5GMETA Project

Monetizing car & mobility data for new Entrants, Technologiesand Actors

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5GMETA

5GMETA quick facts

ABOUT

- 5GMETA - Monetizing car & mobility data for new Entrants, Technologies and Actors

- *Co-ordinator: Vicomtech*

- *Duration: 36M - 1.9.2020 – 31.08.2023*

- ICT-42-2020 - 5G PPP – 5G core technologies innovation

BACKGROUND

- Data driven services will play a crucial role in the mobility ecosystem related revenues

- High-tech SMEs and start-ups will become key players in the data monetization

- Data management in terms of security, access etc. is required for allowing access to third parties

Create a flexible telematics platform for **pipelining car captured and generated data** to **traditional and new automotive industry players** while **ensuring data privacy, security, interoperability and ownership**

5GMETA: 3 general innovation corners for data monetization

| 1.- Data-driven **Product** innovation |
| --- |
| • **Product Enhancement**: improving or personalizing customer experience.
 • **Product Augmentation**: creating a digital ecosystem
 • **Data as a Product**: analysing values to retrieve actionable information |

2.- Data-driven **Process** innovation comprising
• **Enterprise Process Innovation:** optimising internal R&D processes   • **Customer Process Innovation:** optimising direct impact on customer experience.

| 3.- Data-driven **Business Model** innovation spanning |
| --- |
| • **Value Model Innovation:** provide new methods of value generation for the customer.

 • **Monetization Model Innovation:** |

HOW
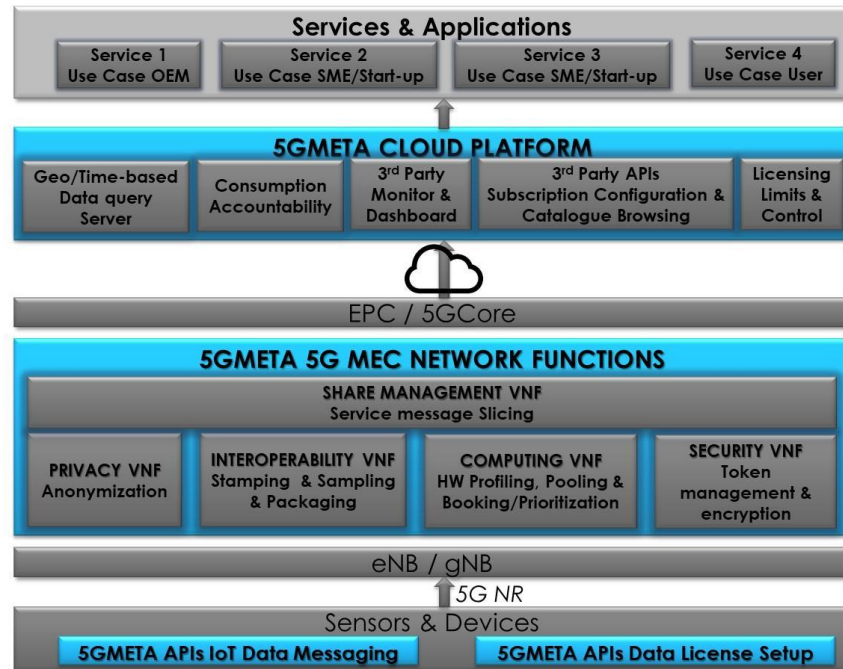
5GMETA framework is an **open** data-centric IoT messaging for CAM services and applications live ingest where the security, privacy, scalability, interoperability and licensing features are provided by the 5G networks functions executed at the edge to gain zero latency, capillarity and geo-driven networking
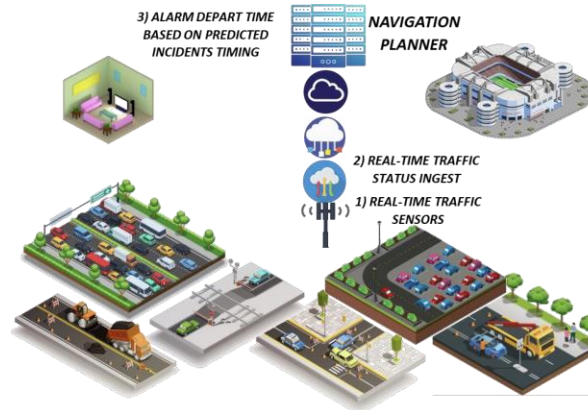
# 5GMETA Use Cases

R&D Live Training Loop
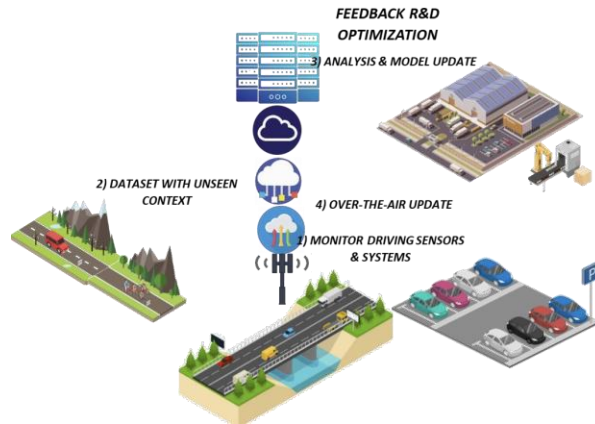
5G enabled scenario: 5G **eMBB** feature as the cars need to continuously upload data to the cloud service which analyse new data to detect unseen conditions and trigger training processing

Networking Parking

5G enabled scenario: 5G **mMTC** as the volume of data coming from vehicles in a congested and parking areas is huge and has to be instantly uploaded to edge services, which get context awareness from cameras using CV

Driving Safety & Awareness
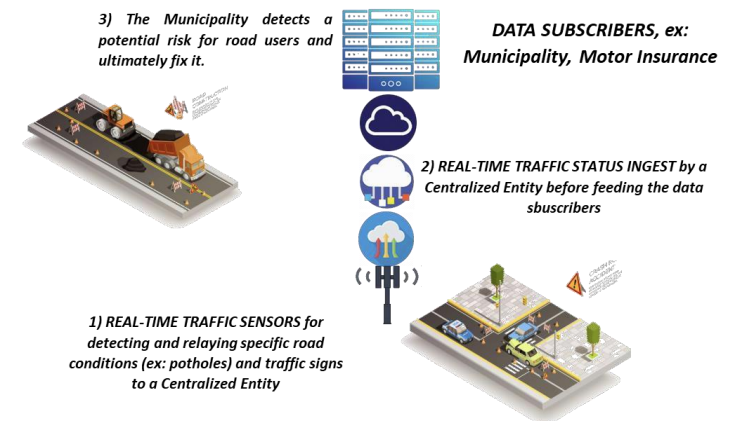
5G enabled scenario: 5G **URLLC** since the vehicle is supposed to prevent surrounding vehicles to avoid any possible collisions and ultimately make an emergency call. **eMBB** is also needed

Thank you!

5G META

www.5gmeta-project.eu