IoT Viewpoint Service

Part of the IoT Technologies & Verticals Service Area Package
A broad yet insightful view of the IoT market, providing high-level data on revenues from IoT hardware, software and services. This is complimented by strategic analysis on key IoT verticals and the enabling technologies –such as AI, Edge, Blockchain & 5G –that will drive innovation in the IoT market in upcoming years.

> " Transformative technologies such as 5G and AI will alter the status quo in
> IoT and allow the market to develop a range of more impactful
> applications that will change society and business operations alike. "
>
> **Josh Builta**
> IoT Director

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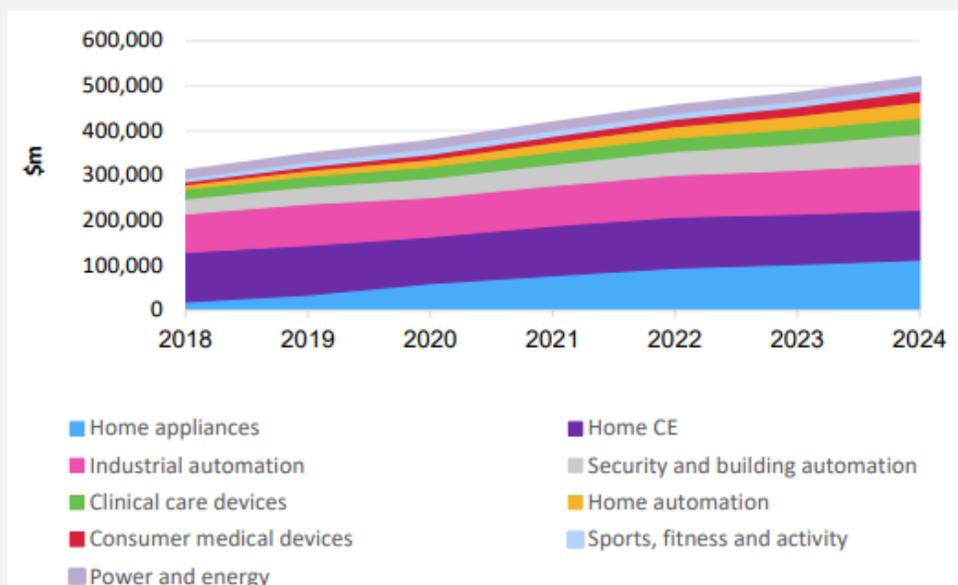*Part of the IoT Technologies & Verticals Service Area Package*

HOW OMDIA HELPS YOU

- Analysis and forecasts for IoT revenue segmented by type, major region & vertical

- Focused reports on key IoT vertical markets with analysis of the ecosystem, drivers, barriers and opportunities for differentiation

- Up-to-date databases on smart city projects across the globe, with application, partners and funding detail

KEY QUESTIONS ADDRESSED

- What is the total market for IoT revenues, segmented by devices, software, and services?

- How are key transformative technologies including AI, blockchain, and 5G enabling monetization of IoT deployments?

- What are key advantages (and drawbacks) of processing at the edge and what IoT applications are driving this trend?

- What are the key opportunities for hardware vendors and service providers in industrial IoT, smart home, and smart cities markets?

Global IoT device revenue by applications, 2018-2024

Legend:
- Home appliances
- Home CE
- Industrial automation
- Security and building automation
- Clinical care devices
- Home automation
- Consumer medical devices
- Sports, fitness and activity
- Power and energy

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IoT Viewpoint: Our Expert Analysts

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IoT Viewpoint: Deliverables

MARKET TRACKERS

- IoT Devices, Software & Services TAM
- Smart Cities Project Database

ANALYST INSIGHTS
—Ongoing—

Analyst commentary on market shifts, technology and regional developments, vendors, events, and more.

ANALYST ACCESS
—Ongoing—

For prompt responses to urgent and unique questions.

