

By Jennifer Kent, Director of Research Quality and Product Development; Chris Tweedt, Research Analyst; and Christopher Jones, Researcher

<p>Synopsis</p>	<p>App Habits in Cars</p>								
<p>In-vehicle connectivity has morphed cars into the next great apps platform. Yet vehicles are distinct from other app-serving consumer devices due to safety concerns, product development timelines, and product ownership models. This report addresses issues facing the connected car app ecosystem, provides insight on consumer perspectives on connected car apps, and assesses four connected vehicle app strategies. It also provides a sizing of the U.S. connected car market as of year-end 2015 and a forecast through 2021.</p>	<p>Method of Performing Activity/Accessing Apps in the Car Car Owners in U.S. Broadband Households Who Use a Smartphone</p> <table border="1"> <thead> <tr> <th>Method</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Use Smartphone Directly</td> <td>~68%</td> </tr> <tr> <td>Link Phone to Car</td> <td>~32%</td> </tr> <tr> <td>Use Built-in Car Capabilities/Apps</td> <td>~32%</td> </tr> </tbody> </table> <p>© Parks Associates</p>	Method	Percentage	Use Smartphone Directly	~68%	Link Phone to Car	~32%	Use Built-in Car Capabilities/Apps	~32%
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<p>Publish Date: 3Q 16</p>	<p>“Consumers do not yet value car connectivity at the same level at which they value mobile connectivity. In fact, the ubiquity of smartphones may limit consumers’ willingness to pay for an additional connection in the car. Therefore, OEMs look beyond direct consumer-pays models to justify the connectivity costs,” said Jennifer Kent, Director of Research Quality and Product Development.</p>								
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List of Companies	<p>AGL</p> <p>Airbiquity</p> <p>Alpine</p> <p>Android Auto</p> <p>Apple</p> <p>AT&T</p> <p>Automatic</p> <p>AUTOSAR</p> <p>Bosch</p> <p>Car Connectivity Consortium</p> <p>Kenwood</p> <p>Microsoft</p> <p>Mojio</p> <p>Nuance</p> <p>OAA</p> <p>OpenCar</p> <p>Pandora</p> <p>Pioneer</p> <p>QNX</p> <p>Samsung</p>
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GM	VOYO
Google	W3C
JVC	Zubie

Attributes	
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