M2M/IoT in the Nordic Market

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PACE OF CHANGE

1 billion connected places
50 billion connected things

Billions

PLACES

THINGS

1900 1990 2000 2010 2020
BY 2018...

- 850 M PCs and tablets
- 3.3 BN Smartphone subscriptions
- 6.5 BN Mobile broadband subscriptions
- 9.3 BN Mobile subscriptions
The Nordic market is growing by 30% year-on-year, twice as fast as the global market.

“In 2017, 45% of Nordic vehicles will be connected enabling safer, greener, more reliable and improved driver experience.”

“30% year-on-year, twice as fast as the global market...and much more to come!”

“In 2017, 21 million connected things in homes and offices providing up to 30 percent energy savings.”

“When patients get remotely connected, a potential to reduce 50 percent of hospital nights and re-hospitalization of certain patient groups.”

Global M2M Services
The number of Connected Things\(^1\) has already surpassed the total population and is estimated to reach 2.6 things per people in 2017.

- **Connected Vehicle** includes machines that transport passengers or cargo, e.g. e-call, fleet management.
- **Connected People** includes humans, human tissue and/or animals, e.g. tracking of people’s geographical positions, measurement of biomarkers.
- **Connected Consumer Gadget** includes electronic equipment intended for entertainment, communications and/or leisure, e.g. cameras, TVs, white goods.
- **Connected Money** includes devices for payment and related services, e.g. vending machines, point-of-sale.
- **Connected Building** includes physical structures used as homes, offices or a public facilities.
- **Connected Industrial Process** is defined as part of a larger commercial process or procedure, e.g. manufacturing equipment.
- **Connected Infrastructure** includes physical objects optimized for public needs or regulatory demands, e.g. Smart grid, Smart meters.
The **Connected Building** segment is estimated to grow by 13%, reaching a market size of EUR1050 million in 2017.

**Key benefits:** Support up to 30 percent energy savings in homes and offices and provide increased convenience and security to home owners and commercial developers.
A CONNECTED WORLD IS JUST THE BEGINNING

"When one person connects, their world changes.

With everything connected, our world changes.”
Thank you!