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According to the *Things Matter 2019* study, the connected car is one of the IoT engines

TELEFÓNICA PRESENTS ITS SECOND STUDY ON IOT, WHICH SHOWS A 66% INCREASE IN USE IN TWO YEARS

- **Almost 90% of users claim that they are loyal to IoT (Internet of Things) and there is a growing intention to acquire and use IoT devices or solutions.**
- **Industrial use has matured and become fully-fledged with the implementation of specific IoT developments and applications in its processes.**
- **Sustainability is incorporated as one of the criteria for promoting the implementation of this technology.**

Madrid, 14 November 2019 - Telefónica has presented its second study on the Internet of Things (IoT), *Things Matter 2019: the experience of the IoT user in Spain*, which covers what users really think about IoT and the voice of those responsible for digital transformation of industrial, commercial or institutional activity in companies from different sectors.

As Vicente Muñoz, global manager of IoT Telefónica, pointed out, "the essence of the second edition of this report is to provide greater understanding about the relationship between users and connected things; to continue contributing to the commitment of all of us who participate in the IoT revolution, whatever role we play in it. In short, to continue discovering the new possibilities that connected things give us in this world, which is undergoing a complete transformation".

One of the main conclusions of *Things Matter 2019* is that almost half of the population already knows what IoT means and the desire to acquire and use IoT devices or solutions is growing, especially if they meet user expectations (price, compatibility between devices, ease of use, etc.). As a matter of fact, one in two Spanish people has some level of knowledge of what the Internet of Things (IoT) means, and the number of consumers using connected devices and their applications has grown by 66% over the previous report.

In addition, Spanish people are increasingly loyal to IoT, as 87% of users who try and adopt a solution or connected device say that they would not give up its benefits.

In line with this growing use, there are devices and applications that grow in use, knowledge and user loyalty. These include connected car devices, smart watches, smart plugs and household appliances, access control and energy efficiency applications in the home, car sharing and urban parking applications or trackers.

On another note, the connected car ecosystem has progressed a lot since the publication of the previous *Things Matter* two years ago, becoming one of the great engines of IoT. Two of the essential benefits perceived by users of connected cars are the ability to create Wi-Fi networks inside them and the increase in driving safety by providing the driver with complete and real-time information about the vehicle and the environment as well as a continuous analysis to prevent risky situations or possible breakdowns or malfunctions.

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Another noteworthy development at Things Matter 2019 is the addition of the terms "comfort", "security" and "control" to "connectivity" when looking for terms associated with the IoT. In fact, the concept of "control" appears among the most mentioned by those surveyed when the consumer begins to appreciate the benefits of IoT in energy saving at home or in the car, or a more efficient use in their everyday activities.

On the other hand, the 2019 report notes that IoT industrial use has matured remaining the greatest driving force behind the implementation of IoT solutions. Spanish industries have passed the IoT test phase and entered a new phase, in which they demand more and more progress and specific IoT applications, projects and solutions. It is precisely this IoT maturity in industry, which leads end users to adopt IoT with increasing speed.

In this regard, one of the most dynamic areas for the development of IoT projects and applications lately has been Smart Cities, with sensors measuring temperature, air quality, transport flow, etc., or with IoT solutions in relation to people's use of public services.

Finally, awareness towards IoT sustainability and security has increased. As far as sustainability is concerned, there has been a shift from a strictly functional vision to a commitment from both industry and users to build a sustainable and safe technological ecosystem in which environmental factors are taken into account. In fact, four out of every five users of electric rental cars say the low environmental impact as the reason for choosing them, and six out of every ten Spanish Internet users would be willing to pay a little more to their electricity, gas and water suppliers if they offered intelligent devices that contributed to sustainability. In terms of security, the more we understand new technologies, the more users understand how to distinguish what is safe from what is not, to take measures and to prioritise benefits over risks. Thus, more than 50% of those surveyed show a confident attitude towards data security.