

**CANADIAN
INTERNET OF THINGS SERVICES
MARKET REPORT**



2023 EDITION

*NBI / MICHAEL SONE
ASSOCIATES INC.*

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ABOUT THIS REPORT

The *Canadian Internet of Things (IoT) Services Market Report, 2023 Edition* is NBI/Michael Sone Associates' sixth report on this segment. The report is divided into four sections:

Section 1 – **Market Overview & Analysis** – provides a qualitative analysis of the Canadian IoT ecosystem. We assess the networking media that enable IoT connectivity while also providing a breakdown of the various market participant categories. We then explore the IoT solutions most prevalent in the Canadian market and conclude with a sub-section on security.

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 2021 – 2024 are also included.

Section 3 – **IoT Platform Providers** – contains profiles on IoT Control Center (Cisco) and IoT Accelerator (formerly of Ericsson; acquired by Aeris in March 2023 – see Section 3.2). In Canada, these two global IoT connectivity and device management platforms are the most widely used solutions of their kind.

Section 4 – **IoT Service Providers** – includes profiles on the three national (Bell, Rogers and TELUS) and two regional (Videotron and SaskTel) wireless providers. The individual write-ups explore the solutions suites, partnerships, and IoT connectivity/networking options of each market participant while also providing connection and revenue estimates.

This report should be used in conjunction with NBI/Michael Sone Associates' **Canadian Managed Security Services Market Report, 2022 Edition**, **Canadian Mobile Wireless Communications & 5G Services Market Report, 2022 Edition**, and **Canadian Fixed Wireless Services Market Report, 2022 Edition**.