Quid®

INTERNET OF THINGS

Internet of Things

PUBLIC NARRATIVE

POWERED BY Quid®

MAY 2017

- What companies drive conversation?

- What topics are most socially shared?

- How has the conversation changed over time?
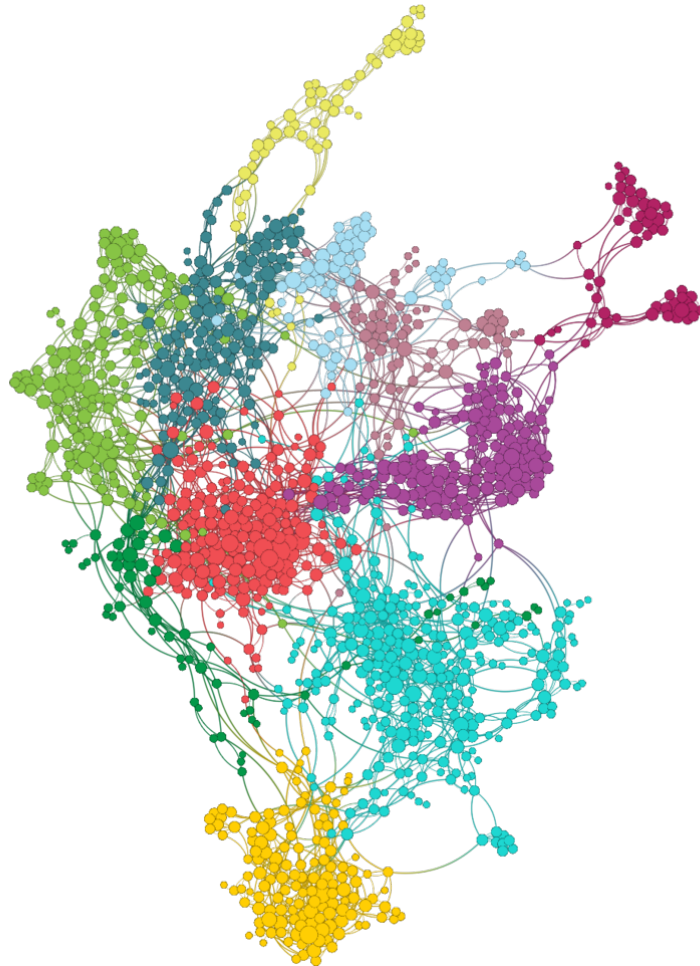
- What ideas are the most important?

- The conversation around Internet of Things is largely driven by the Enterprise Capabilities and how IoT is driving change in the lives of many consumers

- Technology companies drive the conversation, led by Cisco and Samsung as they have both invested heavily in the advent of IoT

- Of all the topics, Cyber Security, is the most resonant among consumers, as articles of this topic represent the most social sharing

- Companies who market IoT should focus on quelling consumer security concerns as this is the most pressing theme, over other ideas such as quality and convenience

