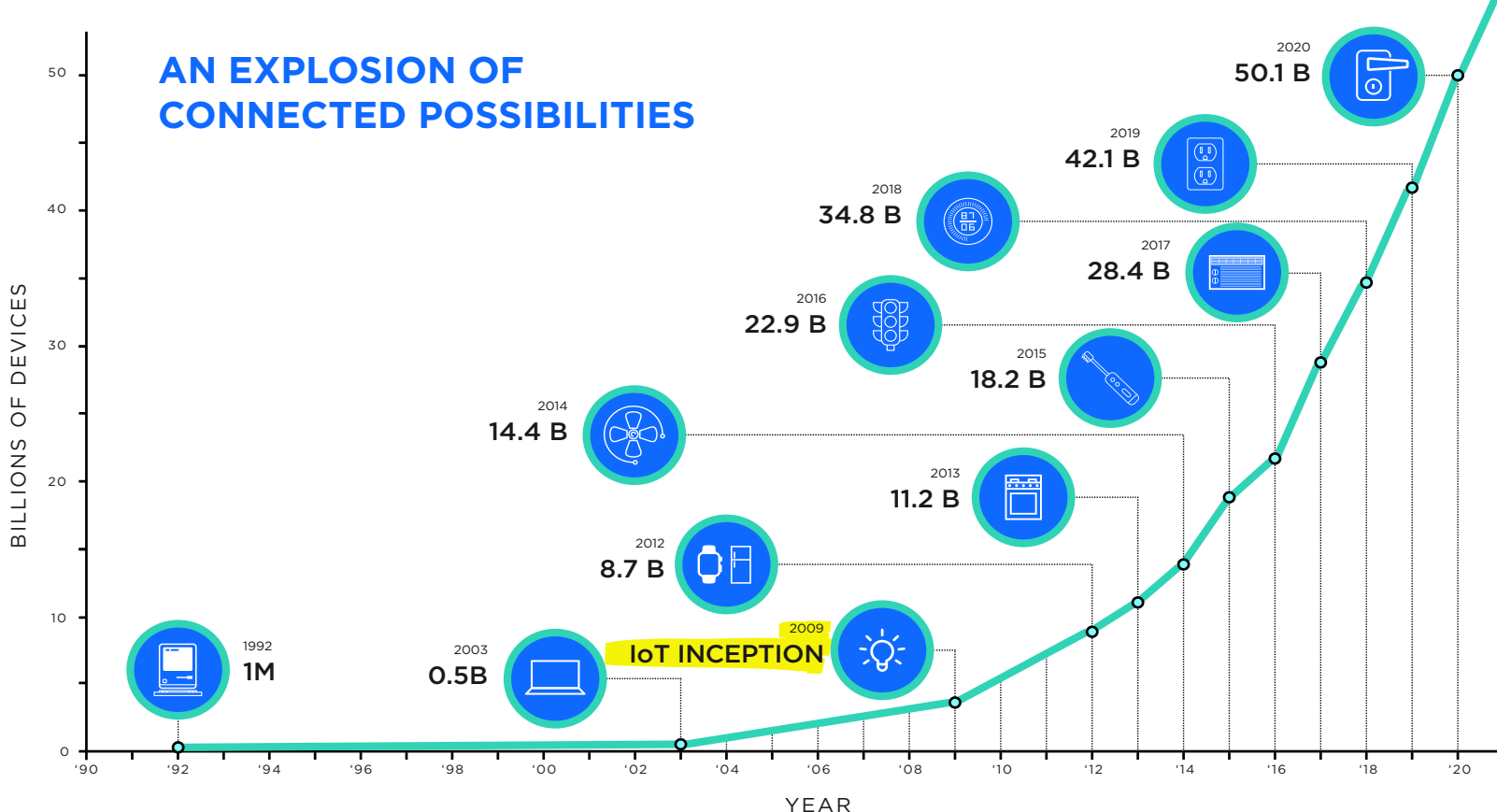


THE INTERNET OF THINGS

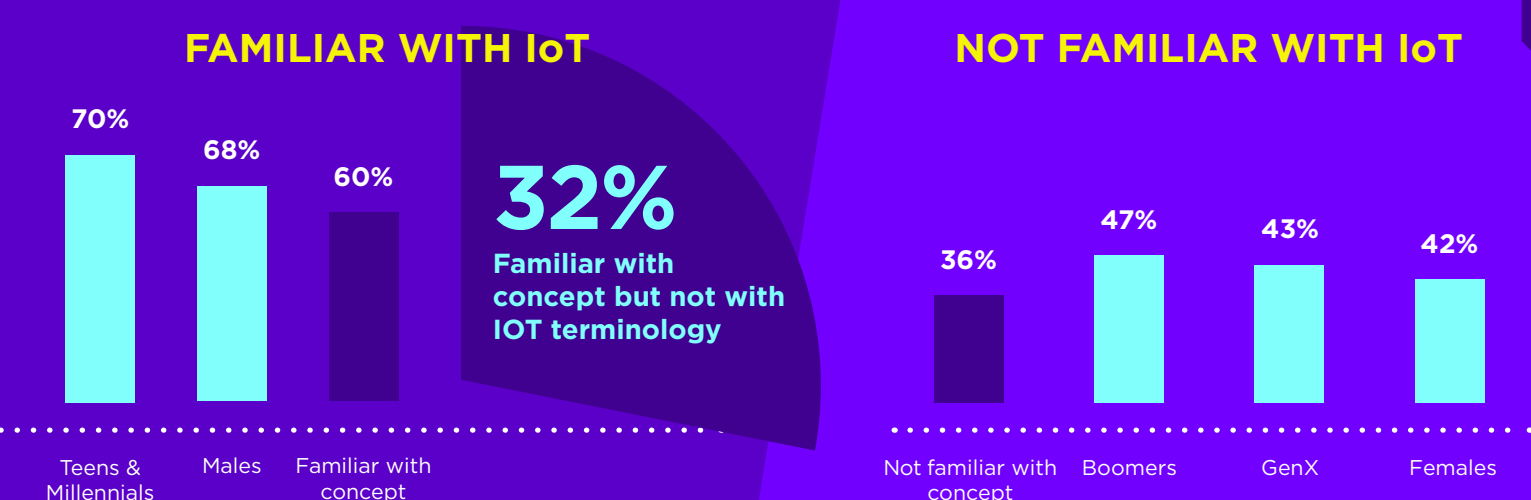
The Internet of Things (IoT) is a phenomenon that has taken the world by storm, and it's only going to increase in significance (just ask Google Home, Echo or Siri). Yahoo conducted research to learn more about consumer perceptions around the IoT, and the data shows that there is a knowledge gap among consumers. So what does this mean for advertisers? **EDUCATE, EDUCATE, EDUCATE.** Read on to learn more about the need to educate and how Yahoo can help you reach your target consumers.

The Internet of things (IoT) is basically the concept of connecting any device to the Internet or to other connected devices and it is growing at a significant pace.



WHO KNOWS ABOUT IoT?

Familiarity with IoT is more prevalent among males and younger audiences; terminology is still not well known.



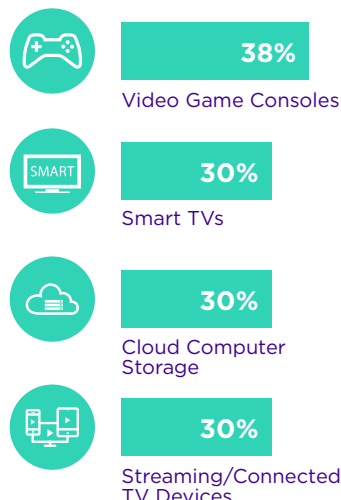
IoT DEVICE OWNERSHIP

While **60% of people claim to know** about the Internet of Things, **70% of people actually own** at least one device, proving that many are still not familiar with the concept

