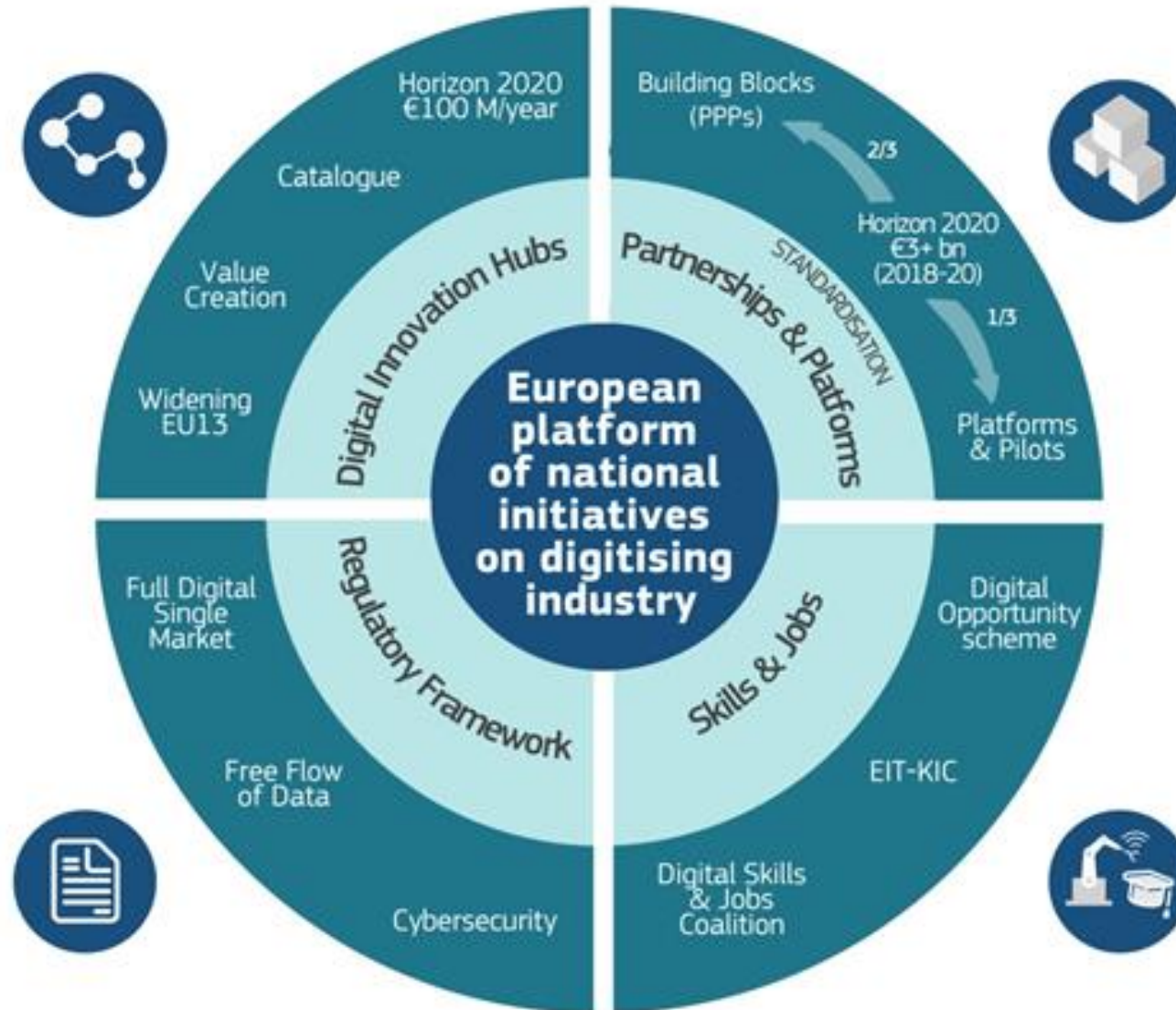




EU Tech Agenda and the Internet of Things

Peter Wintlev-Jensen
Internet of Things
DG Communications Networks, Content and Technology
European Commission

