



Mobile Market Development

Consumer IoT Service Opportunities Update for MNOs

Program: Maximising Wireless Profit

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Description: The range of Consumer IoT (CIoT) devices and applications is increasing and consumers are beginning to perceive real benefits from IoT adoption. Market forecasts expect the pace of CIoT adoption to increase. While there are currently few CIoT use cases that demand cellular connectivity, developments including LPWAN network rollouts and embedded SIMs are broadening its application areas. CIoT represents a growth area for connectivity, as well as a potential source of new revenue streams for operators that increase their role in the value chain (e.g. providing IoT services). This report looks at how the CIoT market has developed over the last year and how operators are responding in order to identify recommendations for operators that are developing their CIoT approach.