



Connected Living

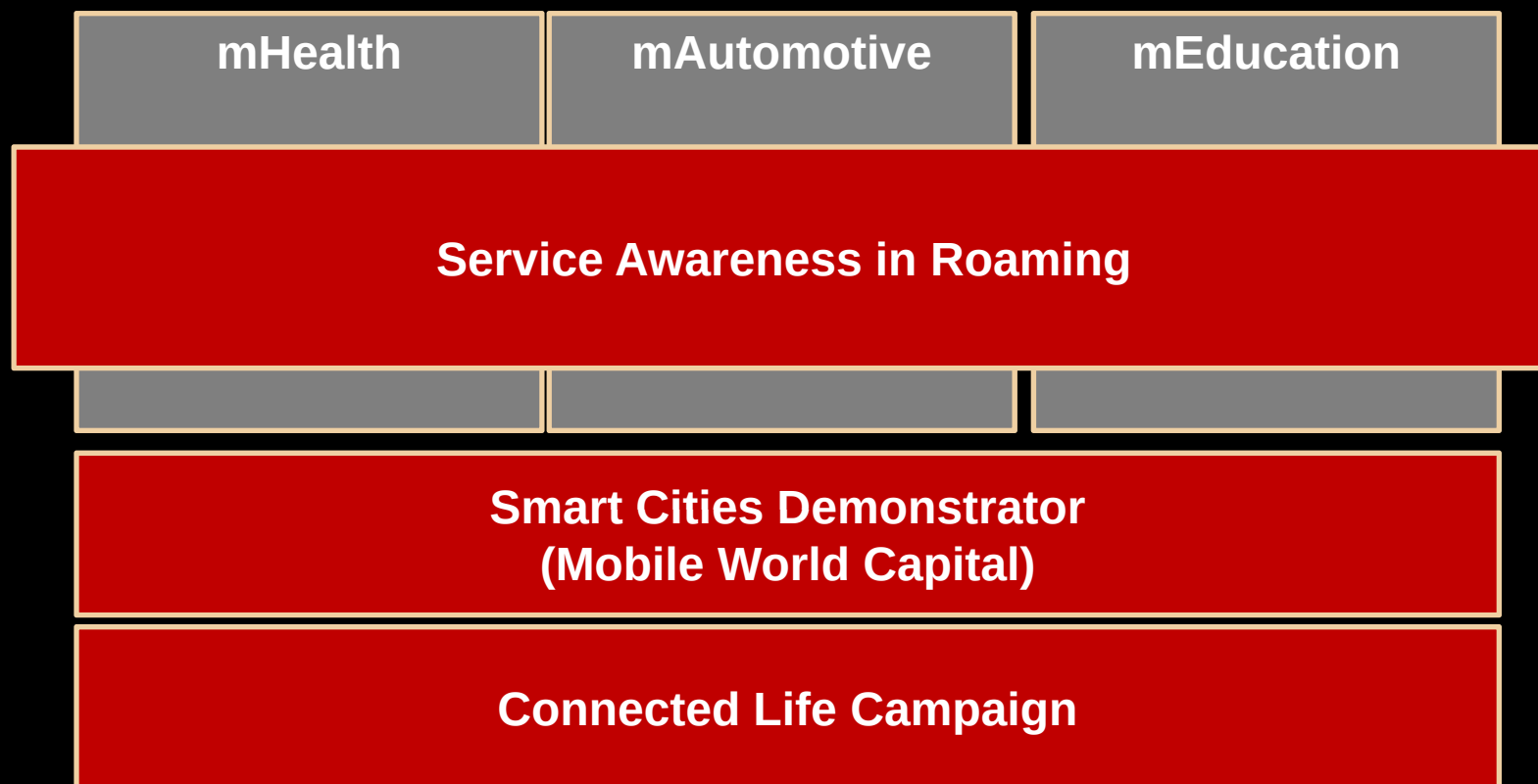


Connected Living

The next wave of mobile devices

Ton Brand, Programme Director Connected Living Programme

Connected Living Programme structure



Programme Objectives



Accelerate the development of Connected Living services in agreed adjacent vertical markets