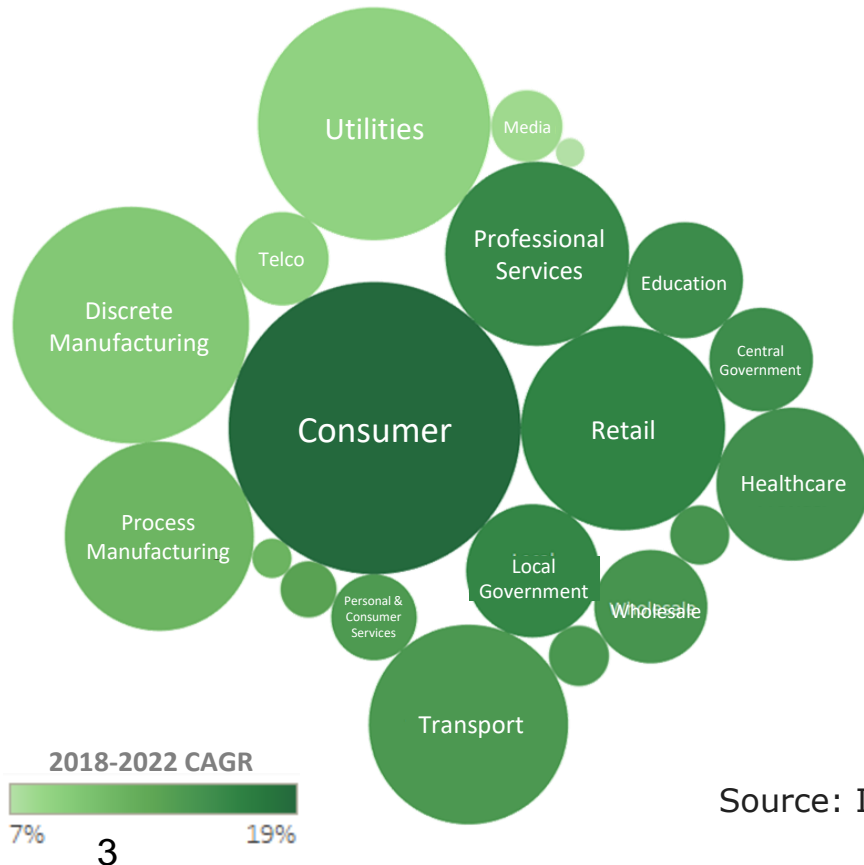
DEI – Digitising European Industry Strategy



