

IoT and the Satellite Market: What does it Mean?

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Takeaways

- **At SATELLITE 2016, many CEOs of major FSS operators highlighted IoT as a major growth opportunity for the satellite sector**
- **Forecasts estimate there will be 50 billion connected devices by 2020, doubling from the 2015 number**
- **An example. Smart Healthcare. Patients being prescribed connected medical devices to get better data to help with treatment. Seen as a key growth opportunity**
- **All about data. More data, better data to analyse**

Areas for Satellite to Exploit

- Aero
- Maritime
- Agriculture
- Oil & Gas
- Asset Tracking
- Smart Cities
- Healthcare
- Automotive

A Practical Example: Self-Driving Cars

“1.2 million deaths per year through road traffic related incidents. Many of these are preventable. A large portion are down to human error. Advanced technology applied here could significantly impact this market.”

David Bunch, Global VP, Shell Retail Marketing, Shell (speaking at an IoT event in London last year)

Via Satellite