

Press Release
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150 million connected and communicating things in the Nordics by 2020

Internet of Things (IoT) is booming in the Nordic countries. According to a new report by TeliaSonera and Arthur D. Little, the number of connected devices are up by 16% compared to last year. By 2020, there will be more than five connected devices per person totaling 150 million connected things in the Nordics. Digitalization and new IoT ecosystems, spearheaded by connected cars, are fuelling growth - and this is just the very beginning.

“It’s still early days and we’ve yet to see all the fantastic possibilities IoT will bring. But we do know that this revolution will bring great new opportunities for people, business and society at large. Homes will be safer, cities smarter and business better. When things connect and communicate they become platforms for change, says Hans Dahlberg,” Head of TeliaSonera Global IoT Services.

“Much like during the industrial revolution, these are defining years. The ability to embrace the IoT will decide who will be the digital leaders of tomorrow in the Nordics,” says Martin Glaumann, Partner at Arthur D. Little.

Connected and communicating things

The report identifies a clear trend where connected things increasingly communicate with each other. In the longer term, this means that connected vehicles will turn into intelligent transportation systems. In healthcare, stand-alone medical devices will evolve into patient centric care processes across providers and levels of care. Connected homes and buildings will gradually transform into smart cities.

TeliaSonera and ADL estimate that Nordic IoT revenues, fuelled by communicating things and digital transformation, will grow by 17% per year until 2020, when the value is expected to be close to EUR 12 billion. This represents 150 million connected and communicating things.

Connected car and Nordics in pole position

Connected cars is spearheading development and a case in point of how connecting and communicating things change value propositions, disrupt business models and gradually evolve into new ecosystems. Navigation, insurance, diagnostics, rental and car-sharing are the first applications to form the connected cars ecosystem.

“The car industry was early out and we saw great progress last year. Other industries can learn from this to understand the impact of IoT. We expect the Nordics, with progressive city and traffic authorities, tech-savvy population and Sweden’s strong automotive sector, to take the lead in this development,” says Hans Dahlberg.

“Business leaders in all industries should pay close attention to what is now happening around connected cars. Because what happens in cars today, will happen in other industries tomorrow,” says Martin Glaumann.

The Nordic market for connected vehicles currently amounts to EUR 600 million and is expected to reach over EUR 2 billion in 2020 at an annual growth rate of 28 percent. By then, with 50% of all cars connected to the internet and Swedes, Danes, Norwegians and Finns will spend on average EUR 75 on connected vehicles per year.

Read the IoT Report [here](#)

For more information, please contact the TeliaSonera press office +46 771 77 58 30, press@teliasonera.com, visit our [Newsroom](#) or follow us on Twitter [@TeliaSoneraAB](#).

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