EXECUTIVE SUMMARY

The Internet of Things Narrative

News article network with 1327 stories. Colored by clusters. Sized by degree.
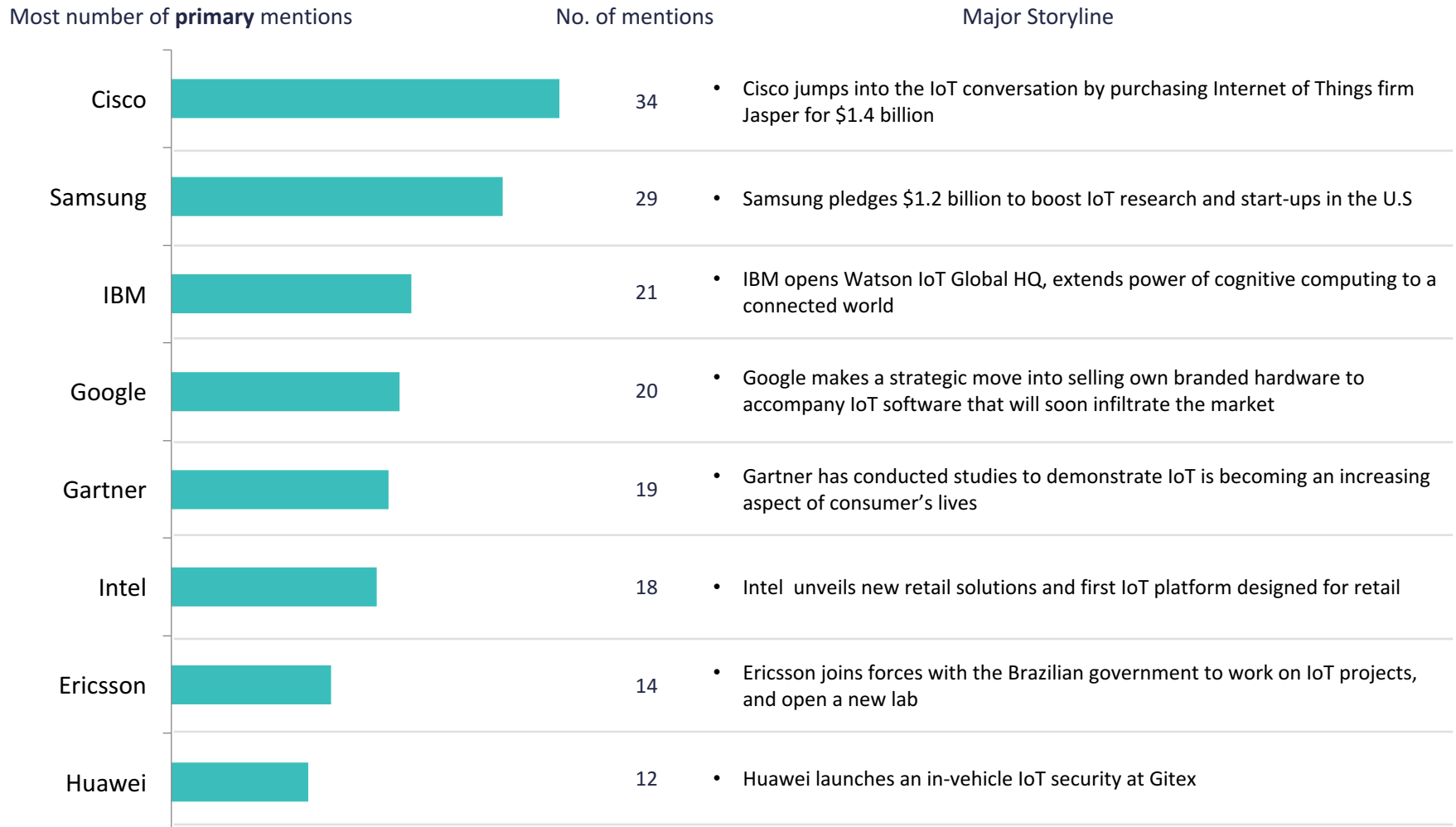
The *largest* and *most central* portion of conversation (**33%**) regarding IOT discuss potential **Enterprise Capabilities** and how **IoT is driving change** throughout the world

Clusters

|		
● Enterprise Capabilities	20%
● IoT Driving Change	13%
● IoT Startups	11%
● Cyber Security	10%
● Performance & Design	10%
● International Innovation	10%
● Events & Conferences	5.4%
● CES Previews	4.9%
● IoT Opportunities	4.6%
● Network Implications	4.4%
● IoT Market	4.1%

What Companies Drive Conversation?

Large tech companies are driving the conversation around IoT with an increased focus on various ways that IoT can enhance consumer lives. **Cisco** and **Samsung** lead mentions with their sizeable investment in the space.

