



Connected
Living

MOBILE

THE ESSENTIAL ELEMENT OF **IoT**

Mobile World Congress 26 Feb, 27 Feb – 2 Mar

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GSMA Connected Living Programme

MOBILISING THE INTERNET OF THINGS – ENABLING GROWTH & OPPORTUNITY

CURRENT SITUATION

- IoT is developing rapidly but with significant market fragmentation.
- Operators need to add value beyond just connectivity.

MARKET GROWTH

IoT M2M Mobile
Connections

Forecast Growth

2016 2025

500m 5bn

Mobile & LPWA IoT Connections
Source: Machina Research, 2016

3 BILLION
60% ARE LPWA
CONNECTIONS*

MARKET OPPORTUNITY

Enable Operators to deliver the breadth of IoT solutions required and move up the value chain to achieve more of the full market potential.

\$1.7

TRILLION

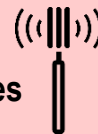
All income from IoT devices and related services in 2025

Source: Machina Research, 2017

More info - www.gsma.com/connectedliving

FOCUSED DELIVERY ON KEY MARKET ENABLERS

Mobile IoT to develop licensed LPWA opportunity and launches



Customer focused remote SIM provisioning



IoT Big Data harmonised data and APIs



Securing the IoT



Sustainable IoT regulatory & policy environment



Active industry engagement – Smart Cities, Automotive and Health





Mobile IoT: 3GPP standard technology for LPWA



Mobile IoT refers to 3GPP standardised secure operator managed IoT Networks, in particular low power wide area network

