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M2M: The Next Billion Mobile Connections

By Jennifer Kent, Research Analyst   1Q 2013

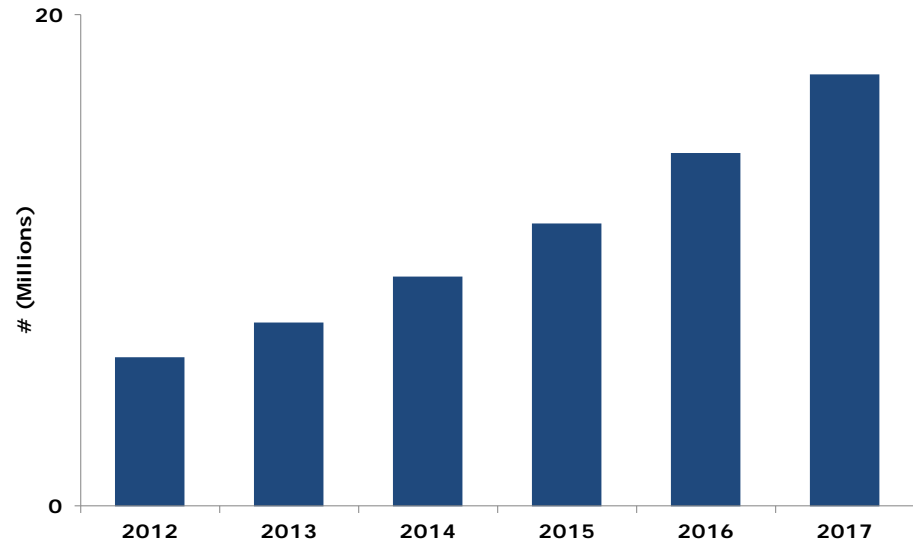| Synopsis	U.S. Connected Car Subscribers, 2012-2017

This report examines the growing cellular-enabled Machine-to-Machine (M2M) industry and highlights opportunities for U.S. and global mobile service providers.
It includes an overview of the complex M2M ecosystem, profiles of leading M2M vendors, and analyzes carriers' M2M strategies. The report also provides insight into important trends in consumer-facing vertical markets, with forecasts of the connected consumer vehicle and mobile personal emergency response system markets.

U.S. Connected Car Subscribers
(2012 - 2017)

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Mobile service providers are facing declining revenues from traditional voice and SMS services and mobile data traffic growth that outpaces growth in data revenues. In search of new opportunities, network operators are expanding their presence in the Machine-to-Machine (M2M) space. "The M2M industry is undergoing a period of fundamental change and significant growth," said Jennifer Kent, Parks Associates research analyst. "Mobile network operators and software developers are in a great position to benefit from this growing ecosystem of connected devices."

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