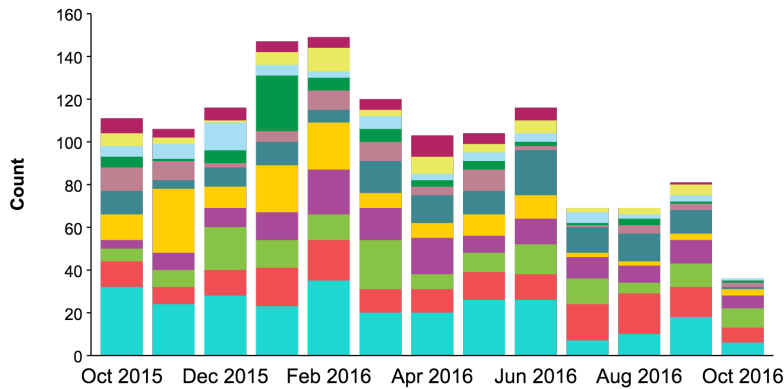| Most number of **primary** mentions	No. of mentions	Major Storyline
Cisco	34	• Cisco jumps into the IoT conversation by purchasing Internet of Things firm Jasper for $1.4 billion
Samsung	29	• Samsung pledges $1.2 billion to boost IoT research and start-ups in the U.S
IBM	21	• IBM opens Watson IoT Global HQ, extends power of cognitive computing to a connected world
Google	20	• Google makes a strategic move into selling own branded hardware to accompany IoT software that will soon infiltrate the market
Gartner	19	• Gartner has conducted studies to demonstrate IoT is becoming an increasing aspect of consumer's lives
Intel	18	• Intel unveils new retail solutions and first IoT platform designed for retail
Ericsson	14	• Ericsson joins forces with the Brazilian government to work on IoT projects, and open a new lab
Huawei	12	• Huawei launches an in-vehicle IoT security at Gitex

What Topics Are Most Socially Shared?

Although Enterprise Capabilities and Change represent the most prevalent topics, Cyber Security is the most socially shared topic, representing a key tension point for potential consumers of IoT products
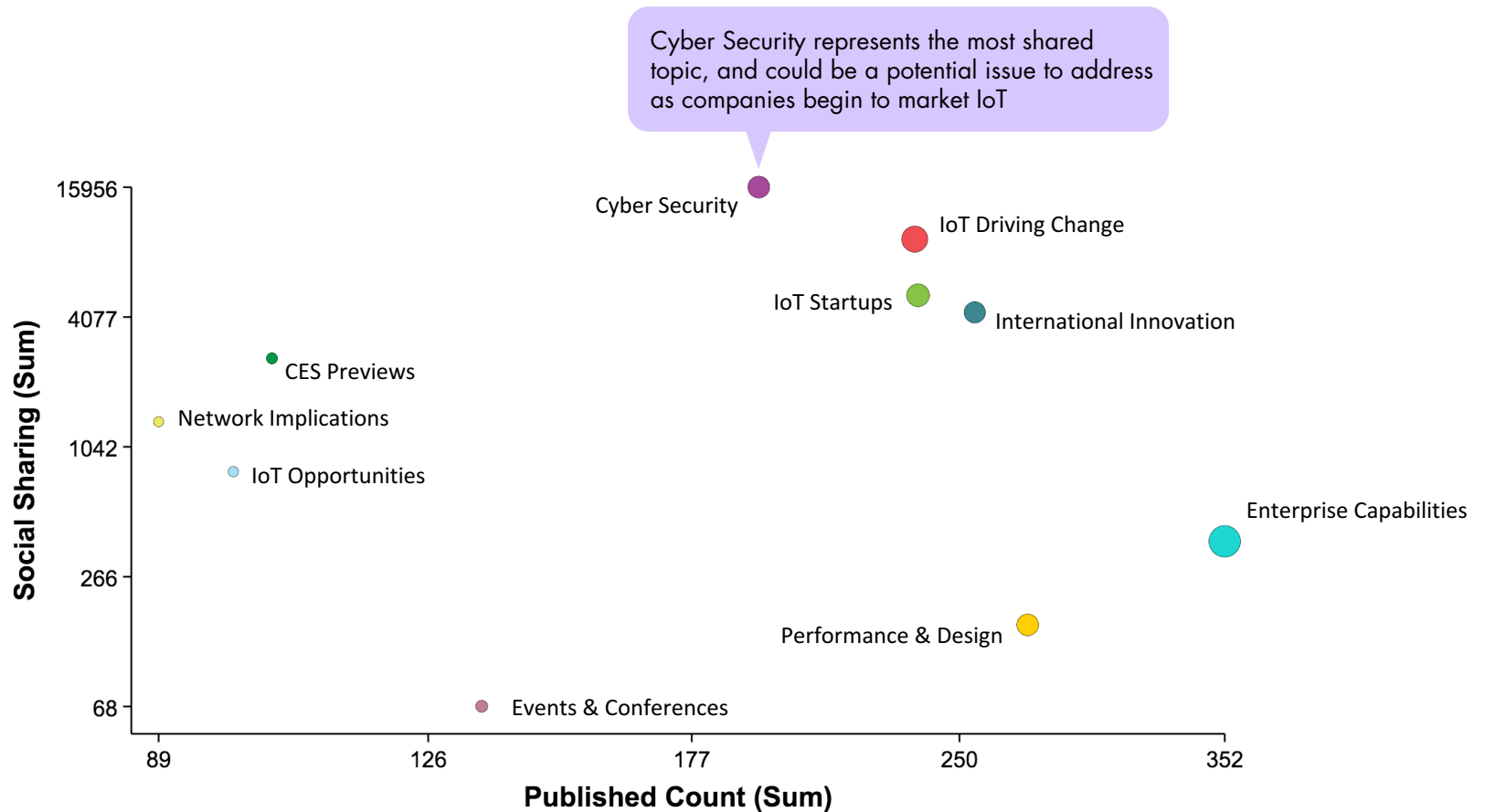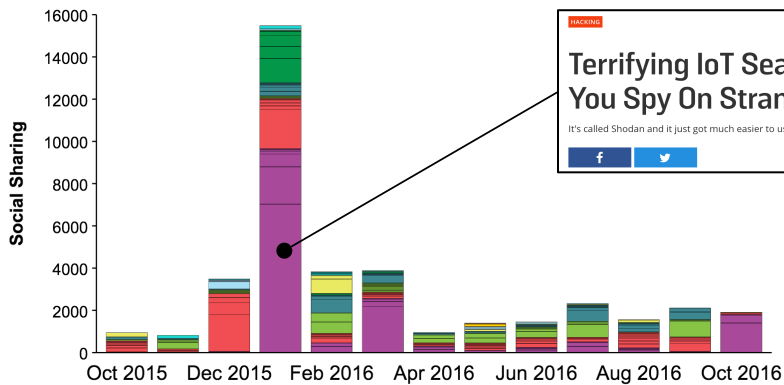
How has the Story Changed Over Time?