Stimulate trials, launches and demonstrations in Automotive Education and Health vertical markets

Stimulate operators to challenge the existing service awareness and roaming model to reflect vertical market requirements

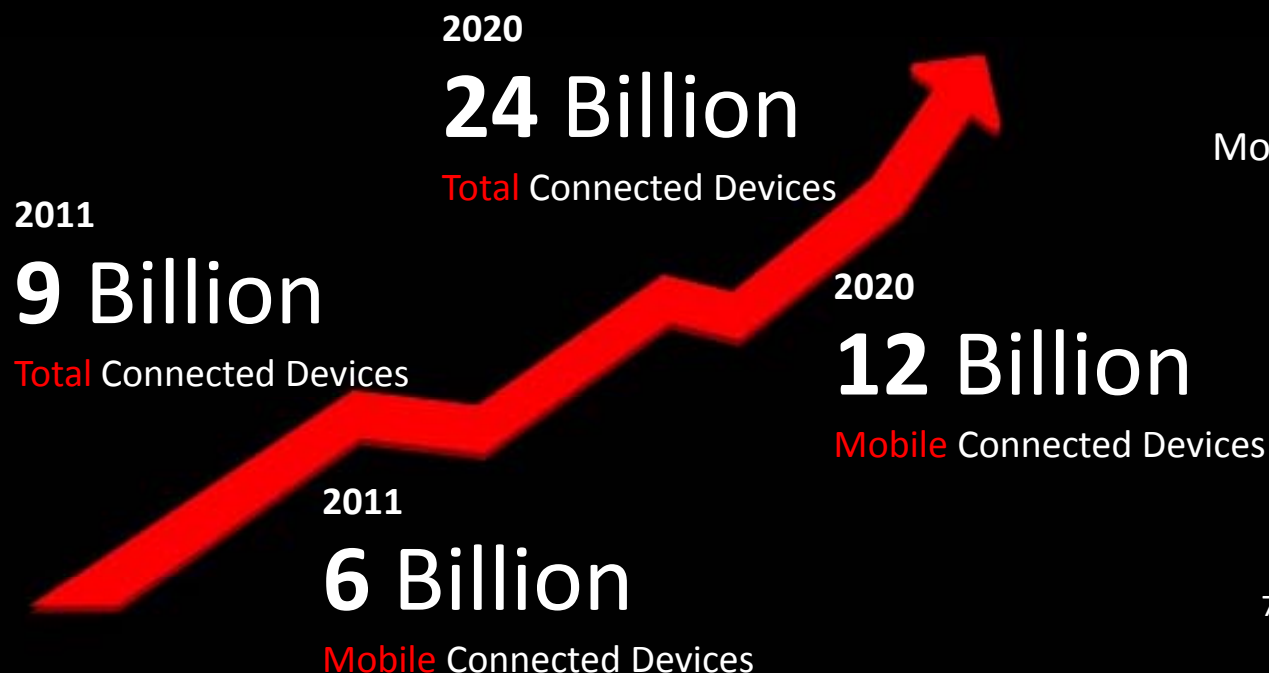
Collect and publish market analysis and statistics on the global adoption of Connected Living

