



THE IoT LANDSCAPE

The next decade of the
Internet of Things



As it stands, there are
13.3 billion IoT-connected
devices in the world.

We're looking at an increase of over 2 billion every year from now, which would put the number over 33 billion by 2032. That's a lot of 'things' to connect and a lot of data to pass between them.

Here's your **guide to the IoT landscape** over the next decade...



TRANSPORT



Global investment in self-driving cars has well exceeded

\$200 billion.

The more 'autonomous' vehicles there are on the road, the more IoT devices are communicating at speed (in all senses of the word).



IoT technology could **track and report** the performance and conditions of train tracks, aircraft parts, and road surfaces.

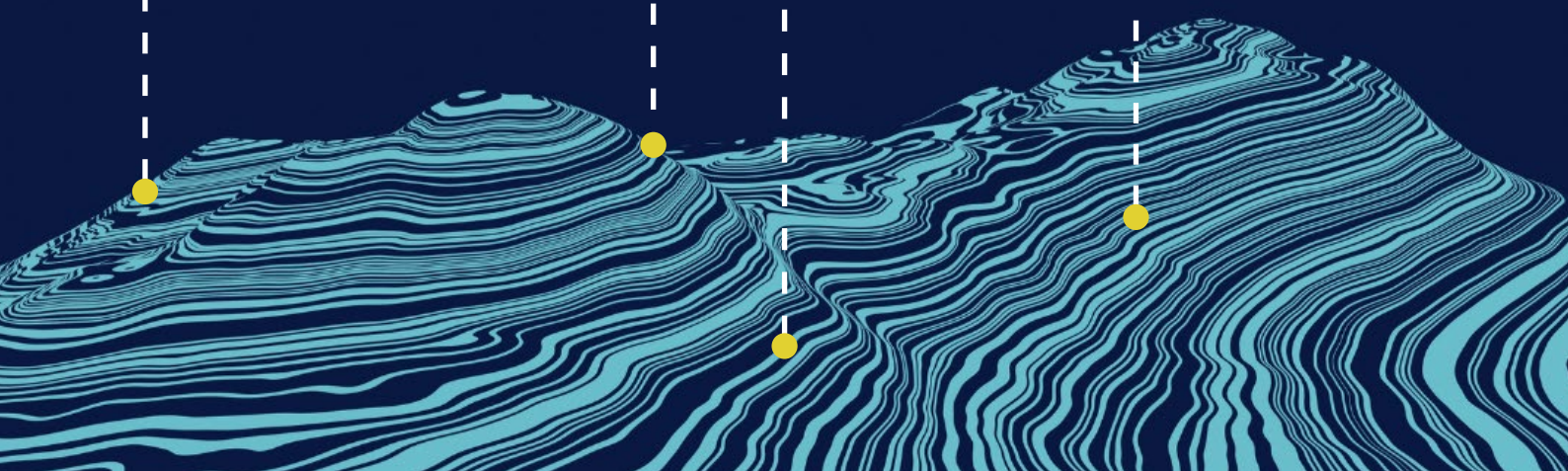


Transport IoT is expected to be worth

\$500 billion



Connected trains, buses, and trams can provide more detailed, accurate and timely service and journey information to passengers.





HEALTHCARE

86%

of healthcare organisations were already using IoT devices by 2019.

Preventative medicine will be armed with a wealth of long-term data to reveal trends and warning signs.

The IoT healthcare market is expected to be worth the best part of a **trillion dollars by 2032.**

Wearable devices could report real-time health data to healthcare professionals, enabling swifter and more precise interventions.

Smart drug dispensers could provide timely, safely tailored doses based on health data from patients' devices.



SPORT & LEISURE



A glimpse of things to come: In 2021, midfielder Kevin de Bruyne negotiated an over **30% pay rise** from Manchester City **by presenting performance data projections**. Successes like that will only increase the demand for precise and rich analysis from players, coaches, and team owners in all sports.



