# IoT Monetization Market is Expected to Grow at CAGR of 43% and will Reach at Market Size of USD 390 billion by 2022

IoT Monetization Market is expected to grow over the CAGR of around 43% from 2016 to 2022 and expected to grow at market size of USD 390 billion in 2022.

PUNE, MAHARASHTRA, INDIA, January 17, 2017 /EINPresswire.com/ -- Market Highlights
The Global IoT Monetization market has been evaluated as growing market and expected that the market will touch high growth figures in Asia-Pacific region during forecast period.

IoT Monetization Market
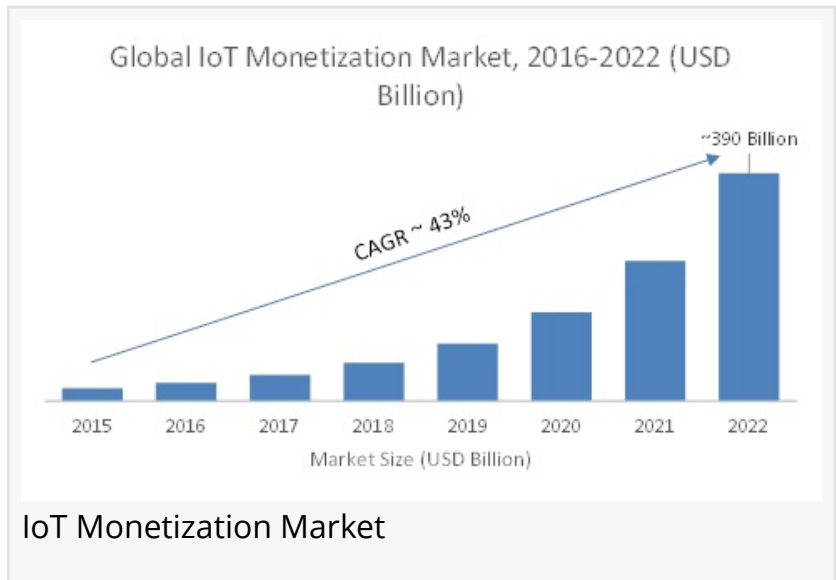
In February 2016, Amdocs, Inc. has developed IoT monetization platform to enable service provider in increasing the potential of their IoT services. With this platform, service providers can easily onboard the enterprises and OEM manufacturers to produce bill of consumer purchased IoT devices. Other major market players such as Microsoft Corporation, Intel Corporation, PTC, Inc., SAP SE and others has been also investing and developing IoT monetization tools & solutions which thereby is fuelling the market growth.

Key Players
• Google Inc. (U.S.)
• Amdocs, Inc. (U.S.)
• Cisco systems, Inc. (U.S.)
• Microsoft Corporation (U.S.)
• SAP SE (Germany)
• General Electric Corporation (U.S.)
• Intel Corporation (U.S.)
• Facebook Inc. (U.S.)
• Apple Inc. (U.S.)
• PTC, Inc. (U.S.)

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IoT Monetization Market:
The IoT Monetization can be segmented into deployment and end-users. Deployment of IoT Monetization can be done on-cloud and on-premise methods. End-user segment is categorized into healthcare, automotive, agriculture, consumer electronics and retail among others.

Target Audience:
• IoT Device Manufacturers
• Network Providers
• IoT Associations and Organizations
• Research & Consultancy
• Government
• Technology Investors

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Market Research Analysis:
High penetration of smartphones in consumer market and high adoption of IoT technology in various end user sectors including healthcare, automotive, retail and others, is generating high revenue for IoT device manufacturers. The capability of IoT monetization in providing scalable, open & real-time data analytics and agile architectural features to the companies is supporting the IoT Monetization Market growth. As the growing adoption of IoT devices is continuously creating opportunities for companies to track and record consumer involvement in the offered IoT enabled products & services which is thereby supporting to estimating and analyzing monetization of the companies. Among regions, North America is expected to dominate the market and Asia-pacific is expected to be the fastest growing region in IoT monetization market. Increasing digitization and growing investment in cloud based technology by small & medium enterprises is the major reason for the incremental growth of IoT monetization in the Asia-Pacific region.

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