

**CANADIAN
INTERNET OF THINGS SERVICES
MARKET REVIEW
WHITE PAPER**



2024 EDITION

*NBI / MICHAEL SONE
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**CANADIAN IoT SERVICES A MARKET REVIEW WHITE PAPER
2024 EDITION**

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ABOUT THIS REPORT

The *Canadian Internet of Things (IoT) Services: A Market Review White Paper, 2024 Edition* is NBI/Michael Sone Associates' seventh publication on this segment. This year, we have reorganized the study to create a more succinct document that highlights only the most pertinent market data and analysis. The paper is divided into two sections:

Section 1 – **Market Overview & Analysis** – provides a qualitative analysis of the Canadian IoT ecosystem. We assess the networks that power IoT while providing individual overviews of five Canadian wireless carriers that are key facilitators of the Canadian IoT ecosystem (Bell, Rogers, SaskTel, TELUS, and Videotron). We have included connection and revenue estimates for each market participant discussed. The IoT connectivity/device management platform landscape in Canada is also briefly explored.

Section 2 – **Quantitative Market Overview** – includes four exhibits detailing revenue and number of connection estimates for the total Canadian IoT market. Estimates and projections of size and provider market share for 2022 – 2025 are also included (SaskTel and Videotron figures are included in the “Other” category).

This report should be used in conjunction with NBI/Michael Sone Associates' **Canadian Managed Security Services Market Report, 2023 Edition** and **Canadian Mobile Wireless Communications Services Market Report, 2023 Edition**.