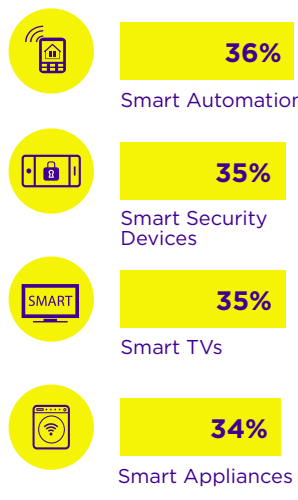
IoT DEVICE OWNERSHIP/INTEREST

Teens and Millennials show the highest adoption of IoT devices, almost **3X** higher than that of Boomers.

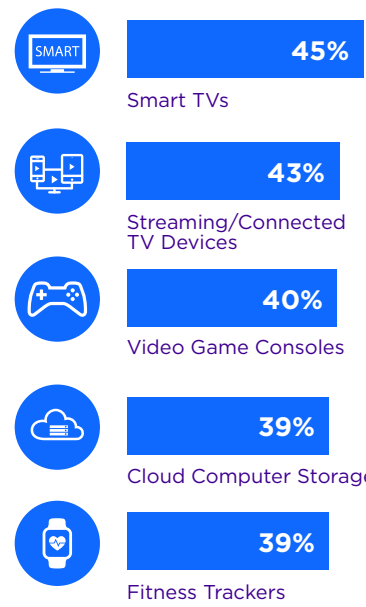
TOP FOUR DEVICES OWNED



TOP FOUR DEVICES WITH HIGHEST INTEREST



TOP FIVE DEVICES WITH HIGHEST INTENT



REASONS FOR ADOPTION VARY BY DEVICE

- Entertainment devices (game consoles, smart TVs, streaming devices): For **FUN**
- Smart appliances, smart watches, smart automation, connected car devices: For **CONVENIENCE** and **UTILITY**
- Smart security: To **ENHANCE SAFETY**

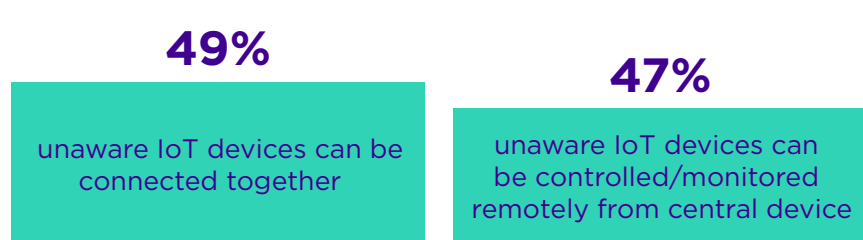
BARRIERS TO ADOPTION

- HIGH COST** and **LACK OF NEED**
- SECURITY** and **PRIVACY CONCERNS** (particularly for smart security and smart automation devices)

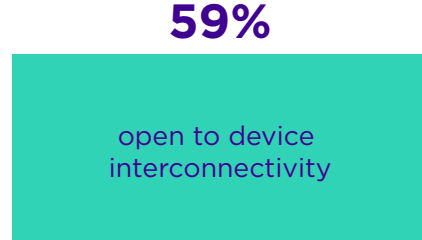
KNOWLEDGE OF IoT IS IMMATURE

Further education on benefits and utility is imperative.

