

IoT Data: Securing the Connected Home

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Abstracts

The growing number of connected devices in consumers' lives can be immensely valuable, both in creating personalized user experiences and in generating data that can be analyzed to provide expanded benefits. They also provide more targets for hackers. This report examines the current challenges for securing the connected home and the opportunities for security solution providers. The report includes the latest consumer data on security concerns, willingness to share data, and analysis of their effects on consumer confidence and purchasing behavior. With an eye to recommendations for OEMs and service providers, the report provides an assessment of market forces influencing security issues, such as business economics, industry alliances, consumer advocates, and regulators. The report includes a U.S. forecast for standalone security gateway solutions and a forecast for residential combination gateway/routers, which are a crucial point of defense against security vulnerabilities.

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