IoT adoption is maturing in Europe

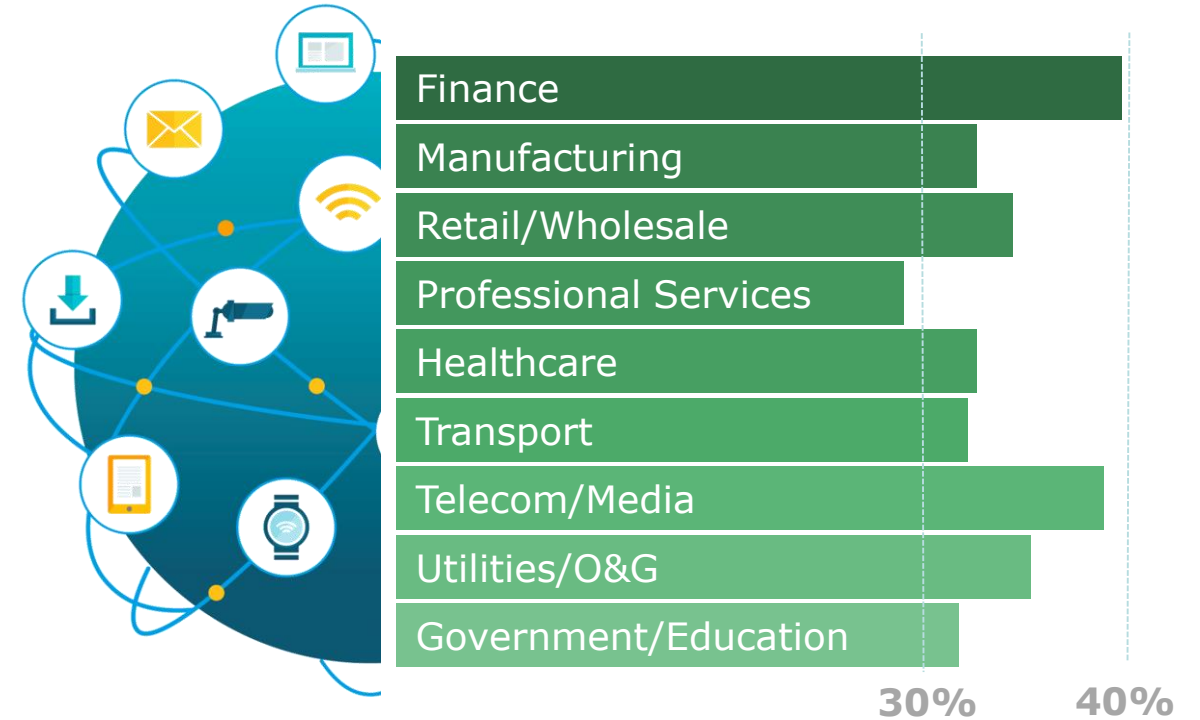
EUROPEAN IOT SPENDING BY INDUSTRY

(2018 Size and 2018-2022 CAGR)



