

# PTOLEMUS' Survey shows UBI is a local activity whose growth will come from outside the US and Western Europe

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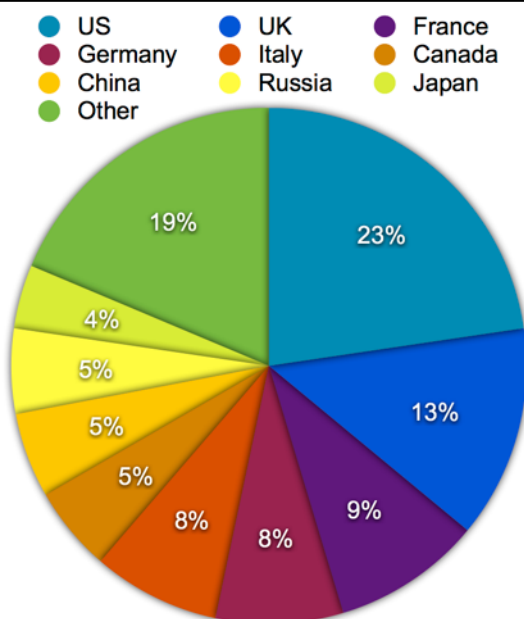
One year on from the release of the Usage-Based Insurance (UBI) Global Study, PTOLEMUS returns to Chicago to chair discussions on **UBI smartphone apps** and **Value Added Services** models and share information on the results of its free UBI report download.

The international event in Chicago this week is a reminder that PTOLEMUS launched the 2013 UBI Global study nearly a year ago and forms an opportunity to look back at the effect the most comprehensive UBI study has had on the demand and the interest for UBI solutions.

We analysed the report purchased and the latest **3,750 unique downloads** made by industry insiders to extract interesting trends on the global interest for UBI:

- Industry executives from no less than **97 countries** have downloaded the UBI report abstract, 20% of which came from the US, but
- **European countries** demonstrated the widest interest in UBI with over 40% of the total downloads and every single country in the continent is represented. More people from Canada or Germany recently downloaded the free study, reflecting accurately the booming state of the market in those countries.
- Looking at the future however, more than **13% of the downloads** came from a breadth of **70 countries** where UBI is not available yet!
- In terms of full study purchases, the global attraction of UBI is perfectly represented with investment first coming from the US and the UK but also from France, Germany, Canada, China, Russia, Japan and **14 other countries**. (see graph)
- When looking at regions, past the domination of Europe and the US, there was an equal investment ratio between **China, Russia, Middle East and Africa and North East Asia**.

Graph: Spread of the investment into UBI research globally (based on PTOLEMUS' UBI Global Study purchase)



- Unsurprisingly, insurance players and Telematics Services Providers (TSP) are the most active investor in the UBI research with 35 and 20% of the purchases respectively. However an equal share of 12,5% was taken by the hardware manufacturers and the **wireless operators** demonstrating the continuous interest in the UBI market by the connectivity providers.
- Lastly we noted that half of the companies investing in UBI research were focussed on their **local** (often national) **market**, an other 20% were regional players.

In the last 6 months, we also have seen some interesting trends appearing:

- **Failed trials:** there are now only 19 European countries with active trials or programmes in Europe. We know of at least 5 trials that were unsuccessful and ended in the last 6 months,
- **New trials:** at least 11 new programmes have started this year globally, a majority of those outside the United States and Western Europe.
- **Apps and OBD dongle solutions** continue to multiply with recent investment by large players even though the model remains to be proven. A topic that PTOLEMUS will discuss in details at the Chicago conference.

PTOLEMUS Consulting Group will chair 2 panels on the most hotly debated topics at the moment:

**Are UBI apps a way in or a deterrent?** Many see apps as the perfect tool to get started, access driver data and test the telematics offer but also as an optional stand-alone solution. In the session moderated by Frederic Bruneteau, Managing Director at PTOLEMUS, we will discuss:

The second key topic will cover the strategies and the realities of the oft-promised **Value Added Services (VAS) in Usage-based Insurance products**. VAS were expected to open the door to product differentiation, incentives and revenue generation. The session will discuss why they are yet to be widely integrated into UBI propositions...

For more updates on the market and any other questions you may have on how to start or change your UBI strategy, meet us in Chicago at [fbruneteau@ptolemus.com](mailto:fbruneteau@ptolemus.com) and/or contact us at [thomas@ptolemus.com](mailto:thomas@ptolemus.com)  
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## About PTOLEMUS

PTOLEMUS Consulting Group is the first strategy consulting firm entirely focused on telematics and location-based services. Run by Partners in Brussels, London, Paris, Milan, Vienna, Hamburg and Boston, PTOLEMUS assists leading insurers, car makers and service providers in defining and executing their telematics strategy.

PTOLEMUS also regularly assists insurance companies in their procurement strategies through identification, qualification and selection of telematics solutions.

PTOLEMUS is the author of the Usage-Based Insurance Global Study, an 800-page reference document published in November 2013, the [Insurance Telematics Supplier Ranking](#) and a [100-page UBI report](#) that can be downloaded freely.