



Pantas and Ting

**Sutardja Center**  
for Entrepreneurship & Technology

Berkeley Engineering



# Advertising and the Autonomous Car

## Where there is Disruption, there is Opportunity

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This work was created in an open classroom environment as part of a program within the Sutardja Center for Entrepreneurship & Technology and led by Prof. Ikhtlaq Sidhu at UC Berkeley. There should be no proprietary information contained in this paper. No information contained in this paper is intended to affect or influence public relations with any firm affiliated with any of the authors. The views represented are those of the authors alone and do not reflect those of the University of California Berkeley.

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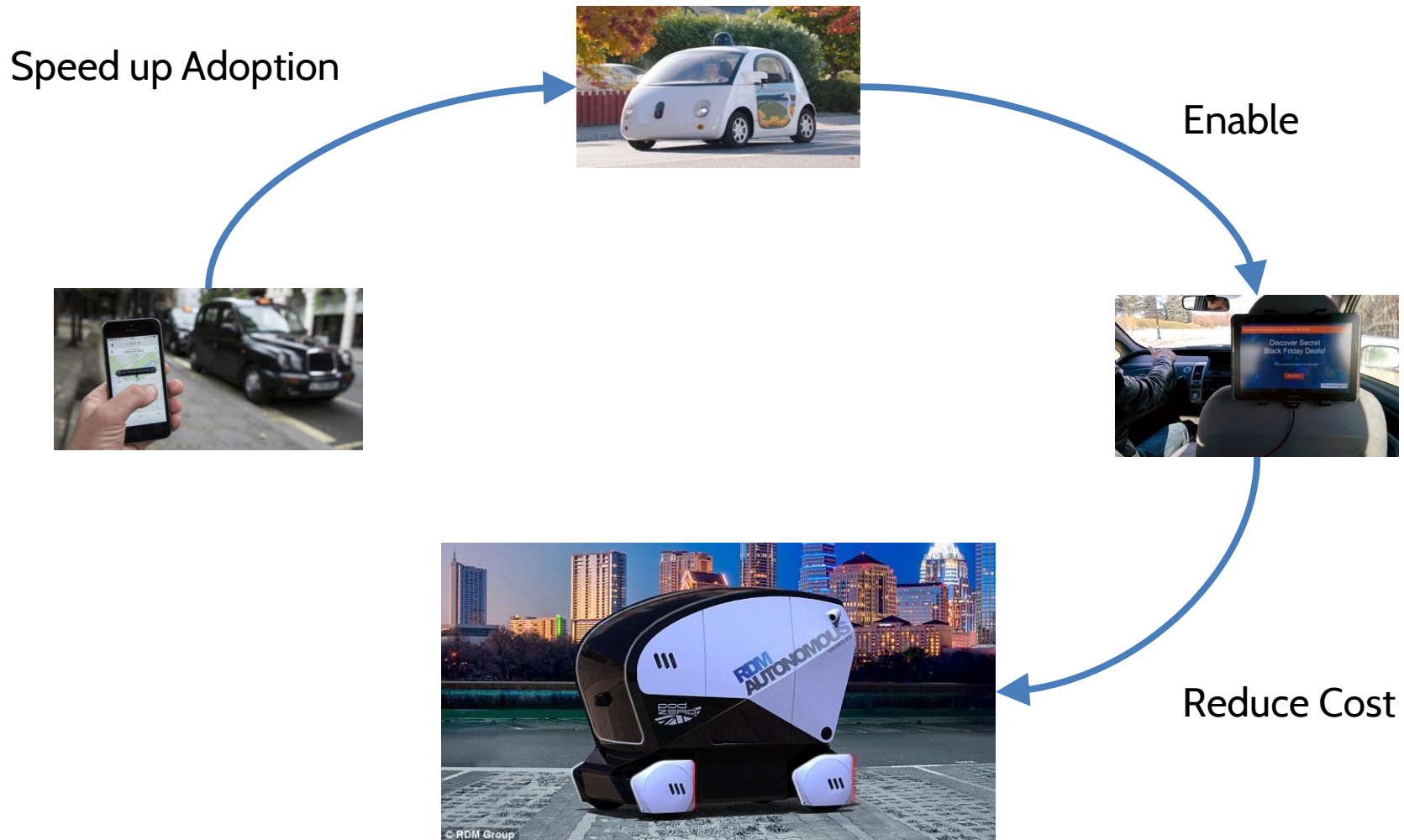
# Free Personal Transport Through Adverts !