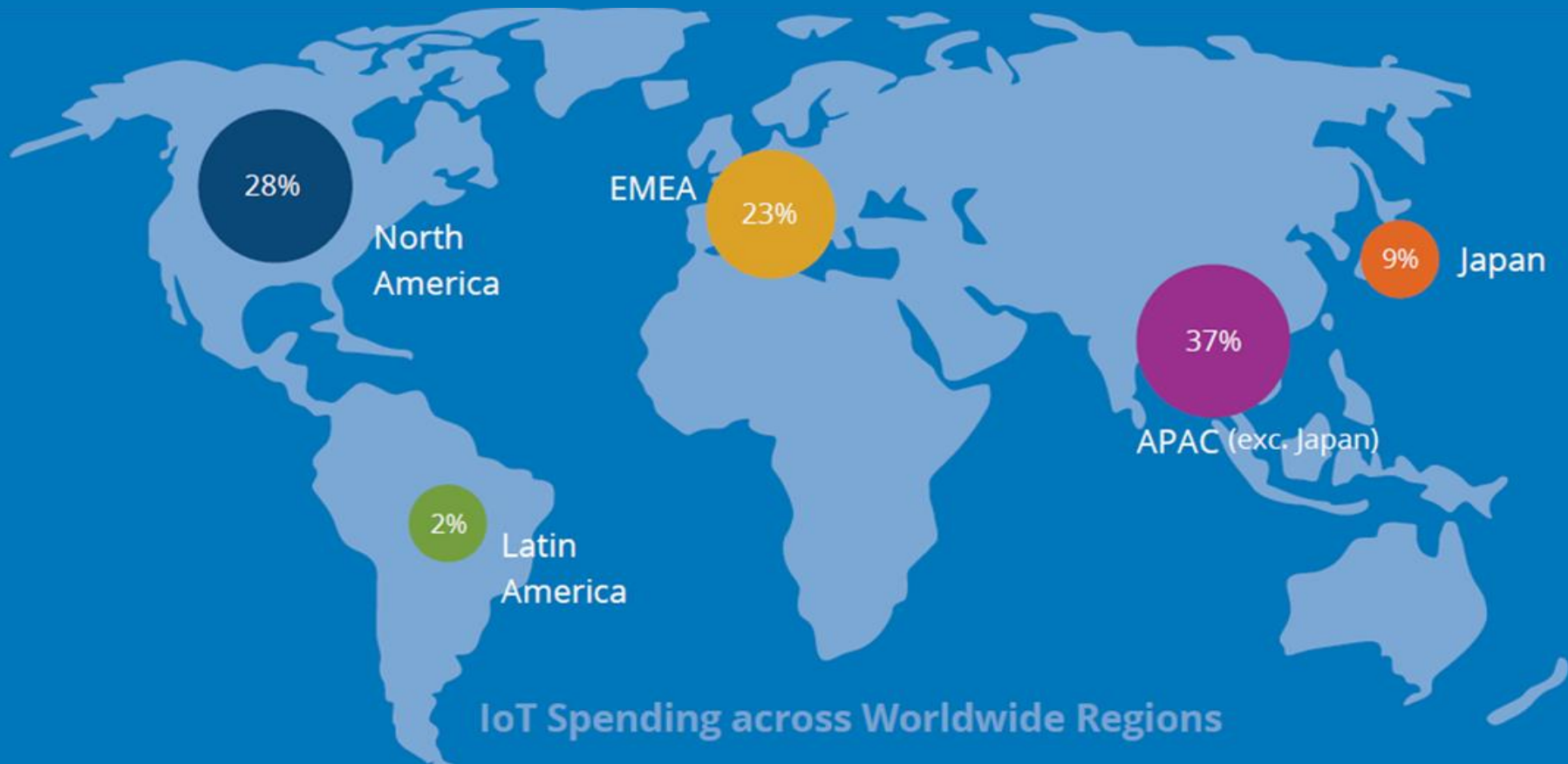
IOT ADOPTION ACROSS EUROPEAN VERTICALS

(% of companies with more than 10 employees adopting at least