Stimulate cross industry collaboration

Global Revenues & Impact of the Connected Life



The Connected Life by 2020

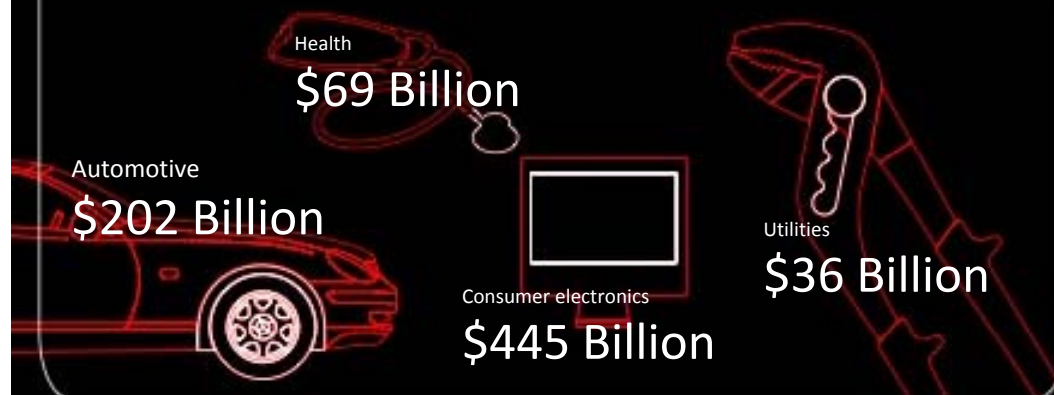


Revenue Opportunity For
Mobile Network Operators in 2020

\$1.2
Trillion

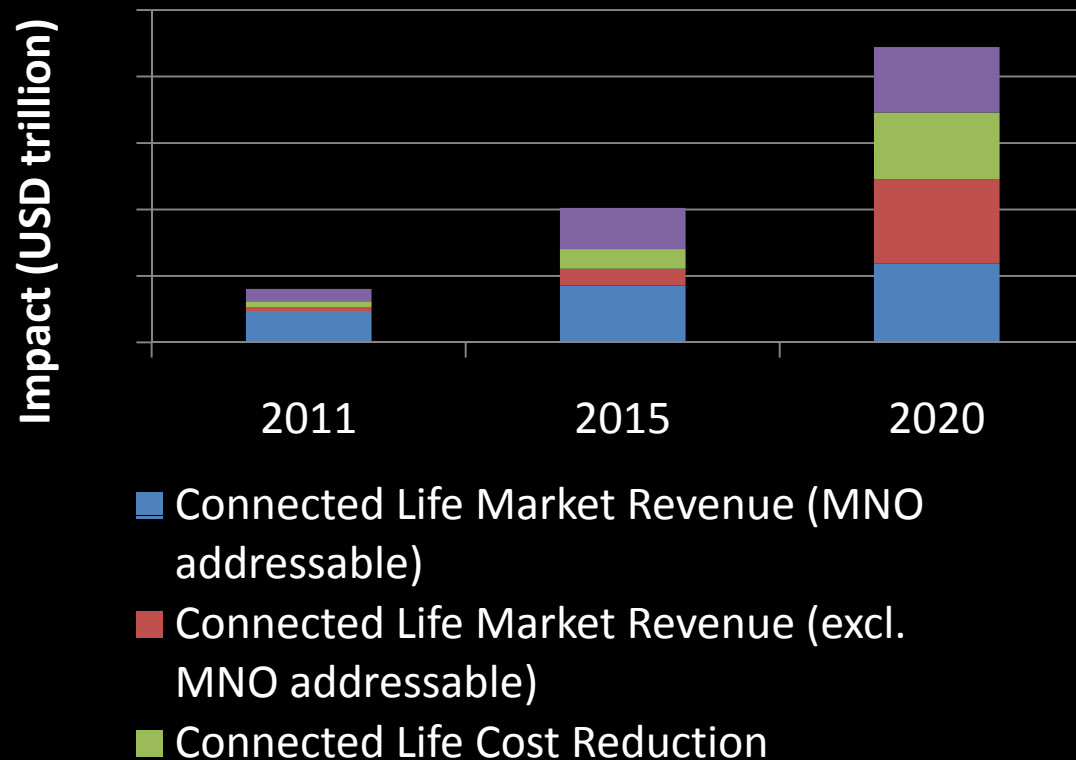
7x increase on 2011 expected revenues

Revenue opportunity for connected devices in vertical sectors