MANY CONSUMERS **ARE UNAWARE** OF THE POTENTIAL OF THEIR DEVICES



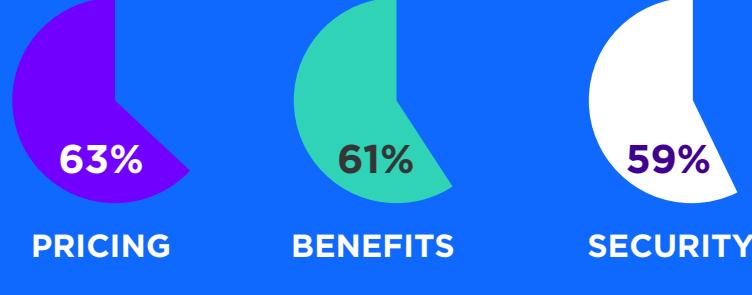
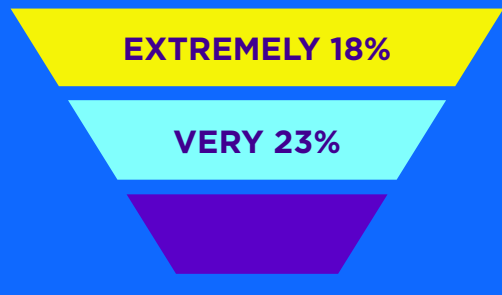
HOWEVER, DESPITE PRIVACY CONCERNS, CONSUMERS **ARE OPEN** TO DEVICE INTERCONNECTIVITY



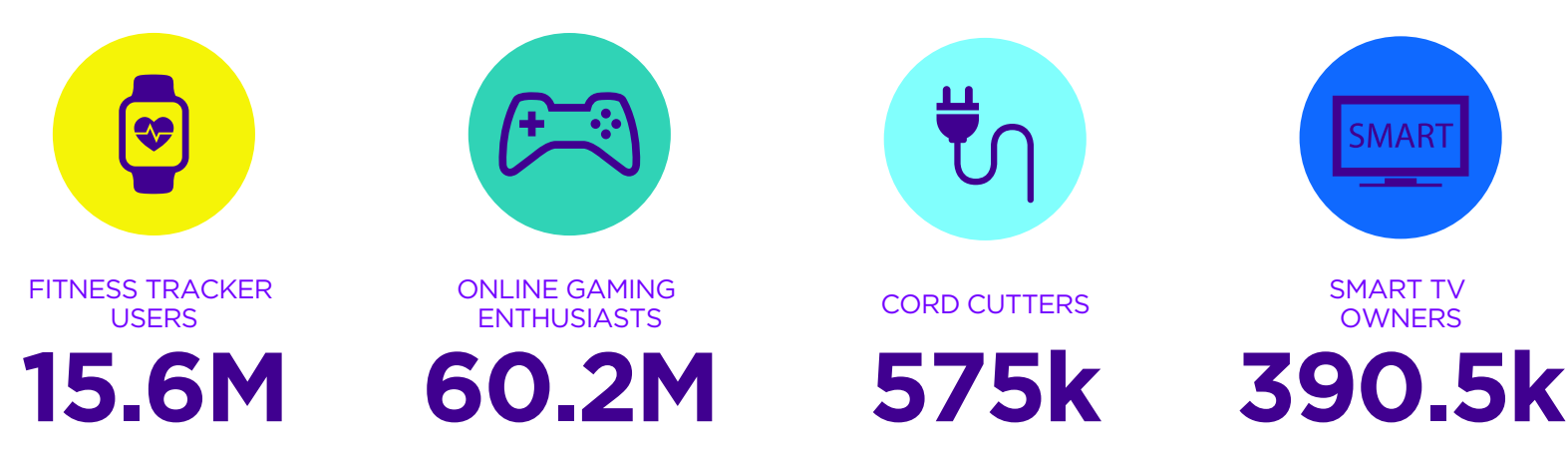
PEOPLE INTERESTED IN LEARNING MORE

41% of consumers have a high interest in finding out more information about IoT; price, benefits, and security are the top types of information consumers are looking for.

TOP OF FUNNEL **TOTAL 41%**



REACH THESE CONSUMERS AT SCALE WITH YAHOO



Sources: The Internet of Things Study: A Consumer Perspective, Yahoo 2016 and internal Yahoo data

Consumers don't know what they don't know, and they won't buy your product unless they understand the utility and value it holds for them. To learn more about more ways that Yahoo can help you achieve your goals, reach out to your sales representative, or [click here](#) for more details.

Want to learn more?
Go to advertising.yahoo.com