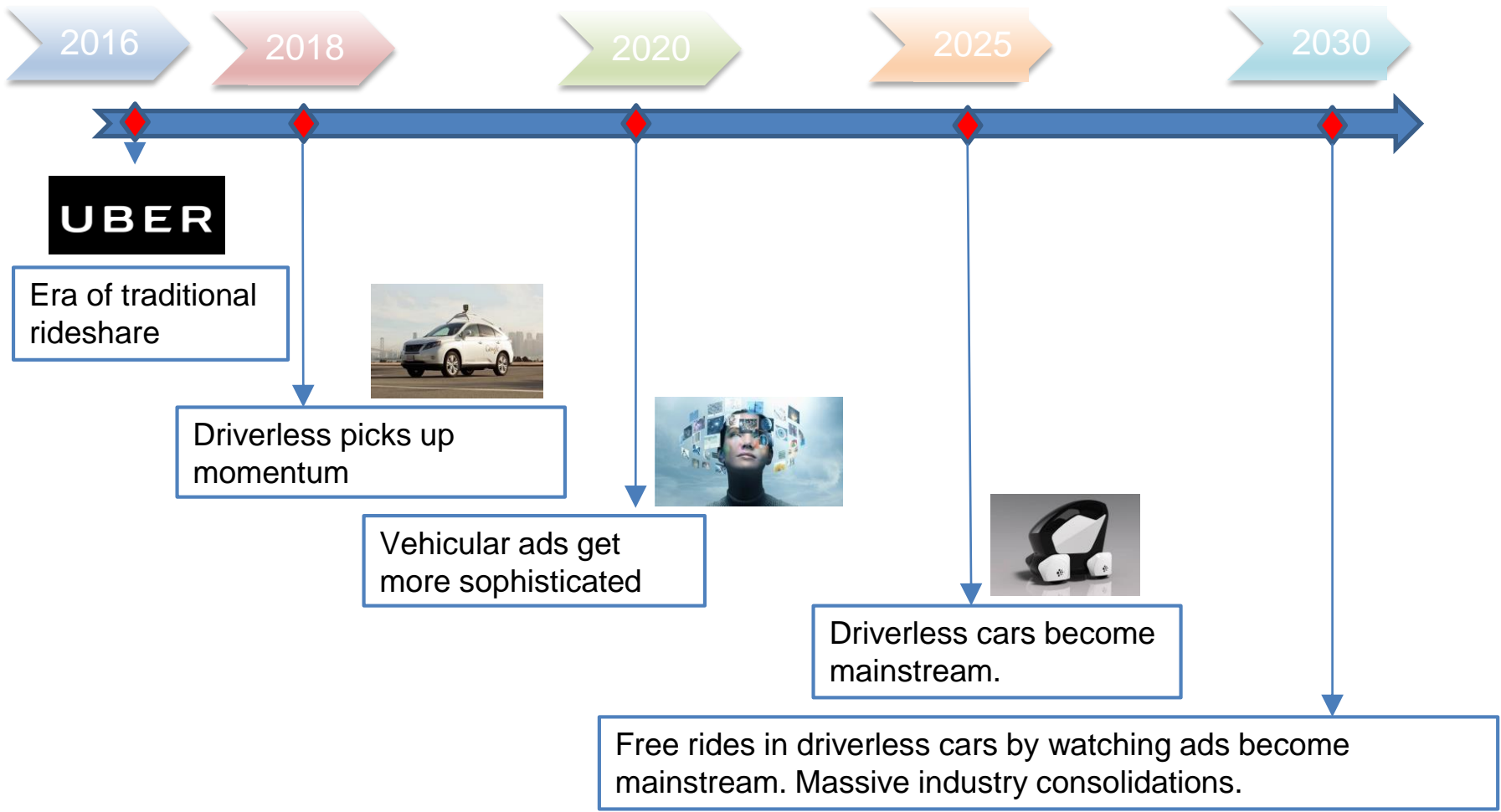
# Flow

- How do we get there ?
- When do we get there ?
- Who is there today? (Current Landscape)
- Why will this change? (Coming Disruptions)
- Caution Ahead! Legal/Regulatory Issues
- What can be done? Investment Strategy
- How do we assess? Ad Network Capability Score
- What's it Worth?
- How we take advantage? (Opportunity)

# How Do We Get There?



# When Do We Get There?



# Who Is There Today?

## Cars

Uber - #1 in traditional rideshare.



Tesla - #1 in Electric cars today.



## Ad networks

DoubleClick - internet ad serving services



Admob- Focused on mobile app advertising



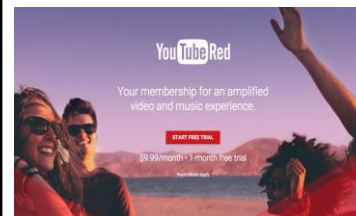
## Content partners

PANDORA