Over time, much of the article content has been consistent over clusters, but social sharing over time shows an even greater emphasis on Cyber Security
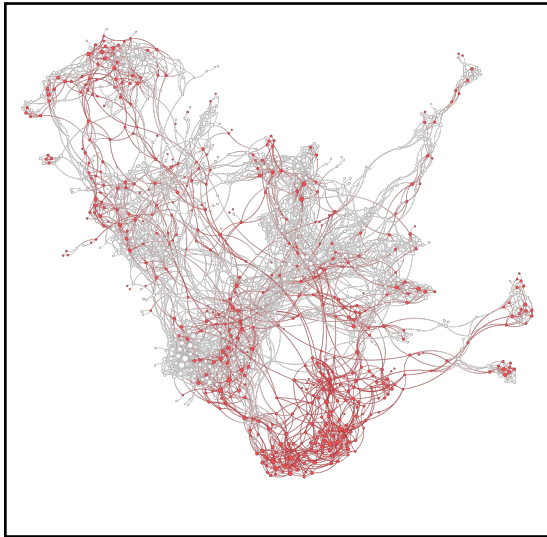

Clusters

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Most **Socially Shared** Article within the Entire Network:

HACKING

Terrifying IoT Search Engine Lets You Spy On Strangers' Webcams

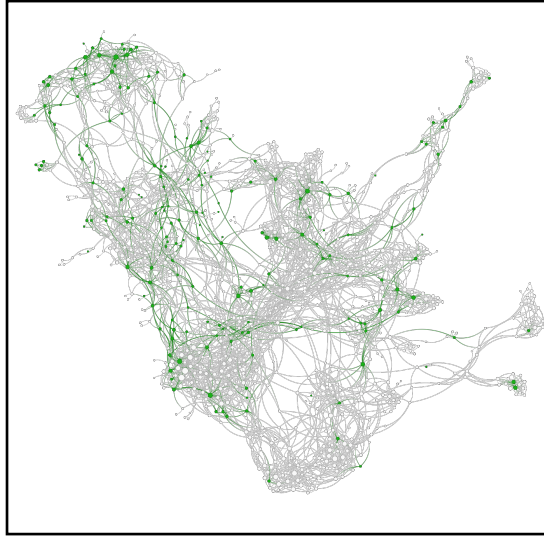It's called Shodan and it just got much easier to use

f   y

Which Ideas Are Most Important?