CREATING OPPORTUNITIES THROUGH CROSS-INDUSTRY COLLABORATION

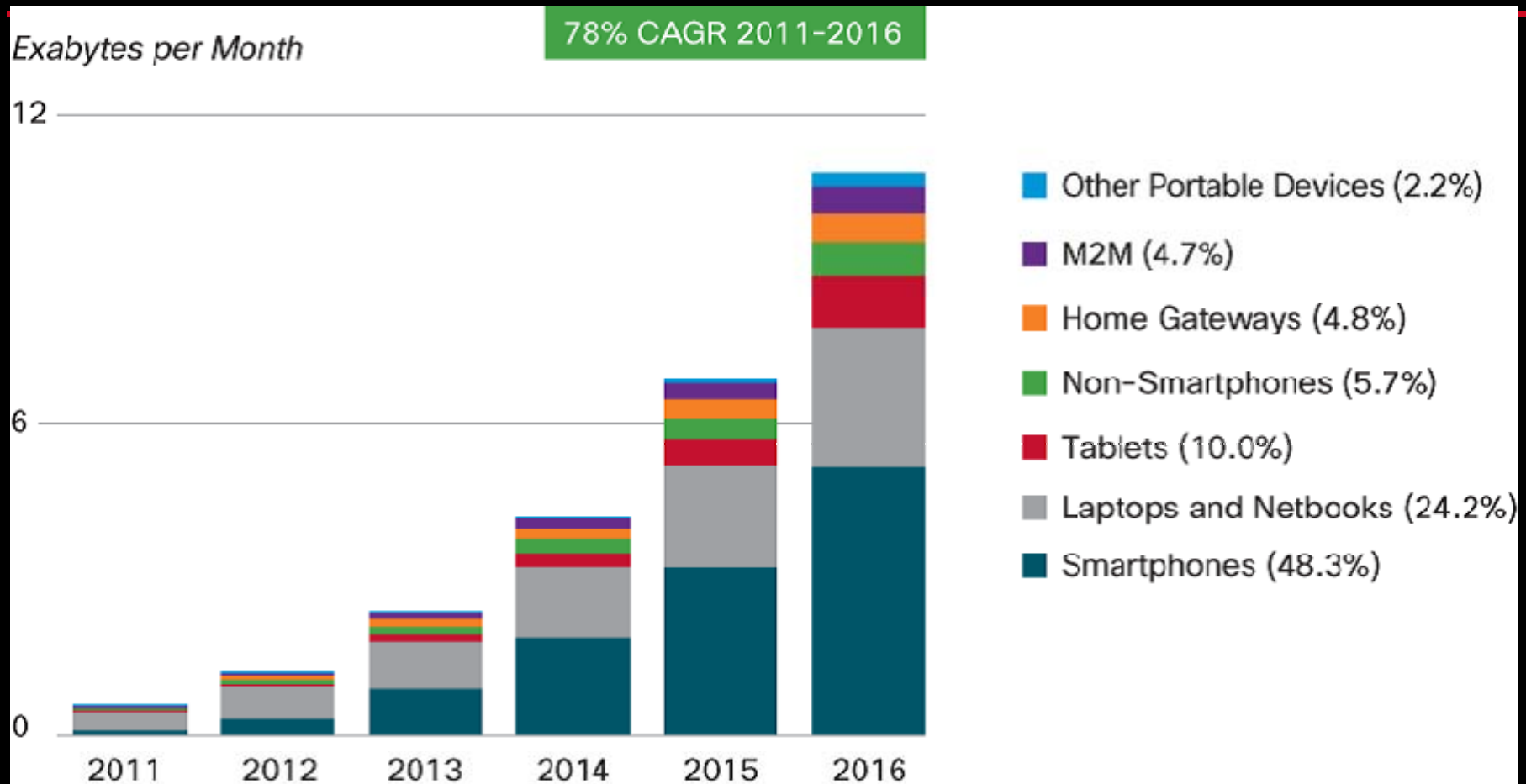
Connected Life: a USD4.5 trillion global impact



- Connected Life Market Revenue will be **USD2.5 trillion** in 2020
- Connected Life Cost Reduction & Service Improvements is calculated at **USD2 trillion** in 2020

