

Drivers in different regions have differing levels of willingness to share their data. In general, nearly 3 in 4 drivers are willing to share some information as long as they can receive some tangible benefit. When specific verticals and regions are considered, the data yields some interesting patterns:

From: https://www.mckinsey.de/files/mckinsey_car_data_march_2016.pdf

From the above chart, we see a greater willingness for drivers in China to provide this information than other regions. But all three geographies show more willingness to share information when it related to the navigation and mobility. So while some geographic issues regarding willingness are present they are not the main roadblock to building a viable ecosystem.

After consent is given the issue comes down to how that information is secured. In proprietary approaches security is handled in different ways with different levels of robustness. Some car data transfer methods utilize security that is overly zealous and results in solution that is more complex than necessary. Other methods deploy solutions that are not sufficiently secure and expose sensitive information.

This, again, makes the case for a standardized approach. When the mechanisms for securing information can specified and maintained by an independent third party, the right balance for complexity versus necessary security can be found. CCC can help find that balance and be the objective manager for the systems that enable the car data ecosystem.

INFORMATION OWNERSHIP

Closely related to information privacy is the issue of who owns the data. This is a somewhat more complex question since both the owner of the vehicle and the auto OEMs have legitimate claims to the rights to the data. Where the data is generated by the smartphone linked to the vehicle, the end user typically has more rights. Where the vehicle generates the data and that transported either via an embedded modem or a tethered smartphone, the question becomes more complex. It is these ownership issues that may be used as a reason not to embrace a solution as CCC is proposing, but we believe it is one that can be overcome.

Regardless of the source of the data, the issue would be discussed and resolved as part of the standardization process. It is the responsibility of all CCC players to ensure that the ownership issue is clarified. The requirements for players in the ecosystem must be balanced with the various legal and regulatory regimes that will be engaged. By understanding these issues in the countries where the solution is deployed, CCC can again provide value building the largest possible ecosystem.

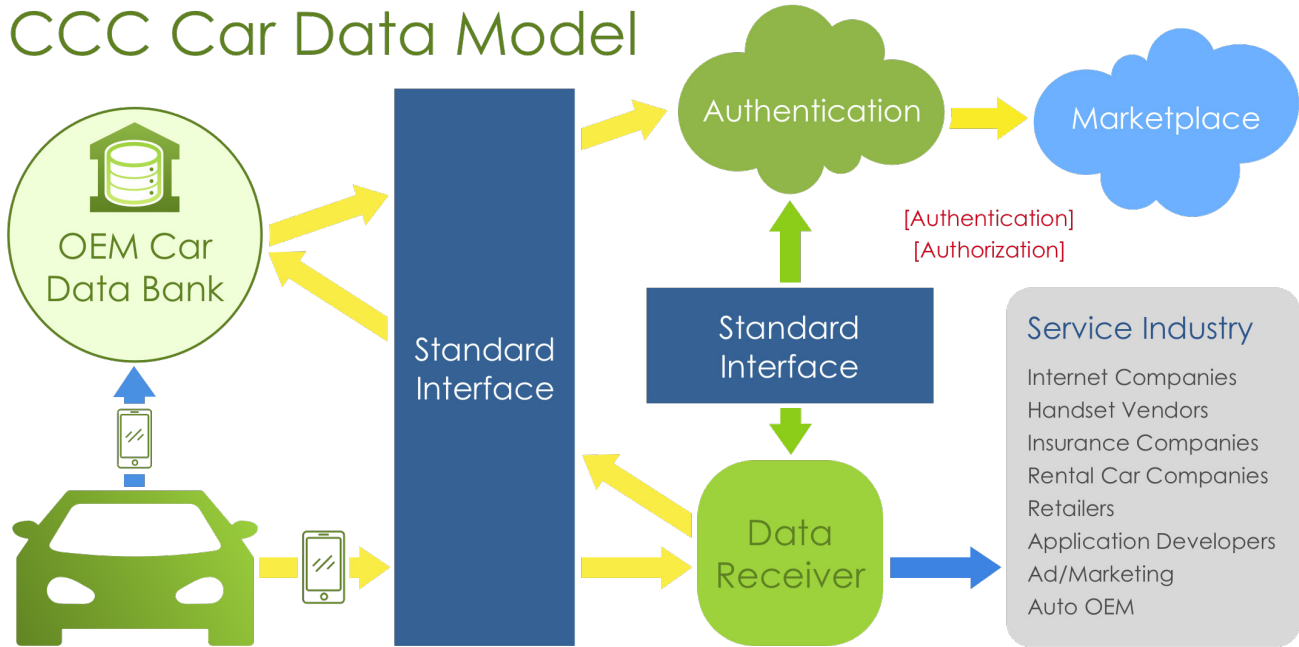
THE CAR DATA ECOSYSTEM – CCC'S SOLUTION TO THE NEEDS OF THE MARKET

With Car Connectivity Consortium's experience in developing and deploying MirrorLink, the organization already has most of the relevant players in place for this discussion. Our membership includes both handset vendors and automotive OEMs who are already adept at having the needed types of standardization discussions. With the inclusion of other ecosystem players from the automotive insurance industry, mobile service providers, dealer networks, home and workplace automation players and transportation infrastructure vendors, we have created the best place for these necessary discussions to take place.

In approaching the market, we believe that there are three areas that are our logical starting points. These are usage based insurance (UBI), road condition/traffic monitoring and integrated vehicle maintenance. These are areas where proprietary solutions are already in place and use cases are clearly defined. Having these clear cases help establish the roadmap for building a standardized solution while balancing different needs. In considering these different needs, the most generalized approach that can be extended into other areas easily will be established.

After establishment of the standardized solution, businesses that wish to leverage car data can do so without wasting time on developing technology and infrastructure. These companies can then build business where it really counts – utilizing the data to provide better services to their customers and creating value for themselves. CCC isn't looking to create a "data bank", CCC is looking to enable ways to make business work when it comes to the use of car data.

In broad terms our solution architecture looks like this:



The scope of CCC car data project includes definition of standard interfaces for exchange of data between data provider and receiver. The data provider could be either an OEM data bank, or a car, or a phone. Our solution is not based on any one platform or source of data. Data can originate from embedded modems, highway infrastructure or smartphones tethered to vehicles as well as other sources. In addition to the standard interface, CCC plans to define an authentication and authorization service platform that will enable data provider to offer car data through any market place. By enabling the mechanisms for solving the sharing of car data for the entire industry, we provide the best possible way to build a vibrant way to maximize the value from this largely untapped resource.

CONCLUSION

Car Connectivity Consortium is the best place to build a standardized approach to the complex issue of how to maximize value from data generated by the act of driving. Standardization provides the best way to ensure economy of scale and reduce the need for different players to develop unique and incompatible methods of addressing the problem. We also provide the best playing field for all interested parties to collaborate on the necessary solutions.

If car data is to fulfill its promise of delivering the estimated trillions of dollars of value to the industry, then the hard work must be done now. CCC has the right companies and the right history to make that happen and we invite all interested players to join with us to make this exciting possibility a reality.

The CCC is dedicated to cross-industry collaboration in developing global standards and solutions for smartphone and in-vehicle connectivity. The organization's more than 80 plus members represent more than 70 percent of the world's auto market, more than 60 percent of the global smartphone market and a who's who of aftermarket consumer electronics vendors. For further information, please visit www.carconnectivity.org.