one IoT solution in 2018)



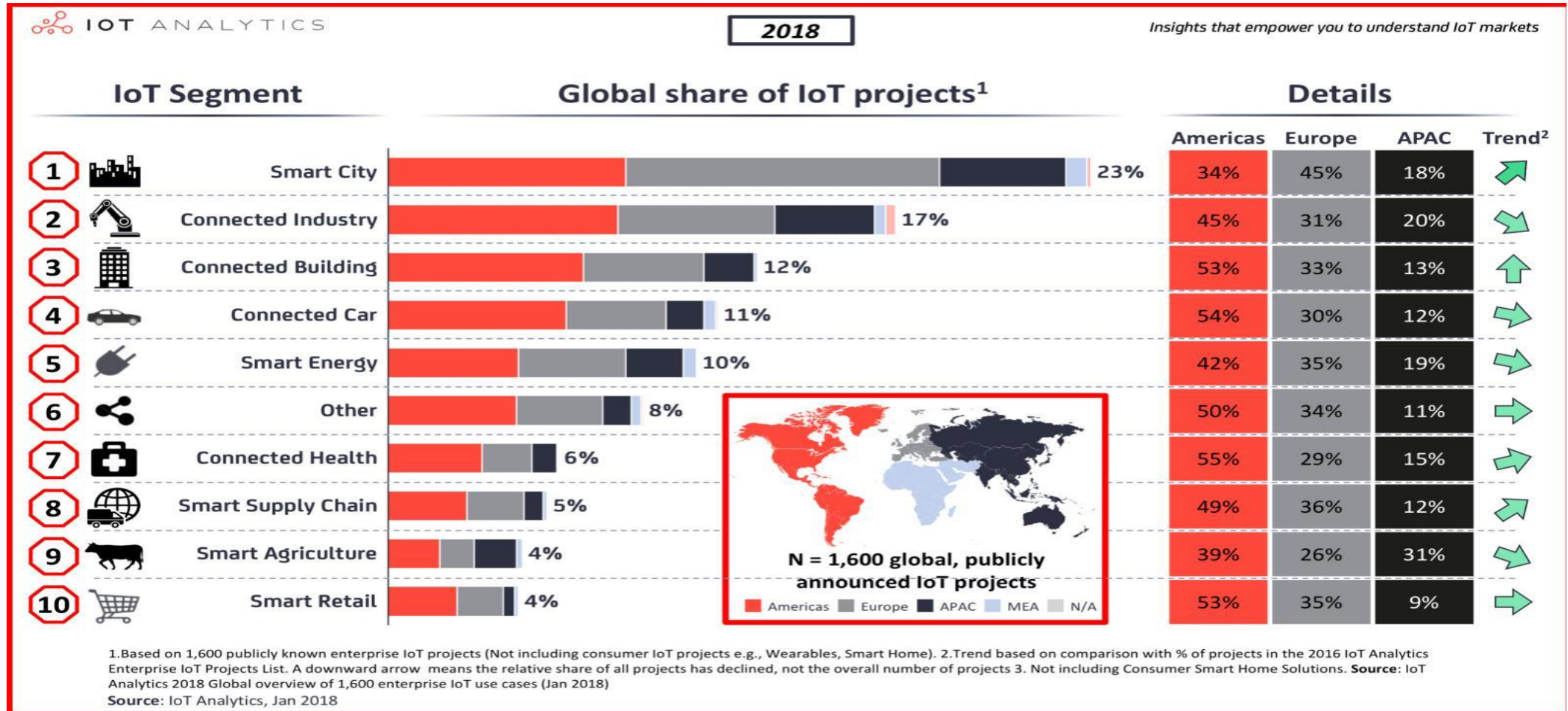
Source: IDC Worldwide Semiannual Internet of Things Spending Guide, 2019

