

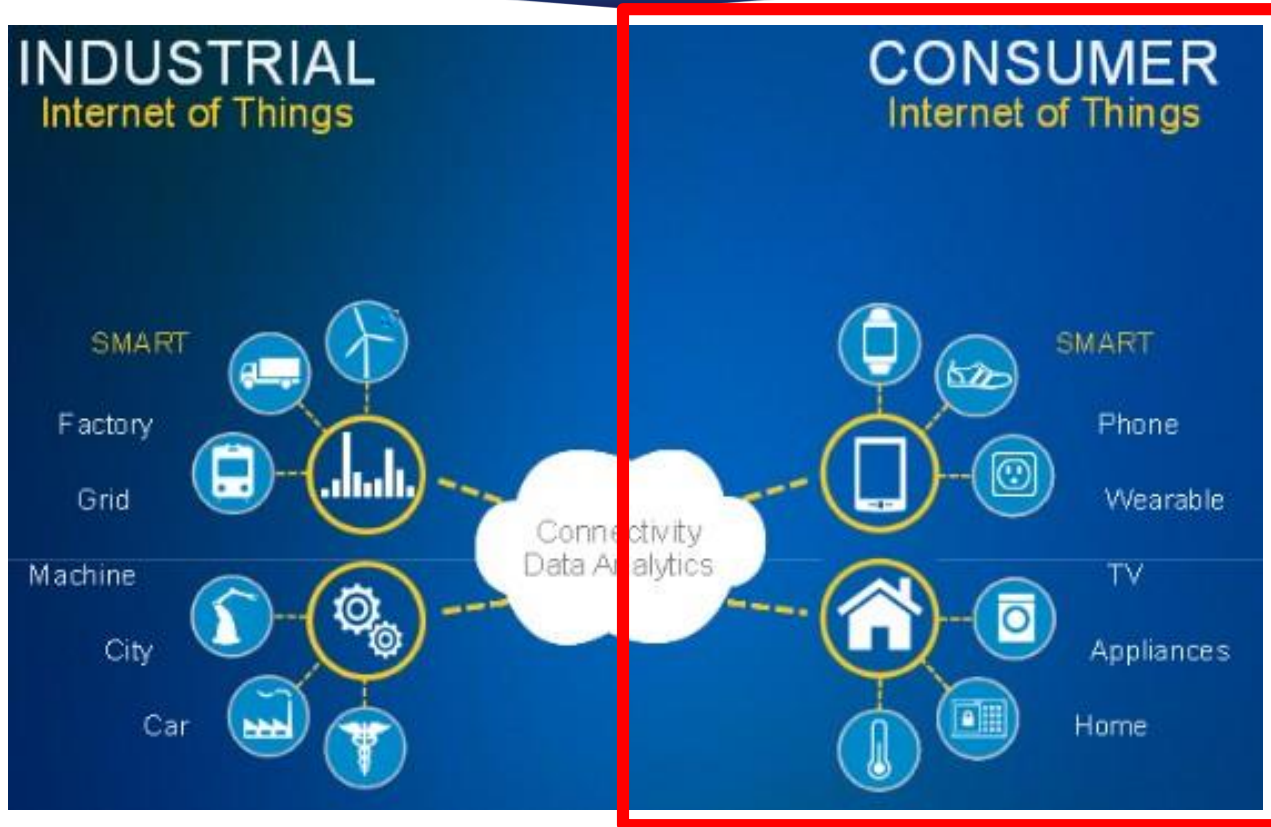


## *Consumer IoT*

# *Advantages and Concerns*

Internet of things – Evolution in Action – Athens, 8th December 2016

# Consumer IoT – What do we talk about?

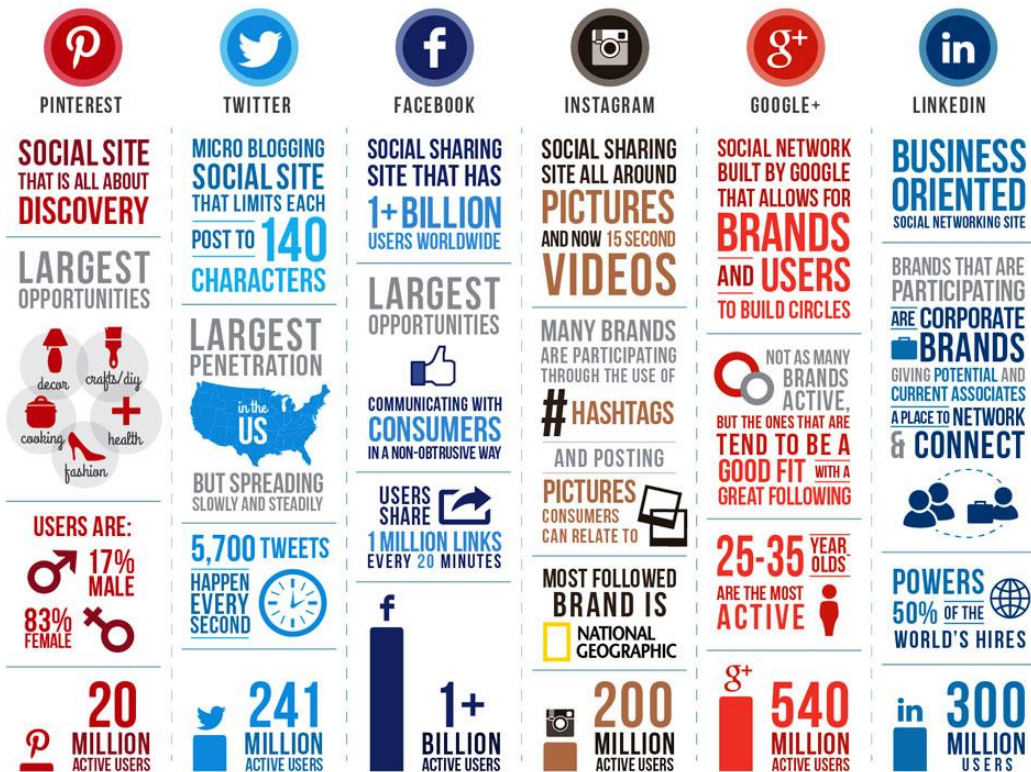


Source: Intel

# Advantages

- Convenience
- Empowerment
- Visibility
- Efficiency
- Autonomy
  
- BUT: For which price?

