

## NOT JUST WEARABLES: EVERY "THING" WILL BE CONNECTED

When eBay started in Australia in 1999, the only thing people might have had connected to the Internet was their computer. Over the years, the list grew to include smartphones, tablets and other consumer items like smart watches. However, it has not ended there. At the same time, more "things" or different types of machines — everything from fridges, toasters, microwaves, security cameras and printers — are connecting to the Internet, allowing them to be accessed, controlled, and managed remotely. This concept is known as the "Internet of Things".

Some of the largest consumer goods companies have stated that by 2020, all their products — not just their smartTVs and smartphones — will be connected to the Internet. Everything will be smart.

Accordingly to Telsyte, the average household now has eight Internet-connected devices, up from seven last year, and this number is set to grow rapidly in a short period of time. Today's connected devices include, on average, almost two computers per household, more than one-and-half smartphones, a printer, tablet and games console.

Eventually, everything we attach to our bodies — from clothing, as seen with Google's Project Jacquard, to medical implants — will connect us to the Internet. Wearable devices will also be part of the Internet of Things.

As we allow smartphones and wearables to enter more parts of our life, we are reaching the point where they know more about us than our friends do. The apps, browsers and sensors on smartphones and wearables are tracking everything from our Tinder dates to our respiration rates — and the volume of information they gather will only increase.

## INTERNET-CONNECTED DEVICES PER AUSTRALIAN HOUSEHOLD, 2015



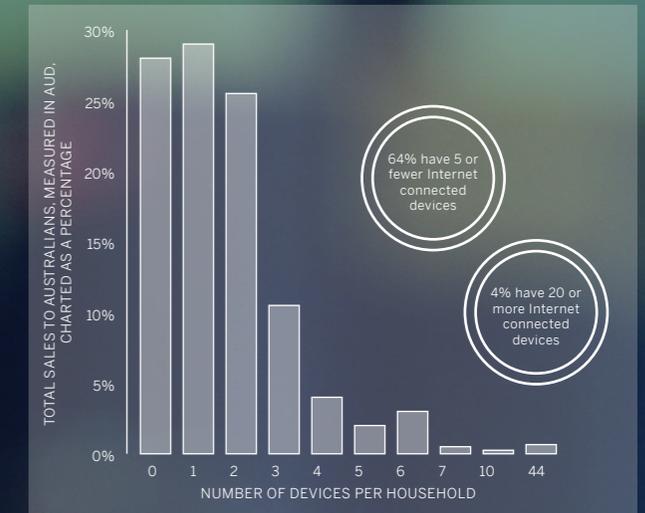
The average Aussie household now has eight Internet-connected devices, up from seven in the year before.

Almost two-thirds have at least five connected devices



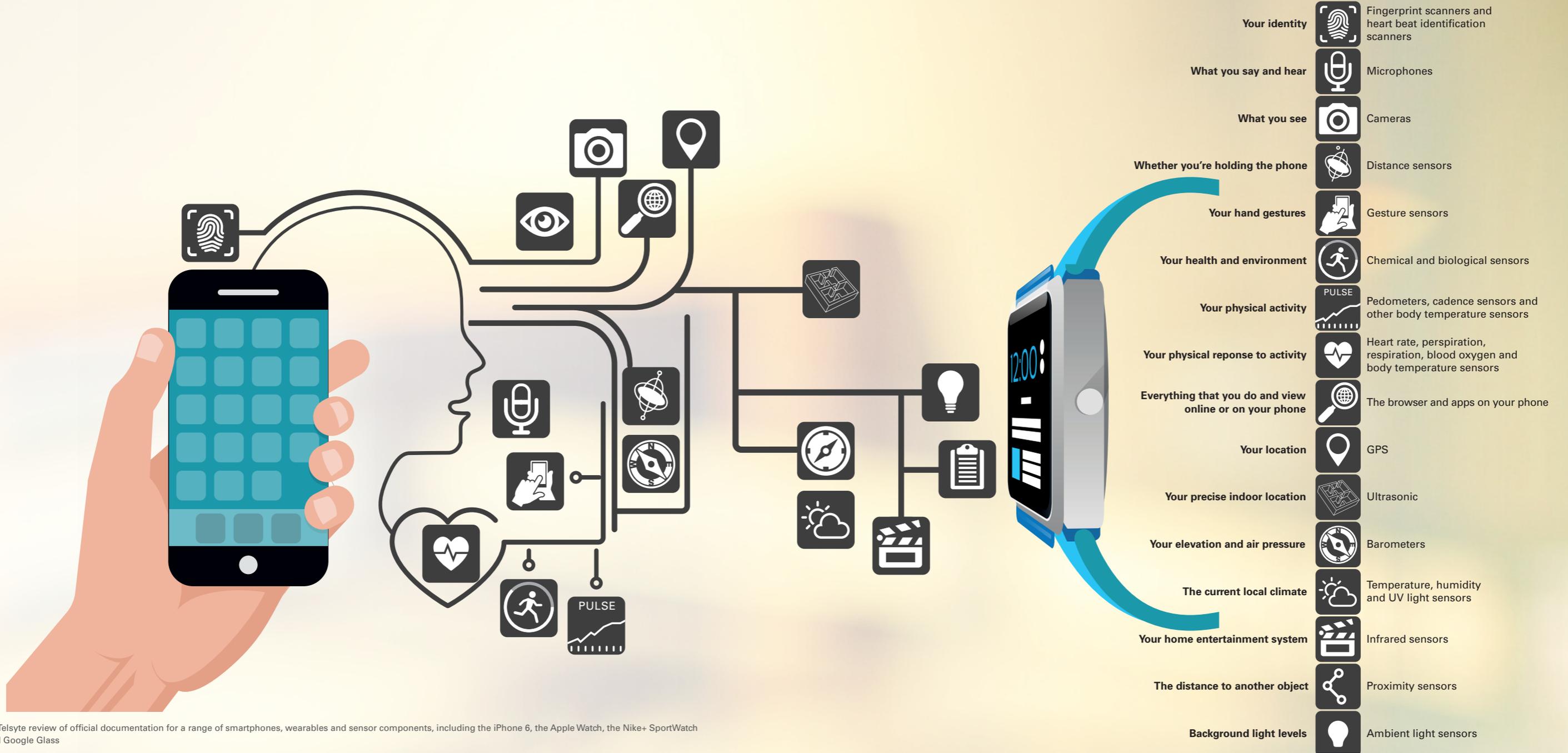
**4%** of Aussie households push this obsession to the absolute limit, by owning 20 or more Internet-connected devices apiece.

# 20 or more connected devices



Source: Telsyte Digital Consumers Study 2015

# SMARTPHONES AND WEARABLES KNOW EVERYTHING ABOUT US



Source: Telsyte review of official documentation for a range of smartphones, wearables and sensor components, including the iPhone 6, the Apple Watch, the Nike+ SportWatch GPS and Google Glass