



# GSMA: Driving Innovation in Connected Living:

## The US flags the future of M2M



The GSMA Connected Living programme is an initiative to help operators add value and accelerate the delivery of new connected devices and services in the M2M market. This is to be achieved by industry collaboration, appropriate regulation, optimising networks as well as developing key enablers to support the growth of M2M in the immediate future and the IoT in the longer term



Machine-to-machine (M2M) connections accounted for 2.8% of all global mobile connections, or 189 million, at the end of 2013, according to GSMA Intelligence.

# 35 million

The US had 35 million Machine-to-Machine (M2M) connections or 19% of all global connections and is expected to reach 41 million this year according to GSMA Intelligence.



M2M represents one in ten of all mobile connections in the US compared with one in twenty in Europe and Oceania and one in a hundred in Africa.

US telcos are forming both strategic alliances and tactical partnerships with industry specialists as they seek to address the specific needs of various vertical sectors.



The US market has huge potential for growth in many different sectors of the economy particularly in the automotive, utilities, and energy sectors.



Automotive is the largest addressable market for future M2M growth. There are 250 million cars currently on US roads and 15.9 million either registered or purchased in 2013 according to the OICA.



Consumer demand for in-car connectivity to monitor such activities as fuel consumption, safety, real time news, maintenance and even pay-as-you-drive insurance subscriptions are growing apace.



# 43 million

smart meters: By the end of 2012, the 533 electric utilities in the US had installed more than 43 million smart meters of which 89% were in residential properties.



# 3.3 million

Fleet Management: the number of fleet management systems deployed in commercial vehicle fleets in North America will reach 6.8 million by 2017, up from 3.3 million at the end of 2012.



# 2.3 million

Connected Homes: There were approximately 2.3 million smart home installations in North America in 2013, a 66% increase year-on-year, according to research firm Berg Insight, which has forecast that there will be 12.8 million smart home installations in North America per year by 2017.



To fulfil its potential, experts say the M2M market in the US will need to overcome a number of significant challenges in terms of standardization, regulation and interoperability. There is considerable technology fragmentation, limiting economies of scale and the rate of growth of M2M connections.