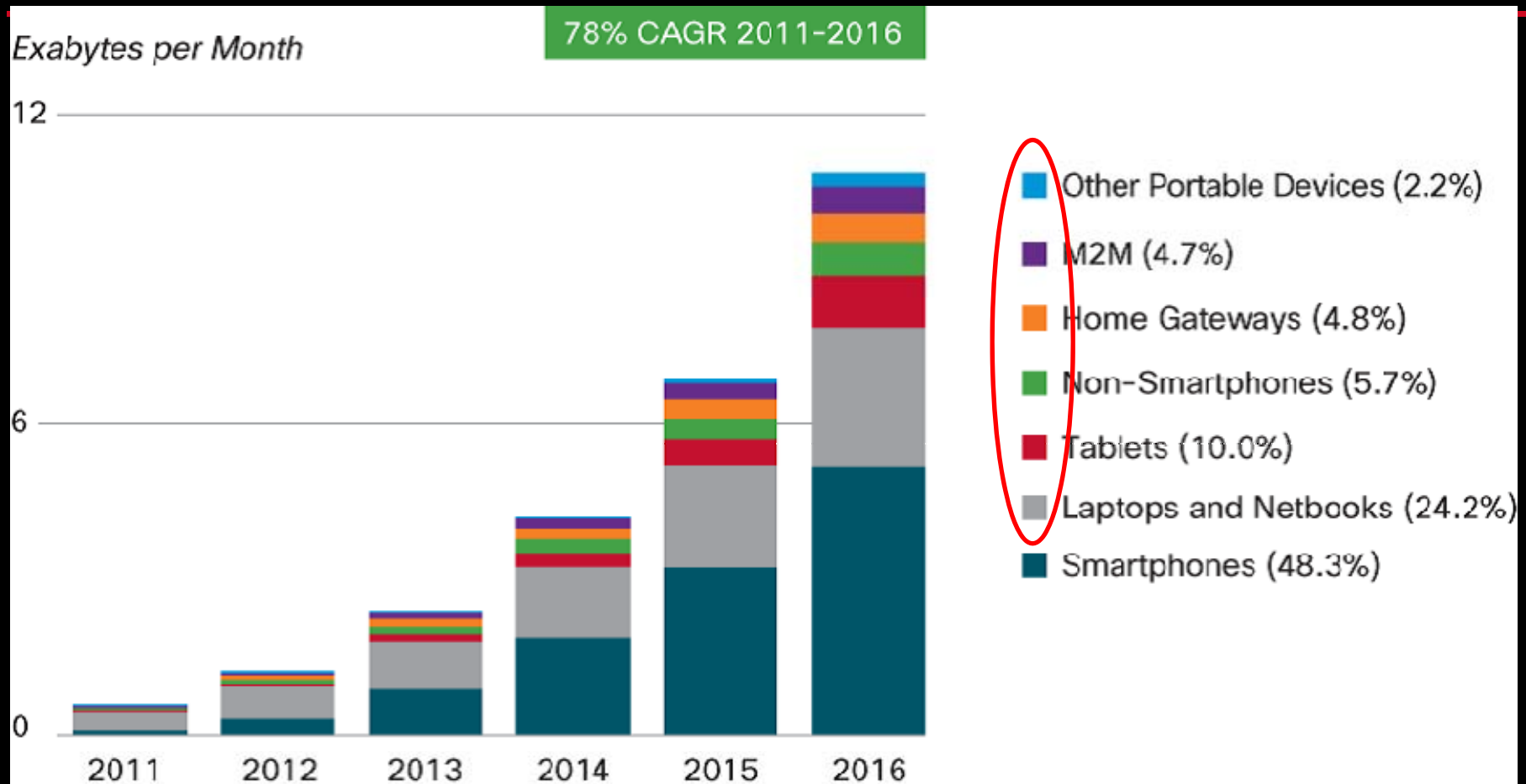
Machina Research

Growth in numbers and usage....



Figures in legend refer to traffic share in 2016.
Source: Cisco VNI Mobile, 2012

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Connected
Living

Thank you for your attention!

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www.gsma.com/connectedliving