IoT Spending across Worldwide Regions



After years of customers evaluating the case for IoT, now the market is entering a critical phase, with European IoT spending expected to reach € 127 billion in 2019..

Global comparison IoT segments

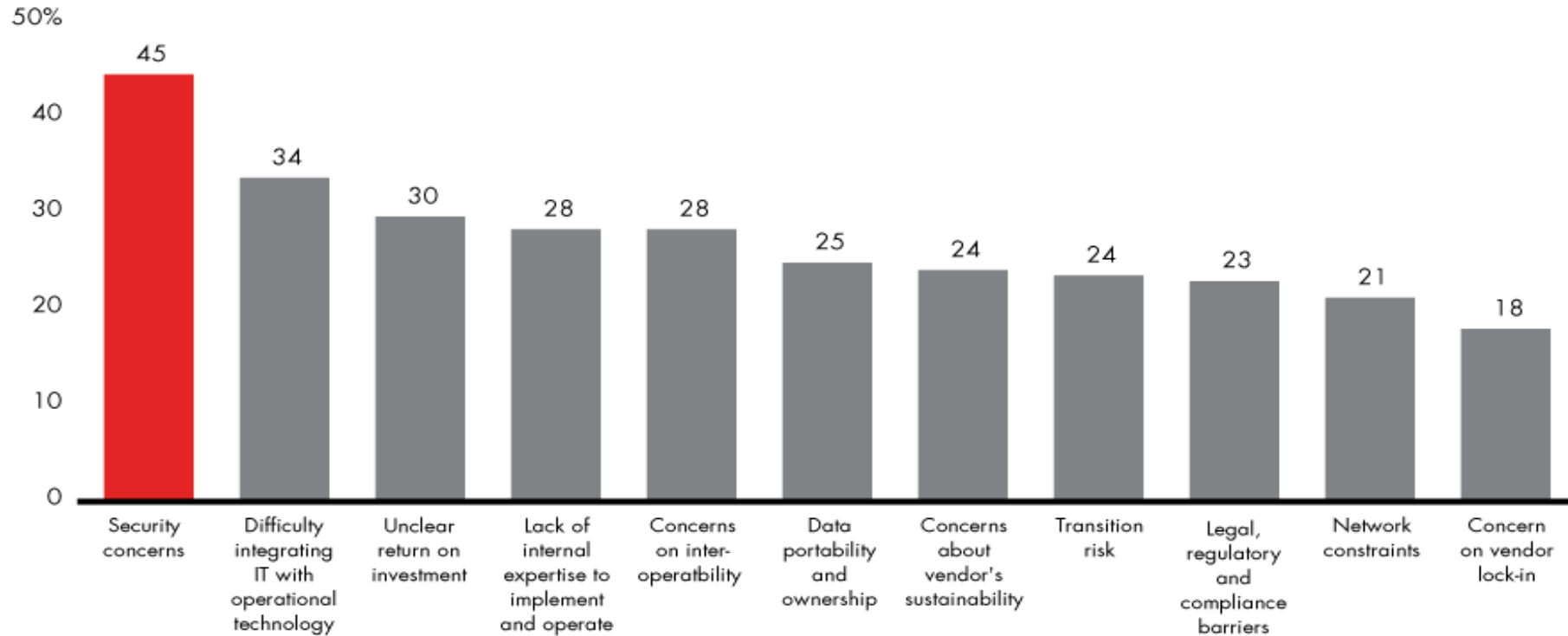


Key Barriers/concerns for IoT Adoption

Figure 1

Security remains the leading barrier for IoT adoption

Percentage of IoT buyer respondents



Top barrier for investment in the Internet of Things

Source: Bain 2018 IoT customer survey (n=521)

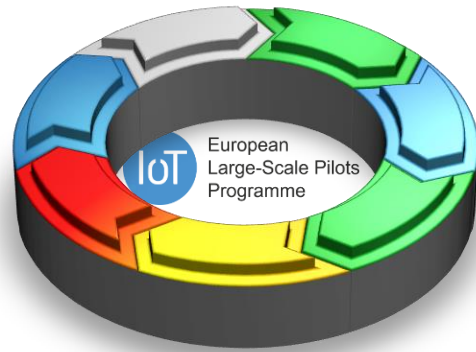
IoT Large Scale Pilots



MONICA - Management Of Networked IoT Wearables – Very Large Scale Demonstration of Cultural Societal: Wearable devices containing sensors and actuators for massive scale applications. Europe (EU contr: 15M€, 28 partners in 9 countries)



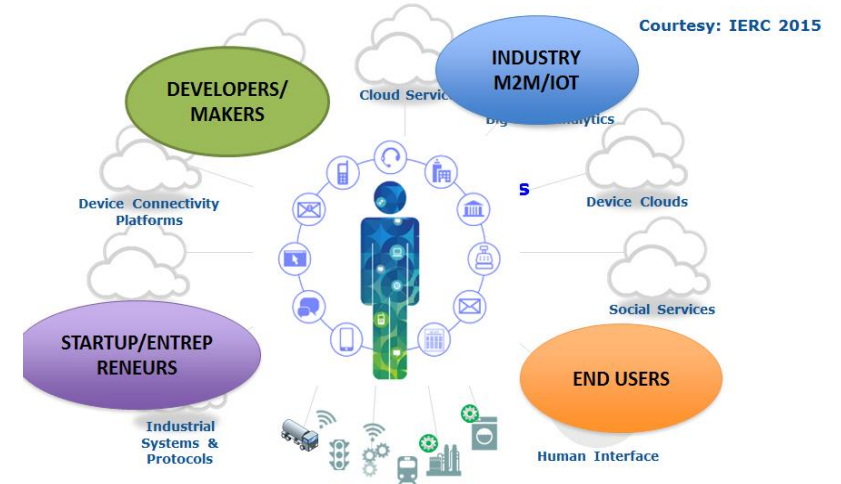
ACTIVAGE - ACTivating InnoVative IoT smart living environments for AGEing well: Active and healthy ageing. Europe (EU contr: 20M€, 48 partners in 9 countries)



IoF2020 - Internet of Food and Farm 2020: Strengthen competitiveness of farming and food chains in Europe. Europe (EU contr: 30M€, 70 partners in 16 countries)

SYNCHRONICITY

SYNCHRONICITY - Delivering an IoT enabled Digital Single Market for Europe and Beyond: Single digital city market for Europe (EU contr: 15M€, 33 partners in 9 countries)

