

# The Internet of Things: Business Models & Opportunities 3Q 2014

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## Abstracts

There is significant interest among OEMs of connected home controls and appliances in how to monetize connectivity. OEMs study revenue opportunities from in-app advertising, sales or upgrades, lead generation, and commissions on complementary product sales. This report examines new and reinvigorated business models for these markets as well as how OEMs and developers can take advantage of new revenue opportunities. It also provides business model details and case studies.

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