

# IoT VAS for Telcos Market Opportunity, Innovation, & Monetisation 2018 to 2025

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## Abstracts

The Internet of Things (IoT) market is expected to grow strongly in the coming years, as new services are deployed on top of old technologies, making the transition for consumers easier and cheaper. The emergence of IoT is bringing fresh opportunities for Telcos. Moreover, these opportunities will not only drive both the bottom line and top line of Telcos, but it will also help in achieving more operational efficiency as well as additional revenue streams.

Despite the upbeat outlook that has long surrounded it, IoT continues to underwhelm, as far as most Telcos are concerned. IoT still accounts for only a small part of Telcos' business. IoT revenues as a percentage of total sales were just 1.18% for Verizon Communications Inc., 1.59% for Vodafone Group plc, and as little as 0.53% for Spain's Telefónica in the third quarter of 2017. It is also observed that Telcos are mainly interested in providing connectivity solutions.

David Brown, Senior Analyst at Researchica, said, "Telcos must focus on offering more than just connectivity solutions. Telcos have a great opportunity to enter into IoT services, and business intelligence based on data mining. Telcos can also collaborate with other players in the IoT such as hardware providers, and create multiple solutions for different industry verticals. Apart from that, a vast amount of data is being generated at Telcos' end, a goldmine they must start exploring right away."

Researchica projects that the number of IoT connections will rise from about 9.8 billion in 2018 to 15 billion by 2020 and 45 billion by 2025. Over that same period, operators' IoT revenues will rise from US\$12 billion in 2018 to US\$55 billion in 2020 and as much US\$600 billion in 2025. As a proportion of total revenue of Telcos, IoT revenue will inevitably grow from 0.7% in 2018 to 30% by 2025.

This Telco-IoT Research provides critical analysis of the key business models, strategies and developments, whilst providing insights into the future of the IoT market. The research charts key macro trends, IoT technology innovation trend, IoT player strategies, and is a must-have purchase for Telcos already working in this sector as well as those looking to establish a position in this sector.

This research includes analysis and forecasts for IoT revenue opportunities for Telcos. The research also provides analysis and forecasts for the application of IoT across key industry sectors, including Industrial Automation, Factory and warehouse, Healthcare, Automotive, Supply Chain / Fleet Management, Oil and Gas, Agriculture, Entertainment & Media, and Military & Aerospace.

### Unique Attributes

1. Complete analysis of Telcos' strategic advantage in IoT market.
2. Highly profitable IoT businesses for Telcos.
3. How to get success in IoT business?
4. Go-to-market strategies for Telcos – collaborate, compete, or acquire?

### Questions Answered by the Report

1. What are the monetisation strategies adopted by leading Telcos vis-à-vis IoT?
2. Why does IoT currently account for just 0.5% of Telcos revenue? What are the reasons that will propel Telco-IoT revenues upto 30% by 2025?
3. How Telcos can achieve operational efficiency through IoT business?
4. How IoT business can help in defending existing revenue of Telcos?
5. What should be the ideal collaboration strategy for Telcos? When should they collaborate and when should they go independently?
6. What is the projected market potential of IoT for Telcos during the next 5 years?

### Companies Mentioned in the Report

AT&T, Vodafone, Telefonica, Huawei, ZTE, Airtel, Etisalat, Telenor, Reliance Jio, Radisys, Softbank, Singtel

### Target Audience:

MNOs, IoT Players, IoT Platform Providers, IoT Device Manufacturers, Original

Equipment Manufacturers (OEMs), Original Design Manufacturers (ODMs) and OEM Technology Solution Providers, Research Organisations, Technology Standard Organisations, Forums, Alliances and Associations, Technology Investors, Governments, Financial Institutions, and Investment Communities, Analysts and Strategic Business Planners.

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