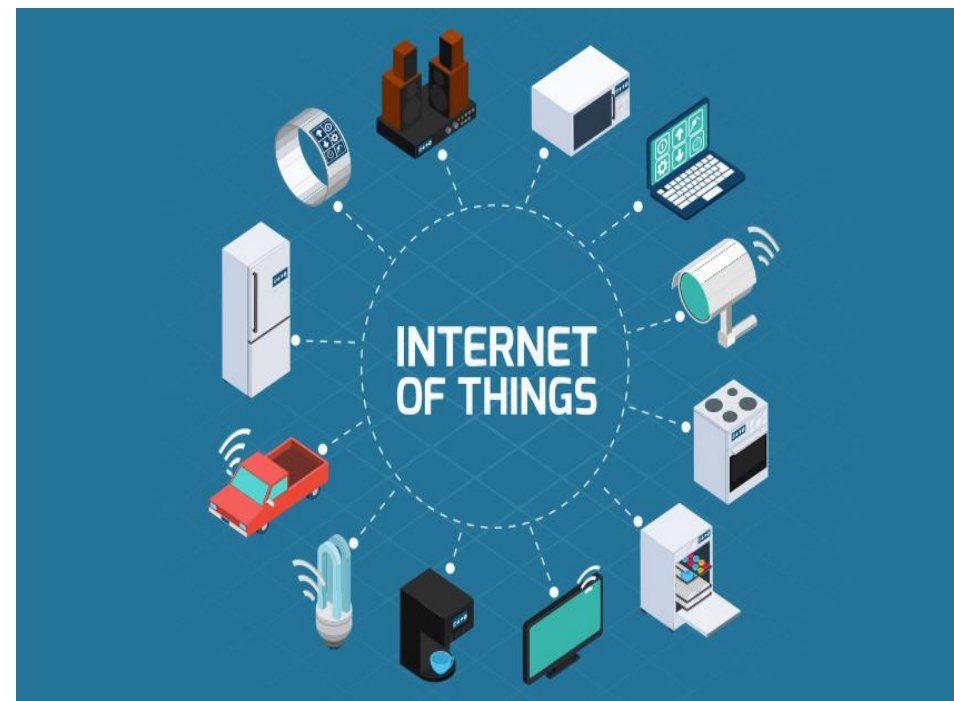


AUTOPILOT - AUTOMated driving Progressed by Internet Of Things: Automated driving and infrastructure. Europe (EU contr: 20M€, 43 partners in 14 countries)

IoT LSPs: Expected Impacts and Results

Supply Side

- **Open and standards based solutions**
- **Secure and Trusted Solutions**
- **Open Value Chains and Ecosystems (with European lead)**
- **Scalable European/Global markets**
- ⇒ **Viable Business Models and competitive solutions**
- ⇒ **Commercial IoT products and services available on the market**



IoT LSPs: Expected Impacts and Results

Demand Side

- **Continuity of services after Project**
 - **KPIs for comparison**
 - Good return on investment
 - Acceptable life-cycle costs
 - **Minimising purchase risks**
 - Standards based procurement
 - Security and Privacy requirements
- ⇒ **Scalable markets**
- ⇒ **Increased investments**
- ⇒ **Digitisation benefits for society**