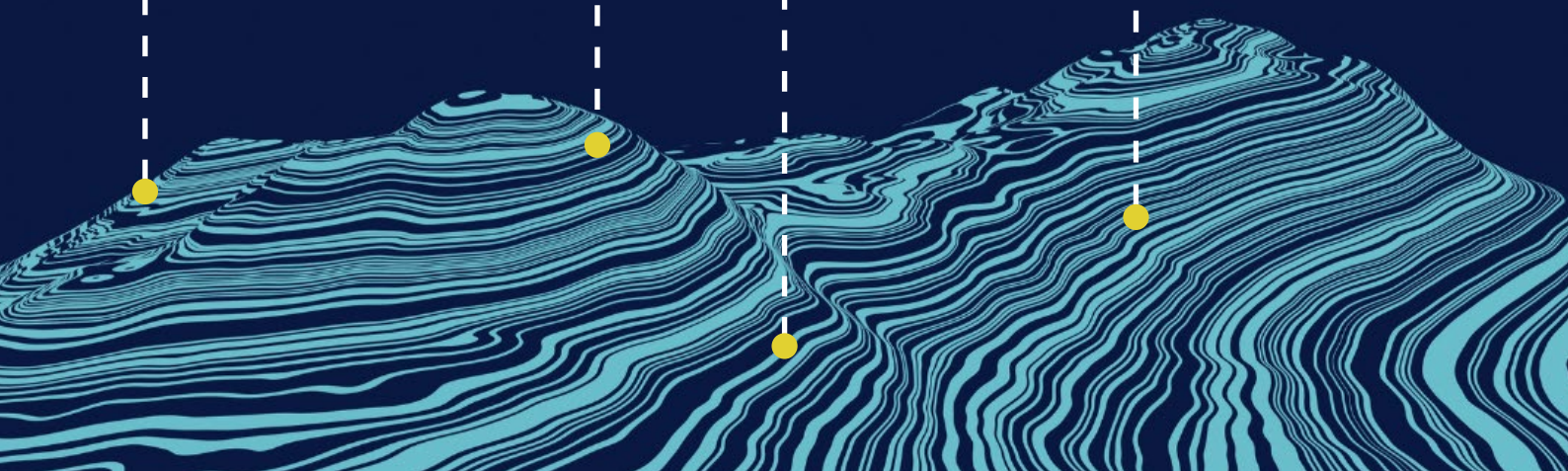
Fan engagement will enjoy new dimensions. Even as far as 'smart clothes' that give haptic feedback based on in-play events.



Ordering food and drink will be easier for fans, **leading to increased revenue**.



Coaches will have access to player and team data throughout training and competition.





OPPORTUNITIES



Proactivity will be key. Don't wait for demand – create it. By driving innovation in IoT tech, **a telco will automatically claim market share.**



By 2025,

there will likely be about **73.1 Zettabytes (73.1 trillion gigabytes) of data** generated by IoT devices. There's a huge and growing territory to claim for telcos that can provide the best experiences and connections.



With **20x speeds of 4G, 5G** will take IoT adoption to critical mass. Where will 6G take it?



CHALLENGES



Security:

Smart watches, roads, vehicles, trains, health devices... there's a lot of new surface area for cyber attacks, and society will become increasingly dependent on interdependent devices, where disruption could be devastating.



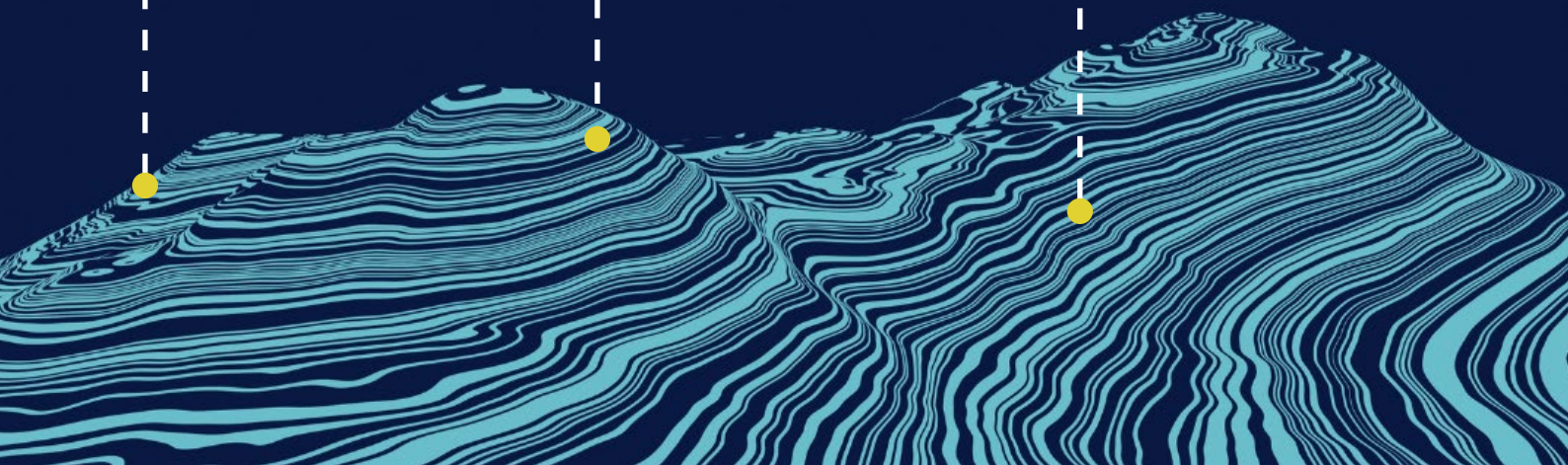
Privacy:

With so much information gathered and monitored, mass adoption will require consumer confidence that their rights and their privacy are safe.



Energy:

Supporting and processing all of that data will demand huge energy capacity. Not only will that be expensive, it will but it will also come under governmental and media scrutiny.





How to seize the **IoT** opportunity

Telcos need to fill their company with leaders and experts with commercial vision, creativity, and technical aptitude. It will come as no surprise that this talent is rare and in constant, insatiable demand. To secure it, you need a partner with a wide network and deep telco heritage – **contact RPI today.**

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