NETFLIX

Spotify

hulu



## Merchants / Agencies



WPP

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# Why This Will Change?

## Cars



- Competition
- Minimum cost wins
- No cab fare if watching ads

## Ad networks



- Poor ROI today
- Destination info, profile are wealth of personal info
- Advanced data analytic
- AR & VR technologies

## Content partners



- New market
- Suitable content for rideshare
- Dynamic ad insertion





# Caution Ahead !

## Patent Landscape

- Credit card processing for a vehicle fleets

- Overlay Ads on maps when creating route

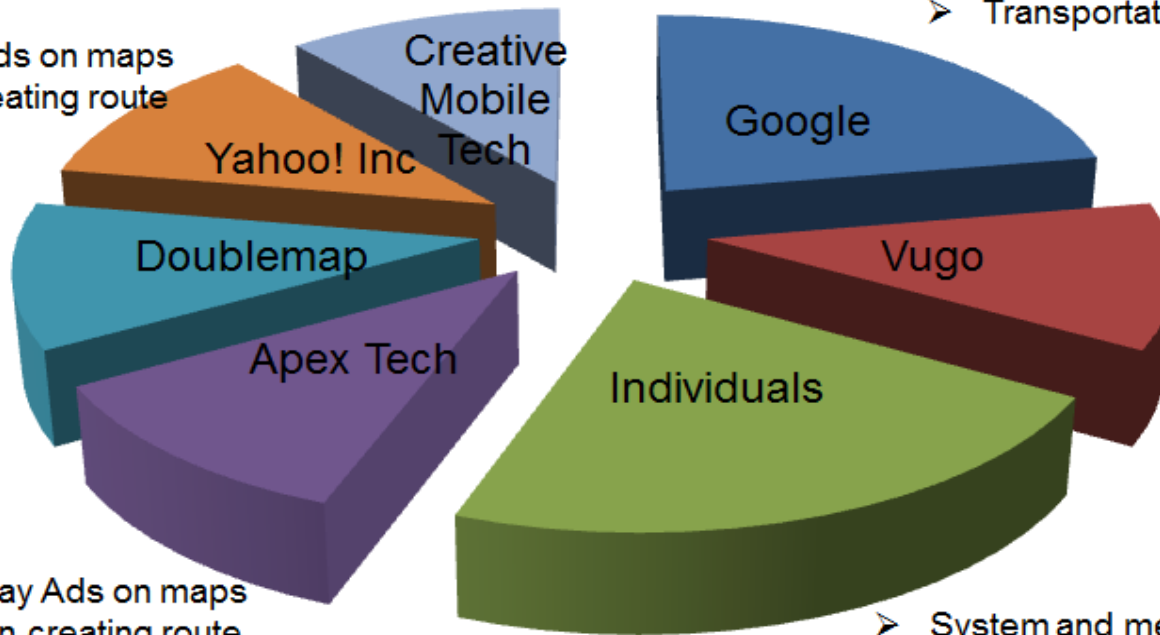
- Velocity-based content delivery
- Transportation-aware advertising

