

# TMT Predictions 2013

## Looking into the near future

The world of technology, media and telecommunications (TMT) is changing at an ever faster rate. Deloitte TMT Predictions are our assessment of developments likely to deliver significant impact, both on TMT companies and wider industry.

Understanding TMT trends can be a competitive differentiator in any sector, which is why our dedicated global research team engage in thousands of detailed discussions and surveys to distil the top 16 predictions. Our methodology includes providing endpoints in order that our accuracy can be measured. In the last two years, we have achieved just over 80% accuracy.

As you review the predictions below, consider how they will impact your industry and your business, and contemplate what actions will maintain, or improve, your position in the market.

### Technology

**The PC is not dead:** it's about usage not units. With their big screens and full keyboards, PCs will remain the computing workhorses in most organisations, resisting replacement by mobile devices.

**Bring your own computer:** a tale of two interpretations. Few additional companies will adopt bring-your-own-computer policies, but personal choice will increase in line with the rising use of home-based workers.

#### ***P@\$\$1234: the end of strong password-only security.***

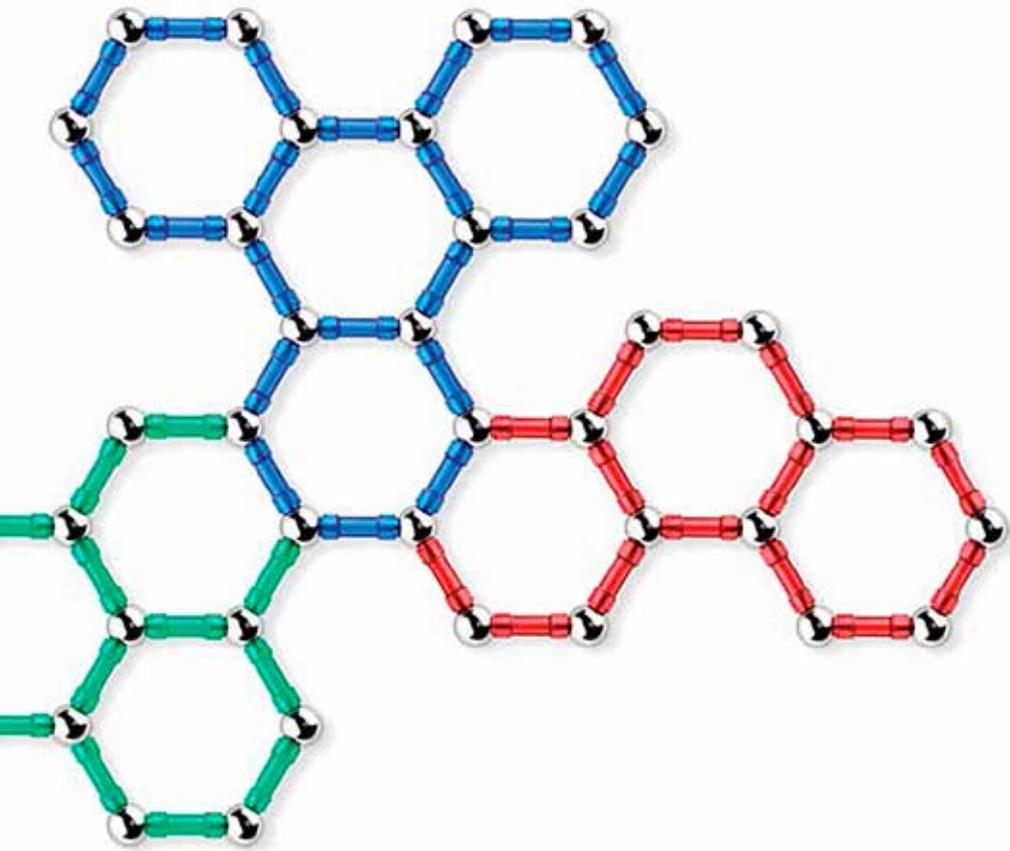
Deloitte predicts that 90% of user-generated passwords will be vulnerable to hacking in 2013, risking financial damage and loss of confidence in online transactions. As the incentives for hacking into accounts rise, even passwords considered 'strong' will become vulnerable. Longer passwords and multi-factor identification are likely solutions.

**Enterprise Social Networks:** another tool, but not yet a panacea. Organisations will grapple with the challenge of integrating Enterprise Social Network use into core business processes.

**Let's get together:** crowdfunding portals bring in the bucks. Deloitte predicts crowdfunding will raise \$3 billion in 2013, double that raised in 2011.

**The button stays beautiful.** Gesture control and voice recognition are coming, but in many contexts, the button will remain the most convenient way to control computers and televisions.

The full report of the TMT Predictions 2013 is available on the website [www.deloitte.be](http://www.deloitte.be) on the page Industries/TMT.



### Media

**4K kicks off.** The next generation of high definition TVs will arrive in the consumer market.

#### **Dual video screening readies for prime time.**

One in ten households will have two or more television screens operating simultaneously in the same room.

**Connected TV:** hits and misses. Tens of millions of connected TVs, capable of taking both online and traditional inputs, will sell worldwide in 2013, predicts Deloitte, potentially changing the way video media is consumed. But issues of quality, both in content and connectivity, mean consumers will continue to prefer traditional broadcasters over online providers.

**Over-the-top may lift legacy broadcasters and distributors more than pure plays.** Trust in brand and content will keep viewers loyal to existing broadcasters.

**The reality of 'cord cutting' in North America.** Less than 1% of North American subscribers will discontinue their pay TV subscription, despite others' predictions of a mass exodus.

### Telecommunications

**A strong year for LTE adoption.** Long Term Evolution wireless networks will be launched in 75 countries.

#### **Smartphones ship a billion but usage becomes simpler.**

Operators will find ways of encouraging consumers to make more use of the data capability of their smartphones.

**'Mobile' advertising is dead.** Long live tablet and smartphone advertising. The smartphone sector will be worth around \$4.9 billion in 2013, and the tablet sector worth around \$3.4 billion.

**All-you-can-app.** Deloitte predicts that in 2013 between 50 and 100 mobile operators will offer unlimited data access to specific applications, for a fixed monthly subscription. They are targeting consumers worried about running up large data usage bills because they have no way of assessing files sizes. Social networks are likely to be the early adopters of this approach.

**The looming spectrum shortage:** worse before it gets better. With demand for wireless bandwidth exceeding supply, consumers will see performance dip.