Choice of Technologies

LTE M

NB-IoT

EC-GSM-IoT

Key Features

Low Cost Module

Better Coverage

Long Battery Life

Low data needs

2-ways
communication

Key Benefits

3GPP Standards

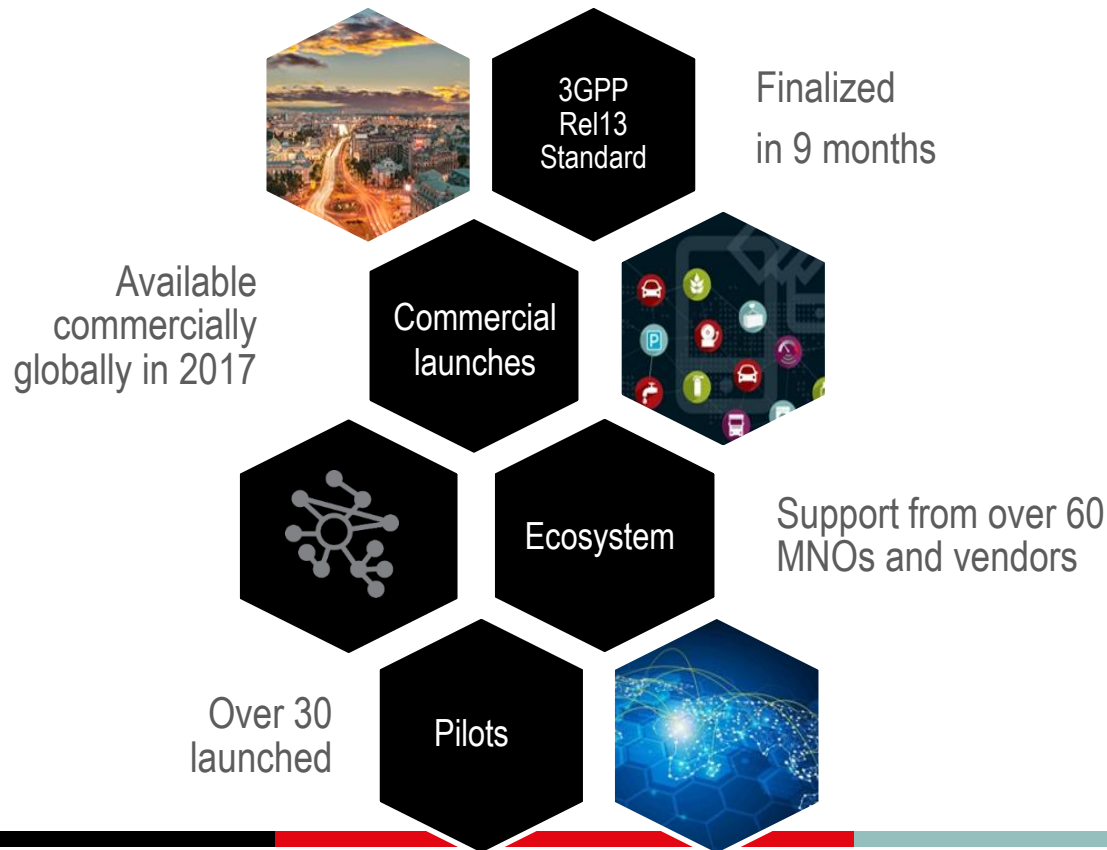
Global Coverage

Secure

Scalable



Mobile IoT Technologies: Ready to Launch





First Mobile IoT Showcase Winners

Supported by 10 major operators and vendors

Attracted 25 entries

NB-IoT Showcase Winner:

Veolia

Smart Waste Management



Bin sensors



LTE-M Showcase Winner:

RM2

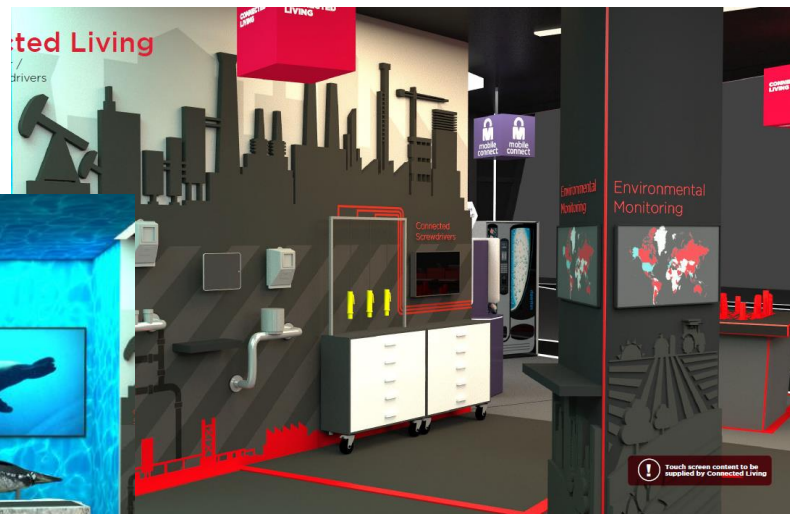
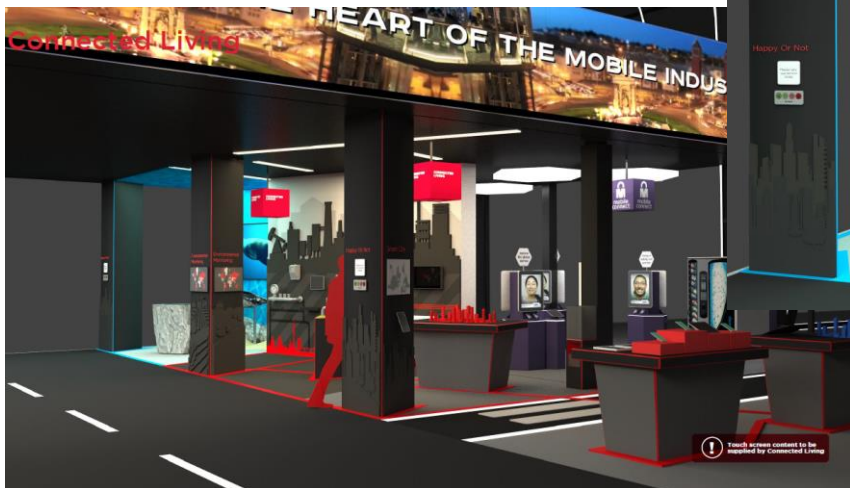
Smart Pallet





Innovation City: Explore and Connect in Hall 4

Fira Gran Via, Hall 4
20 IoT demos
12 MIoT demos
MIoT dev kits display





New GSMA Mobile IoT Ready to Launch Report



Mobile IoT Ready to Launch Report

- ✓ MIoT Pilots launched in the past 12 months
- ✓ Profiles of 13 operators piloting MIoT
- ✓ Multiple case studies



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Thank you



 <http://www.gsma.com/connectedliving/>