



What is the Internet of Things (IoT)?

- **GSMA definition:** The Internet of Things describes the coordination of multiple machines, devices and appliances connected to the Internet through multiple networks.
- **Devices in IoT:** Vast array of devices covering many vertical industries; smartphones, tablets and *consumer electronics*, and others including vehicles, monitors and sensors equipped **with M2M communications** that allow them to send and receive data.
- **Growing number of connections:** IoT sees innovative new business models create value by connecting existing and new “Things” together to create new business processes and efficiencies including data analytics.



‘Anything that will benefit from being connected will be connected’
Networked Society 2012



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 Connections
Forecast Growth

2015	2020
6bn	15bn

Source: Machina Research, 2016

MARKET OPPORTUNITY

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

\$1.1

TRILLION

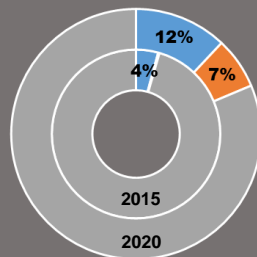
Total addressable IoT market for Mobile Operators in 2020

Source: Machina Research, 2016

More info - www.gsma.com/connectedliving

IoT M2M Connections

as percentage of mobile connections



By 2020 nearly 20% of mobile connections will be cellular or LPWA = 1.8 billion

FOCUSED DELIVERY ON KEY MARKET ENABLERS

Mobile IoT to develop licensed LPWA opportunity and pilots



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

