Deloitte 2015 TMT Predictions released - blueAPACHE

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Details:

We look at Deloitte’s technology, media and telecommunications predictions for 2015.

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Earlier this week in Sydney, Deloitte released their Technology, Media and Telecommunications (TMT) Predictions report for the coming year.

The objective of 2015 TMT Predictions is to analyse the key market developments taking place across the globe over the next 12-18 months.

Their findings are based on hundreds of meetings with industry executives and commentators from around the world, as well as proprietary programs of research with tens of thousands of consumers worldwide.

This year’s predictions anticipate innovation to swing from consumer to enterprise – with contactless mobile payments, an area where Australians have been early adopters, acting as a tipping point. This shift, plus other identified trends are creating some interesting opportunities, and challenges, for the enterprise market.

Key messages include:

90% of the services revenue generated will be enterprise, not consumer.

60% of all wireless Internet of Things (IoT) devices will be bought, paid for and used by enterprises.

1 billion wireless IoT devices will be shipped in 2015, up 60% from 2014; leading to an installed base of 2.8 billion devices.

Across their three pillars of technology, media and telecommunications; the report provides insight to their predictions on:

Further reading:

Download the Deloitte TMT Predictions 2015 (registration required – PDF)

News

What is the objective of Deloitte's 2015 TMT Predictions report?

The objective is to analyse the key market developments taking place across the globe over the next 12-18 months.

What research did Deloitte base its 2015 TMT Predictions findings on?

The findings are based on hundreds of meetings with industry executives and commentators from around the world, as well as proprietary programs of research with tens of thousands of consumers worldwide.

What major shift in innovation does the 2015 TMT Predictions report anticipate?

The report anticipates innovation swinging from consumer to enterprise, with contactless mobile payments—an area where Australians have been early adopters—acting as a tipping point.

What percentage of services revenue is predicted to be enterprise rather than consumer, according to the report?

According to the report, 90% of the services revenue generated will be enterprise, not consumer.

What does the report predict about enterprise use of wireless Internet of Things (IoT) devices?

The report predicts that 60% of all wireless Internet of Things (IoT) devices will be bought, paid for and used by enterprises.

How many wireless IoT devices does the report predict will be shipped in 2015, and what installed base will this create?

The report predicts 1 billion wireless IoT devices will be shipped in 2015, up 60% from 2014, leading to an installed base of 2.8 billion devices.

What are the three pillars covered in Deloitte's TMT Predictions report?

The report provides insight into predictions across three pillars: technology, media, and telecommunications.

Where can readers download the full Deloitte TMT Predictions 2015 report?

Readers can download the Deloitte TMT Predictions 2015 report at landing.deloitte.com.au/TMT-Predictions-2015_Registration.html, though registration is required for the PDF.