

# Internet of Things Market

## in South East Europe

# 2020

**29.5 billion**



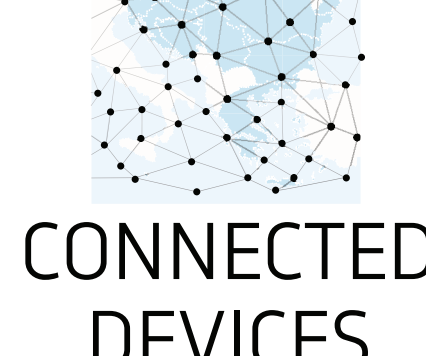
CONNECTED DEVICES GLOBALLY

**2.5 billion**



CONNECTED DEVICES in CEMA\*

**244 million**



CONNECTED DEVICES in SEE\*\*

**\$3.18 billion**



MARKET OPPORTUNITY For SEE

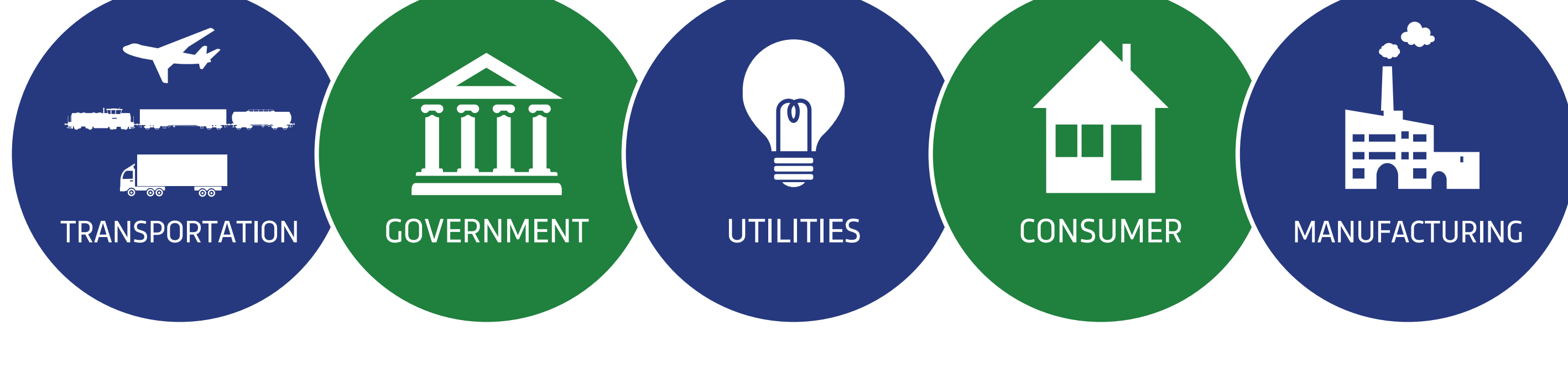
\*) Central and Eastern Europe, the Middle East, and Africa

\*\*) South East Europe includes Bulgaria, Croatia, Hungary, Romania, Serbia, and Slovenia

IDC's CEMA Internet of Things market forecast covers:

**10 countries**  
**11 industry verticals**  
**36 use cases**  
 and **12 technology segments**

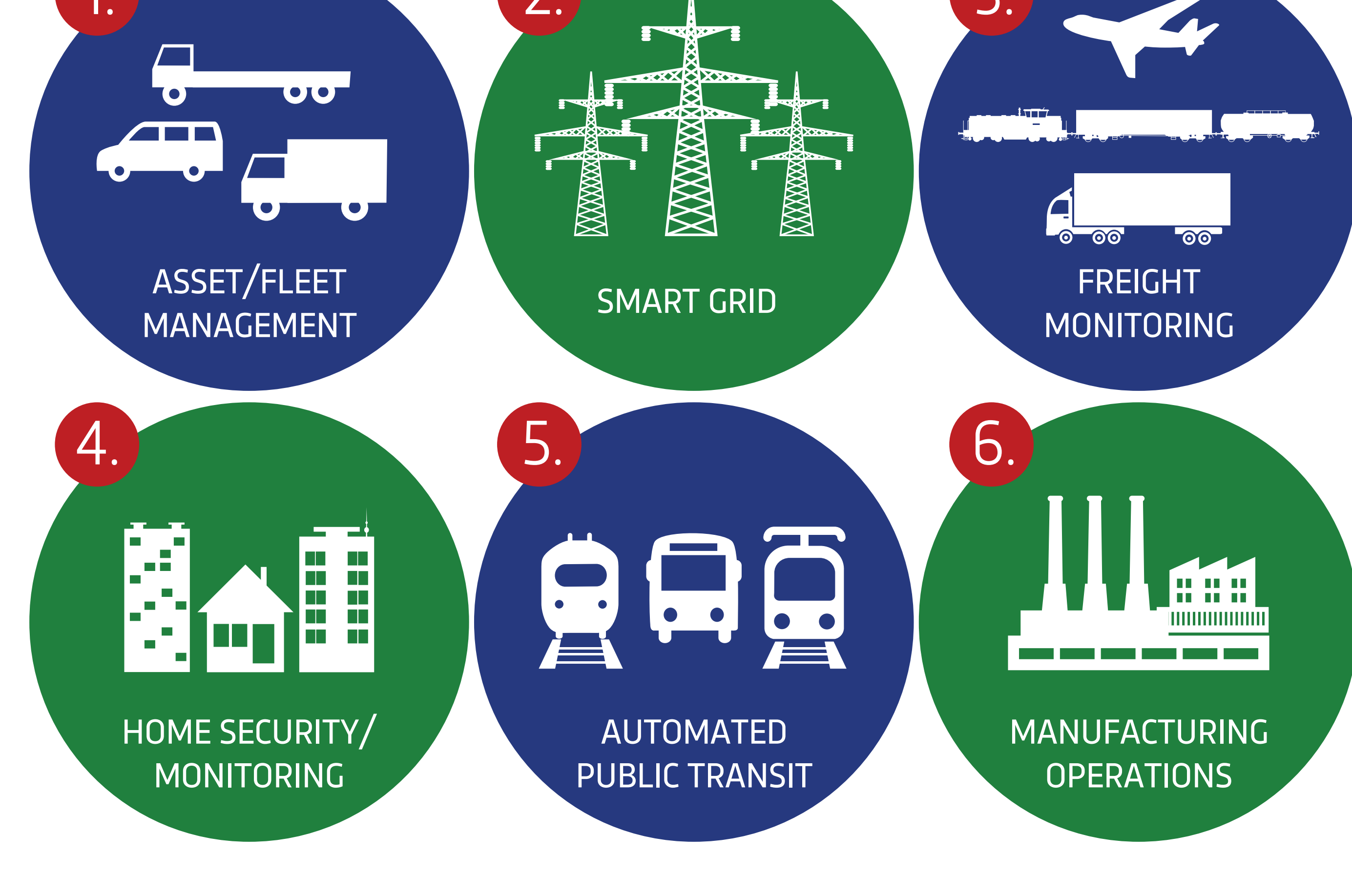
### TOP 5 INDUSTRIES IN SEE



### TOP 3 INDUSTRIES BY COUNTRY

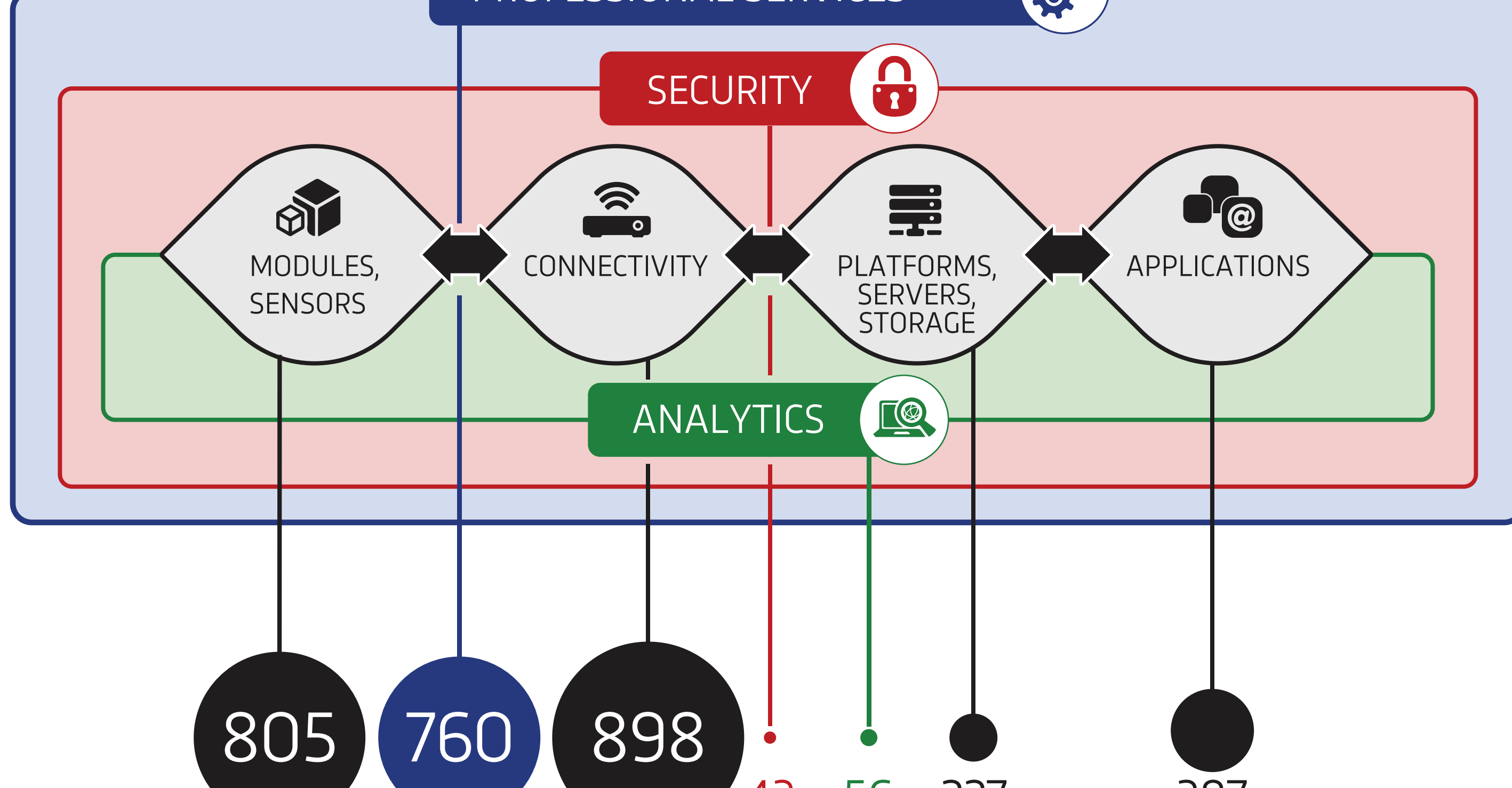
	1.	2.	3.
BULGARIA	GOVERNMENT	TRANSPORTATION	MANUFACTURING
CROATIA	TRANSPORTATION	GOVERNMENT	CONSUMER
HUNGARY	CONSUMER	TRANSPORTATION	UTILITIES
ROMANIA	TRANSPORTATION	UTILITIES	GOVERNMENT
SERBIA	GOVERNMENT	UTILITIES	MANUFACTURING
SLOVENIA	UTILITIES	MANUFACTURING	GOVERNMENT