REPORTS & SURVEYS
—2020 Editions—

- 5G Use Cases in IoT
- Blockchain in IoT
- Connected & Autonomous Cars: IoT Market Landscape
- Edge in IoT
- Industrial IoT: IoT Market Landscape
- IoT Devices Status of the Market
- IoT Enterprise Survey – Summary Report
- IoT Impact of COVID-19
- IoT Platforms Omdia Universe
- IoT Trends to Watch
- Smart City Profiles (ongoing)
- Smart City Survey
- Smart Home Market Brief

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IoT Viewpoint: Reports and Analysis

5G Top 10 IoT Use Cases
An evaluation of more than thirty 5G IoT use cases and a nomination of Omdia's top 10. Recommendations to service providers and their technology partners and has case studies for each of the top-10 5G IoT use cases is also provided.

Blockchain's Role in IoT
Analysis of blockchain benefits & challenges, potential blockchain use cases and current projects combining IoT and blockchain.

Edge and IoT
An assessment of the challenges that face organizations seeking to deploy and manage massive IoT edge devices and extract useful data from them: these include coverage/availability, battery life, security, unpredictable costs and complexity. The report also covers how artificial intelligence and machine learning will play an increasingly important role at the edge.

COVID-19 Market Impact on IoT
This report discusses the impact of COVID-19 on the IoT market, including impact on different industry sectors; recommended strategies for IoT services and solutions providers; and examples of responses from IoT ecosystem players.

IoT Status of the Market
This report addresses many topics facing the growing IoT market including: growth driver and inhibitors to IoT adoption; the growing role of 5G and AI for IoT devices; IoT connectivity landscape in 2023; 5G's capabilities, and simplifying the IoT, which will continue to be a key trend.

IoT Enterprise Survey
Ovum's IoT Enterprise Survey 2019/20 provides insights from 1,746 enterprises in 15 countries – Australia, Brazil, China, France, Germany, Italy, Japan, Malaysia, Saudi Arabia, South Africa, South Korea, Spain, Taiwan, the UK, and the US. Participants were enterprises that are currently deploying or contracted to deploy IoT.

Industrial IoT Market Landscape
An overview of the market and the value chain for Industrial IoT (IIoT), highlighting the business and technology trends that are driving the growth of the sector.

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IoT Viewpoint: Reports and Analysis

Smart City Profiles (ongoing)
A series of reports on major cities involved in smart city deployments, providing an overview of the socio-economic situation, strategic risks and investigation into specific smart city initiatives underway or previously implemented.

Smart Home Market Brief
An overview of the market and the value chain for smart home IoT, highlighting the business and technology trends that are driving the growth of the sector.

Smart Cities Survey
This product summarizes the results of recent surveys conducted to measure the focus, structure and challenges facing the implementation of Smart City projects around the globe.

Trends to Watch - IoT
A discussion of Omdia's expectations for 2021 trends in several key areas impacting the IoT market including technology evolution, drivers and barriers, and vertical markets.

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Related Content: IoT Technologies & Verticals Service Area Coverage

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Service Area Package: **IoT Technologies & Verticals**

- IoT Devices & Components Intelligence Service
- IoT Services & Platforms Intelligence Service
- Smart Buildings Intelligence Service
- Smart Home Intelligence Service
- IoT Cybersecurity Intelligence Service
- Smart Utility Meters Intelligence Service
- Industrial IoT Viewpoint Service
- **IoT Viewpoint Service**

About Omdia's IoT Technologies & Verticals Research

Omdia's IoT research portfolio provides a rich collection of forecasts, survey data, competitive analysis and qualitative insights into the trends impacting the growth of IoT worldwide. The team's coverage examines all aspects of the vast IoT universe, to include components and devices, connectivity technologies, service provider strategies, software and platforms, as well as the drivers and barriers shaping vertical market adoption.

This research is provided by a respected team of analysts with nearly 90 years of collective experience working in, or covering, IoT and Telecoms markets. Our analysts are always available to answer your questions about our research or simply provide perspective on the latest developments in the IoT market. Furthermore, the IoT team is reinforced by 100+ Omdia analyst colleagues covering related vertical markets or technologies. This unique collection of talent ensures Omdia can answer all your IoT related questions and help drive your company on path to success.

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