# Data gathered ...



Social media is on.  
Generating millions of GB  
every second

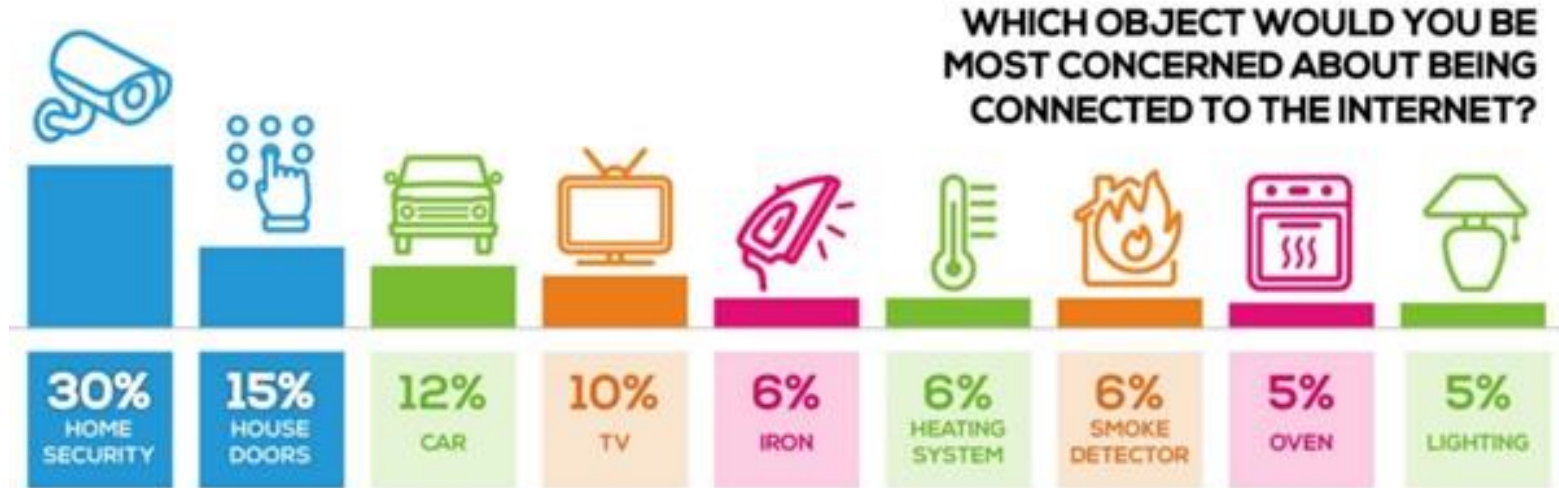
Source: WT Vox

# Consumer IoT Risks



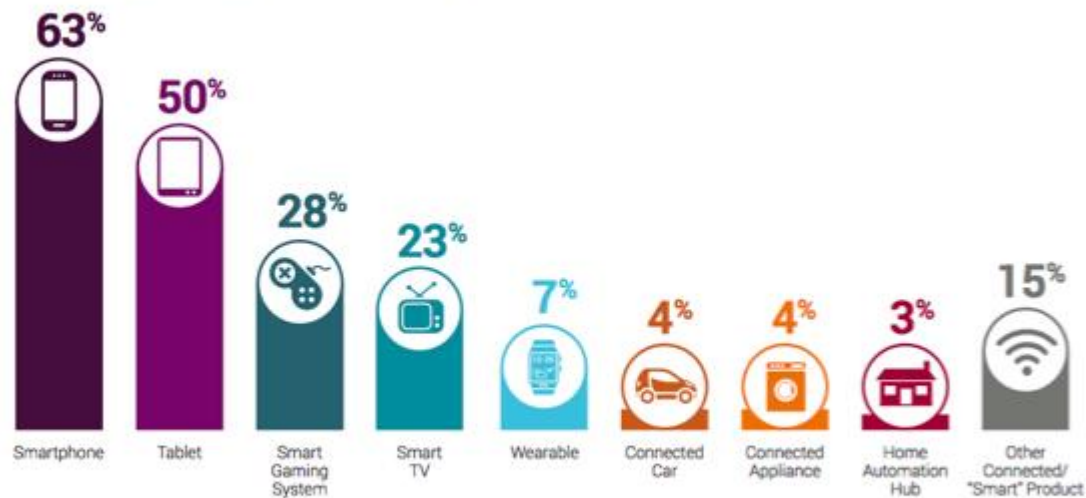
Source: Digitalinsightresearch

# Reluctance



**FIGURE 1** CONSUMER ADOPTION OF IOT DEVICES UNDERWAY IN 2015

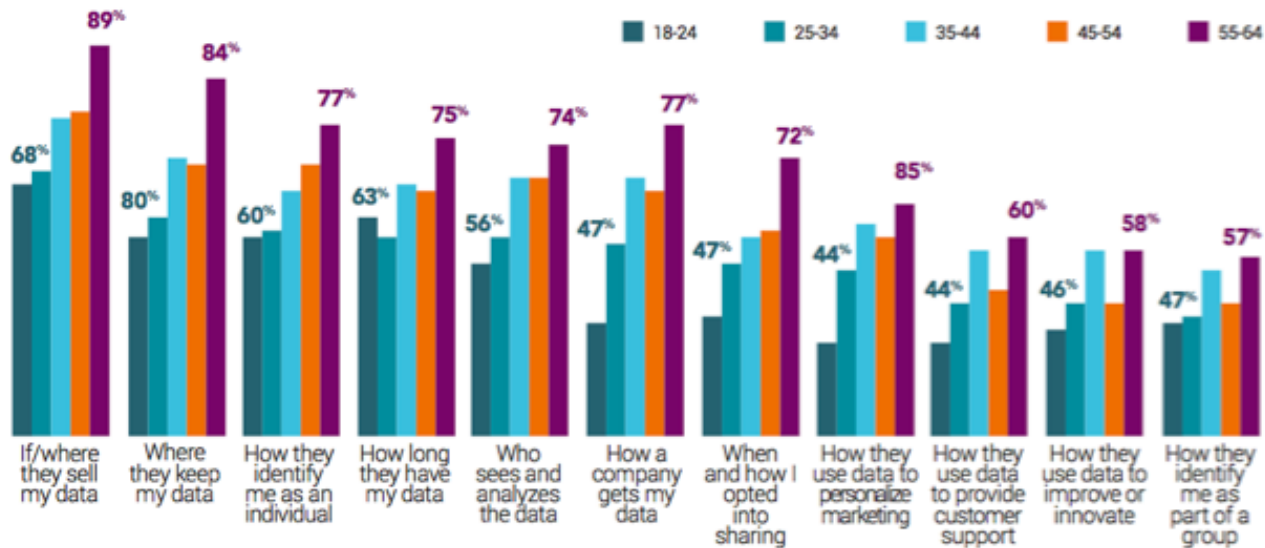
Q. Which of the following things (e.g. devices, objects) do you own today that connect to the internet?



Note: Data shown includes only connected mobile devices and connected objects; it does not include percentages of desktops and laptops.

Source: Consumer Perceptions of Privacy in the Internet of Things, Altimeter Group, 2015 Base: n=2062 respondents

Q. Rate your level of privacy concerns across each of the following ways companies interact with your data.



Note: These percentages reflect the percentage of respondents who reported they were a 4 (very concerned) or a 5 (extremely concerned) across each of the above ways companies interact with their data.

Source: Consumer Perceptions of Privacy in the Internet of Things, Altimeter Group, 2015 Base: n=2062 respondents



With so many concerns, why are customers sharing their data?



# Take aways

- There are concerns about sharing data
- The concerns are mainly in the area of data privacy
- Still the convenience aspekt overrules all concerns

***Thank you for listening***

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