### TOP IoT USE CASES IN SEE



### THE IoT ECOSYSTEM

## MARKET OPPORTUNITY (\$M) IN SEE



### DEVICE SEGMENTS: UNITS vs REVENUES

% OF IoT UNITS	CONTRIBUTES	% OF REVENUES
1%	PUBLIC BUILDINGS	9%
2%	BUILDINGS	6%
7%	ANIMALS	1%
10%	HOME	14%
17%	ENTERPRISE	42%
24%	INFRASTRUCTURE	18%
39%	CONSUMER	10%

### DID YOU KNOW THAT BY 2020...

THE NUMBER OF THINGS CONNECTED TO INTERNET IN SEE **WILL EXCEED ITS POPULATION**



**BY MORE THAN 5 TIMES**

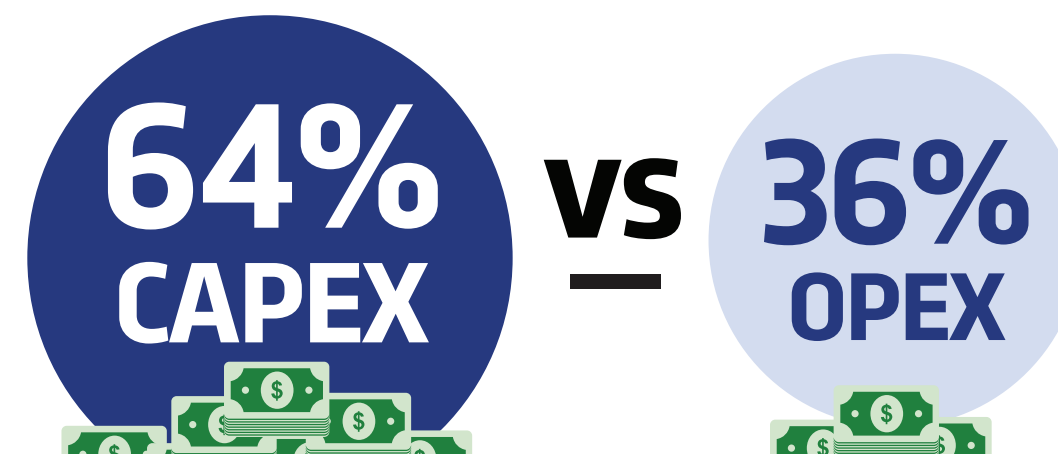
**OVER 7 MILLION**

**SMART METERS**

**WILL BE DEPLOYED**

**IN SEE**

### IoT SPENDING BREAK DOWN



### IoT SERVICES INDUSTRY WILL BE WORTH



THERE WILL BE OVER **14 MILLION** BROADBAND CONNECTIONS **IN SEE** DRIVING **SMART HOME SOLUTIONS**