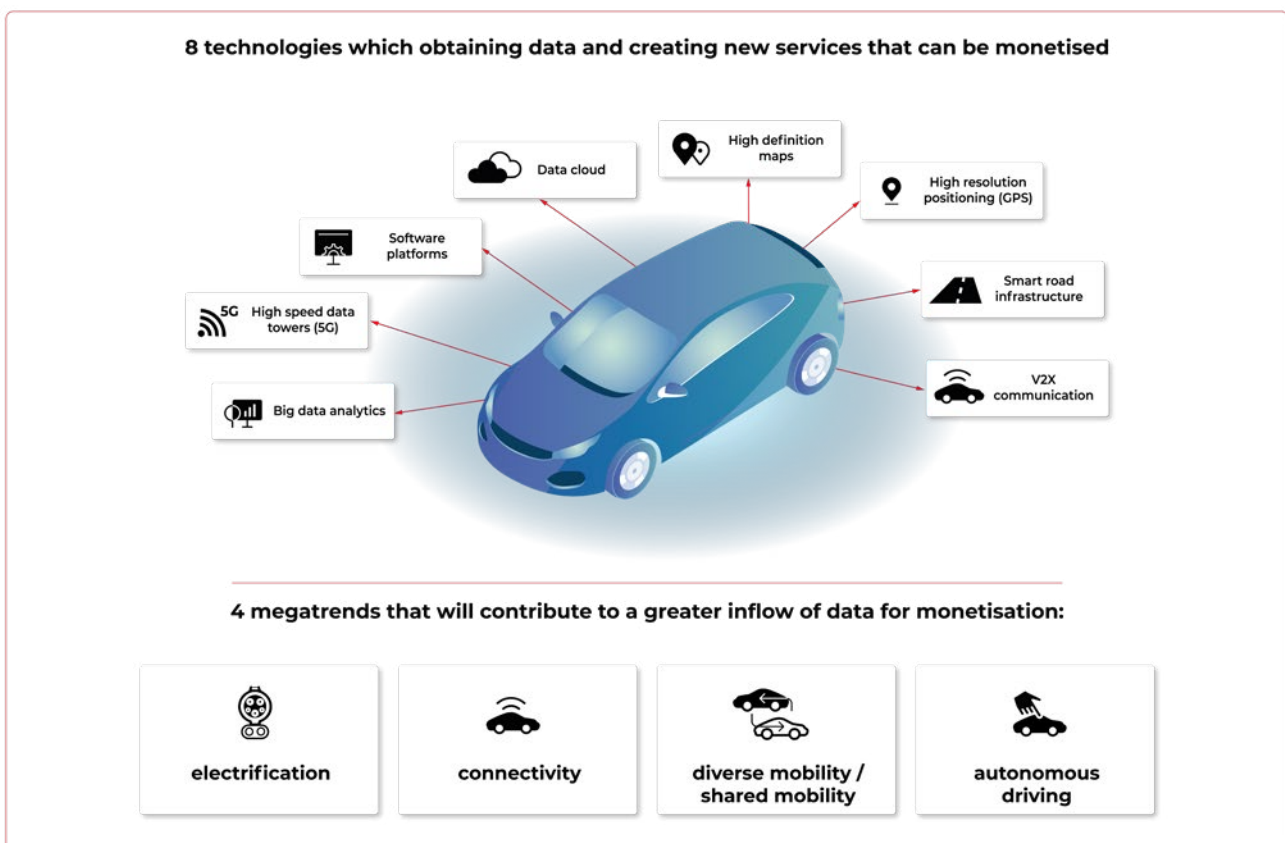
The increase in revenues on this account is not only due to the electronics and sensors that are installed inside the vehicles. Social and cultural changes will also contribute to the increase in the amount of generated data - for example, the need to reduce city traffic and the search for ways of traveling alternative to vehicles with combustion engines.

Among the megatrends that will contribute to a greater inflow of data for monetization, the following are usually mentioned:

- electrification;
- connectivity;
- diverse mobility / shared mobility;
- and autonomous driving.

The trends that will transform the way we travel and use vehicles today are opportunities not only for OEMs (original equipment manufacturers), but also for insurance companies, fleet managers, toll providers, fuel retailers, and companies dealing with parking or traffic . All these industries are increasingly joined by technologies that not only help to collect data, but also to process it. The flow of information between these market sectors will enable the development of effective methods of obtaining data and creating new services that can be monetized.

## In particular, It will be enabled due to the 8 developing technologies:



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to monetize vehicle  
data!**

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