- Overlay Ads on maps

- Display ads based on TriplIntent

- Overlay Ads on maps when creating route

- System and methods for vehicle advertisement
- System and methods for targeted advertisement

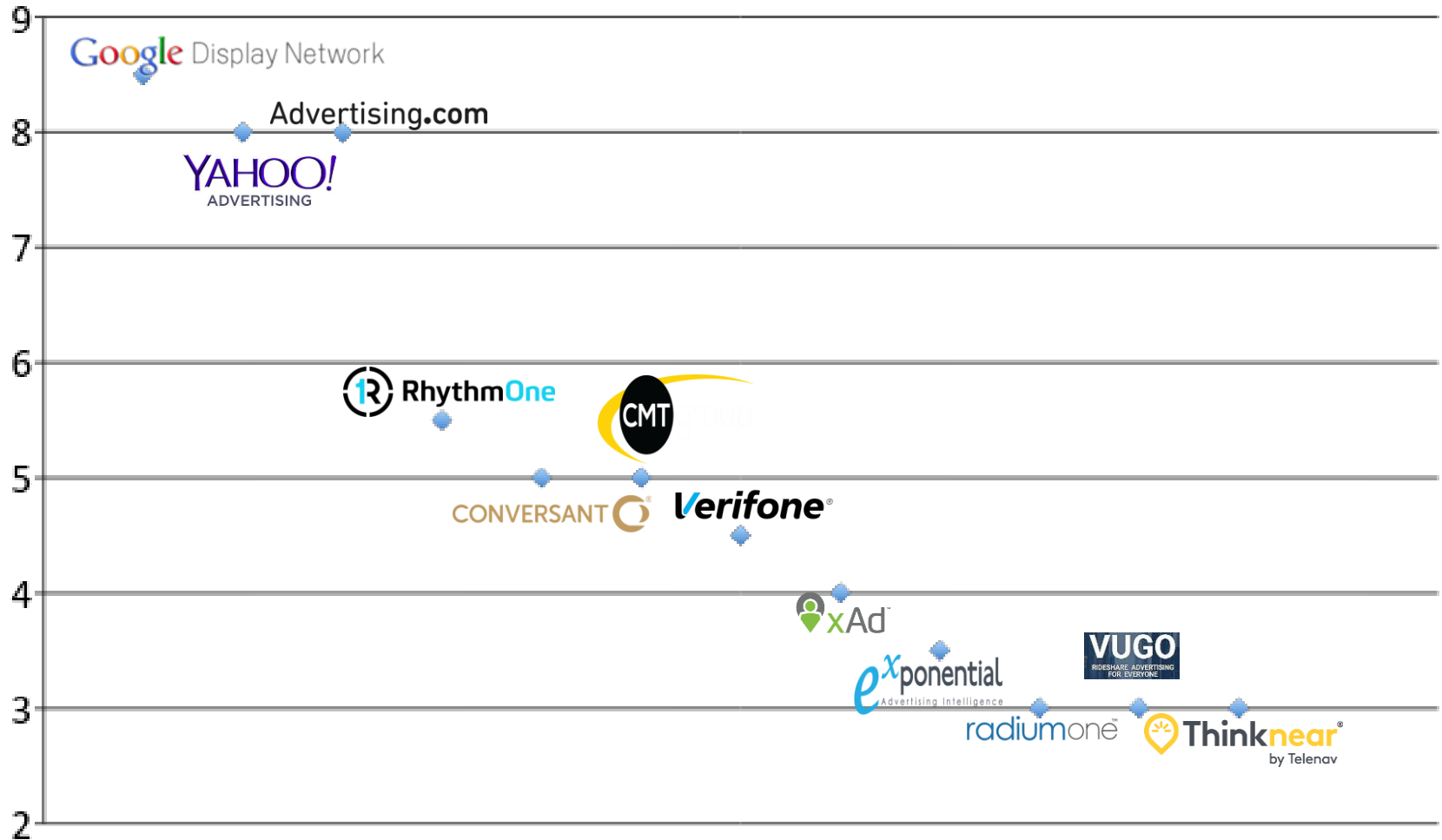




# What Can Be Done?

Company	Autonomous cars expertise?	Ad networks?	Streamable content – owned or partnered	Retail relations?	Mobile apps capability	AR/VR capability?	Investment or M&A experience ?
							
							
							
							
							

# How Do We Assess?

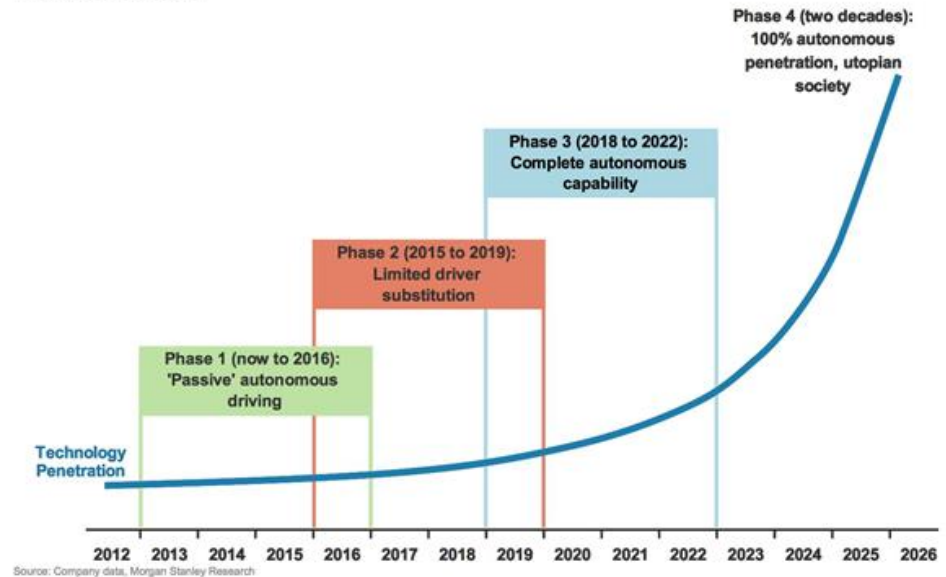


# What's It Worth?

- It's generally accepted that 2020 will be the time autonomous cars become a major force on the roads.
- Between 2018 and 2020 control of the in-car ad network will change.
- Mobile Ad Spend to top \$100B worldwide

**As such, its is expected that main driver between adverts as supplemental compensation to a main revenue stream within a P&L could occur in 2018.**

Timeline for Adoption



\* The total value of the global real-time mobile location-based advertising and marketing (LBA) market will grow from \$1.66 billion in 2013 at a compound annual growth rate (CAGR) of 54 percent to \$14.8 billion in 2018, according to a research report from the analyst firm Berg Insight.

<http://www.eweek.com/mobile/location-based-advertising-market-to-hit-nearly-15-billion-by-2018.html>

# How We Take Advantage



# Free Personal Transport Through Adverts !