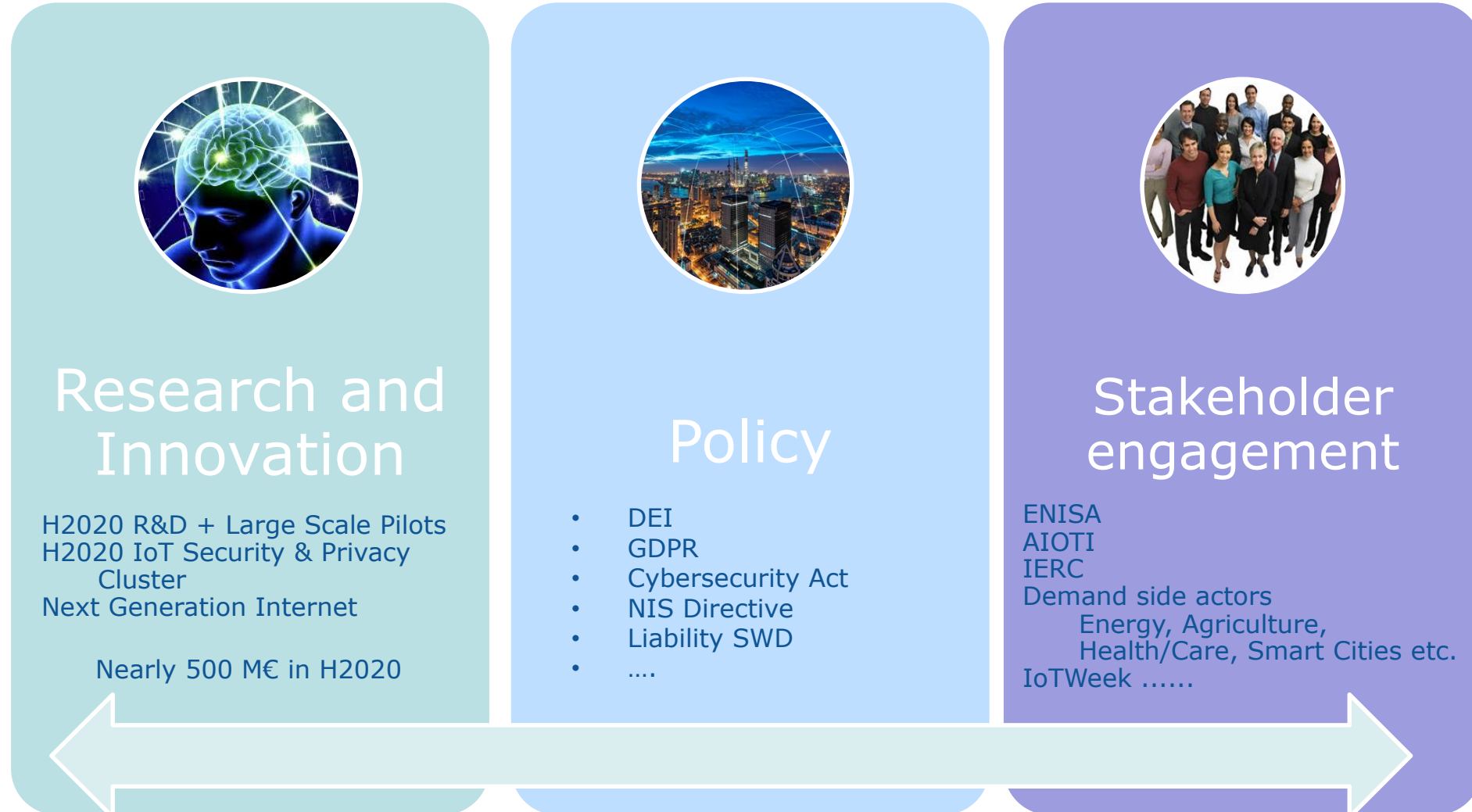


Thank you - useful links

- Digitising European Industry Strategy (DEI):
<https://ec.europa.eu/digital-single-market/en/digitising-european-industry>
- EU Internet of Things in DAE:
<http://ec.europa.eu/digital-agenda/en/internet-things>
- The Alliance of Internet of Things Innovation
<http://www.AIOTI.eu>
- ENISA IoT work
<https://www.enisa.europa.eu/topics/iot-and-smart-infrastructures/iot?tab=publications>
- IoTWeek 2019
<https://iotweek.org/>



EU IoT Strategy and Actions



An abstract graphic on a black background featuring several colorful, rounded rectangular bars and circles. One bar is orange-to-red gradient, another is blue-to-purple gradient, and a third is green-to-blue gradient. There are also three circular shapes: a teal ring, a blue ring, and a purple ring, all with black centers.

IoTWeek

Cross-domain convergence

Incl. 2-day track + Public Expo

June 17-21, Aarhus, Denmark

iotweek.org