From a marketing standpoint, companies should ensure that consumers understand the measures to protect **security**, as this was the most prevalent theme in the network, over aspects such as **quality** or **convenience**
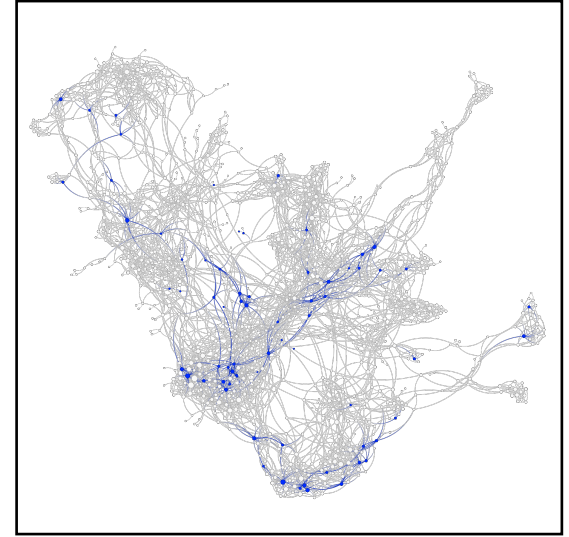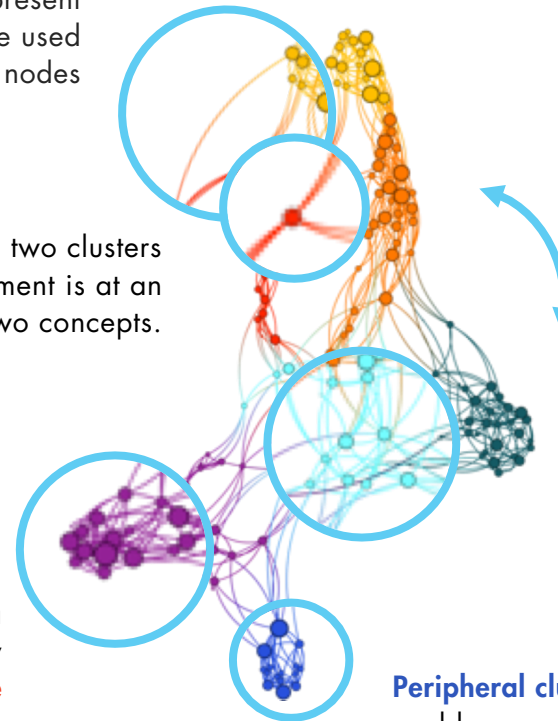

Security
34%

Quality
14%

Convenience
34%

APPENDIX

HOW TO READ A NETWORK

Connections represent similar language used across nodes

Greater distance between clusters indicates **a low number of inter-related documents**

A **bridging node** between two clusters indicates the document is at an intersection between two concepts.

Centrally located nodes are core concepts in the network and share language with many other nodes

Similar nodes **cluster together**, and clusters are grouped by color. Each node represents a document.

The density of a cluster indicates how **similar or diverse the nodes are within it**

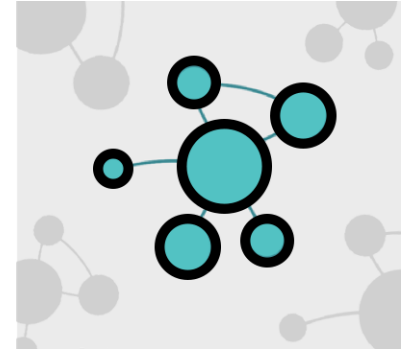**Peripheral clusters** could represent niche takes on the topic

TEXT ANALYTICS BACKGROUND

Quid reads any text to identify key words, phrases, people, companies and institutions.
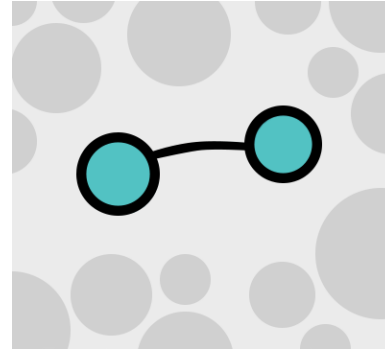
Then Quid compares words from each document to create links between them based on similar language.

Quid repeats the process at immense scale, producing a network that shows how similar all the documents are to one another.

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Quid is software that reads millions of documents and offers immediate insight by organizing that content visually. We power human intuition with machine intelligence, enabling organizations to make decisions that matter.

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