iot.ru

Новости Интернета вещей

RUSSIAN INTERNET OF THINGS (IOT) MARKET

INTERNET OF THINGS: WHAT IS IT?

The Internet of things (IoT) is a concept about organization of network connections that includes cloud technologies, wireless communications and interaction between machines.

Day by day the IoT in all its forms increasingly penetrates in various spheres of life - everyday life, work, health, entertainment and covers new and new markets - industry, energy, retail, agriculture and others. All companies involved in automation, remote control and tracking, satellite monitoring and telemetry exist in the paradigm of the Internet of things, even without realizing it.

WHAT DOES IOT MARKET CONSIST OF?

The IoT market can be conditionally divided into two parts: the Industrial Internet of Things (IIoT) and the Consumer Internet of Things (CIoT).

INTERNET OF THINGS

Industrial Internet of Things (IIoT)

Smart city
Smart manufacturing
Smart grid
Smart street lighting
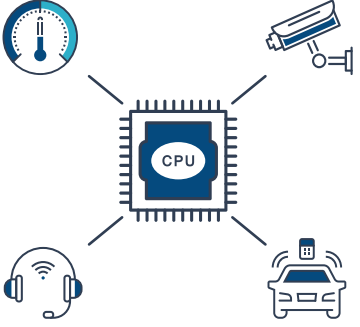Smart agriculture

Consumer Internet of Things (CIoT)

Wearable electronics
Smart home
Smart appliances
Fitness trackers
Smart clothing

WHAT IS THE INTERNET OF THINGS ECOSYSTEM?

The Internet of things ecosystem consists of:

1

Smart devices equipped by modules and chips; sensors. They interact with the environment: collect data, note the required events, etc.
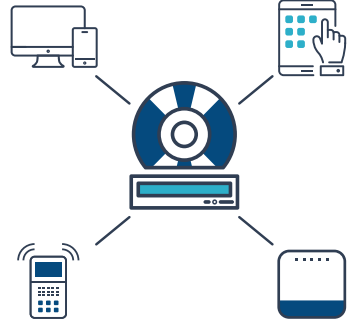
2

Devices for data transmission. Different communication channels - wireless, satellite, mobile, etc.

3

Applications and software. The software is responsible for the implementation of management functions and control, data analysis, development of predictive models.
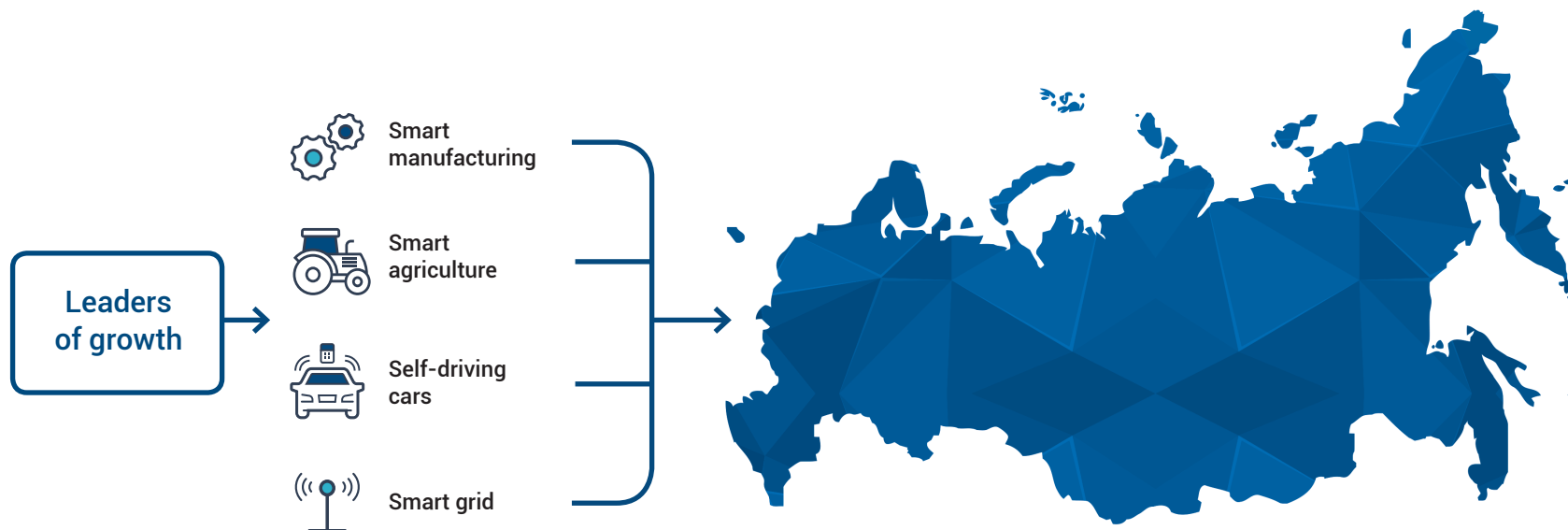
4

Big data. This group consists of platforms for key layers of a big data system, big data analytics and data centers, where the collected information is stored.

ABOUT THE INTERNET OF THINGS IN RUSSIA

Today, the IoT market in Russia has almost passed the inception phase and enters the phase of active growth. According to the analytical report by IDC, the average annual market growth rate until 2020 will amount to 21.3%. By 2020, investment in the Russian IoT market will amount more than $ 4 billion, and the market by that time will amount $ 9 billion. The leaders of growth will become smart manufacturing, smart grid, smart agriculture and self-driving cars.

The government initiatives will be the main growth driver of IoT market in Russia.

Leaders of growth

Smart manufacturing

Smart agriculture

Self-driving cars

Smart grid

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IOT.RU IS THE KEY PARTICIPANT ON THE RUSSIAN IOT MARKET

The portal iot.ru is an active participant of the processes occurring on the Russian IoT market. This resource is officially registered media and performs the appropriate functions – it daily publishes all the news from the world of the Internet of things, original articles, analytical reports, interviews with representatives of business and government, video reviews of the most important IoT events.

In addition to this function, the portal is engaged in educational activity, which is expressed in joint projects of iot.ru and the state. These include: iot.ru participation in the Technical committee for creating government standards for Internet of Things (IoT), launch of the interactive map «Smart city» together with the Institute of internet development etc.

Also iot.ru actively works in a business environment. The portal conducts round tables with top managers of Russian IoT companies and acts as an information partner and co-organizer of specialized events.

IOT.RU OPPORTUNITIES AND ITS VALUE TO THE PARTNERS

The project iot.ru is a full-fledged and versatile media resource about the Internet of things:

| website | mobile app for iOS and Android | specialized online communities in major social networks - Facebook, Instagram, VK | YouTube channel | weekly e-mail newsletter |

The monthly audience of the project is more than **100 000** people.

The main portal value for the partners is the ability to deliver their offers to the target audience. Portal audience consists of specialists and senior executives of Russian high-tech companies, as well as representatives of the state sector. The portal acts as a filter that accumulates around itself a highly relevant audience. Thus, the advertiser gets a unique opportunity to make an offer to its potential customers directly, avoiding extra costs associated with non-targeted advertising.

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