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Security, TV, Smartphones

Deloitte TMT Predictions 2013: End of password-only security, 1 billion smartphones to ship and PC usage will thrive

Jan. 15, 2013

Deloitte's Technology Media & Communications practice has released its annual predictions for technology. The top level: Deloitte predicts more than 90 percent of user-generated passwords will be vulnerable to hacking in a matter of seconds, requiring a change in security technology. The report also counters current TV entertainment thinking, predicting that existing broadcasters will continue to deliver the majority of over-the-top services and 4K televisions won't disrupt the marketplace just yet.

For mobile devices, the company predicts that global shipments of smartphones will likely exceed one billion units for the first time in 2013 and the install base of smartphones will be close to two billion devices by the end of the year. At the same time, Long Term Evolution (LTE) adoption will continue to increase with more than 200 operators in 75 countries launching LTE networks by the end of 2013 and LTE subscriptions should exceed 200 million, a 17-fold increase in just two years.

"This year's predictions cover a range of topics, highlighting the continued dominance of the personal computer (PC), developments around crowdfunding portals, access to data, and smartphones," said Eric Openshaw, vice chairman and U.S. technology, media and telecommunications leader, Deloitte LLP. "Organizations have to carefully consider new ways that consumers receive information and entertainment both at home and on-the-go, and employ strategies that create an incredible customer experience and innovative products amid persistent economic uncertainty."

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devices by year-end.

- **The end of strong password-only security** — More than 90 percent of user-generated passwords — even those considered strong — will be vulnerable to hacking in seconds. Additional forms of authentication including token devices, additional passwords sent through SMS to your phone, fingerprints and other biometrics, or even 'tap and go' credit cards may be required.
- **The reality of TV "cord cutting" in North America** — More than 99 percent of North Americans will continue their Pay TV subscriptions. A growing number of young people, however, will likely not subscribe when they move out on their own, becoming the first generation of "cord nevers." Over-the-top may lift legacy broadcasters more than pure plays — Two of the top three over-the-top (OTT) TV and movie services are likely to be provided by existing broadcasters or distributors.
- **The PC is not dead: It's about usage not units** — More than 80 percent of Internet traffic measured in bits will continue to be generated on traditional personal computers (desktops and laptops). Of the total time spent on PCs, tablets and smartphones combined, more than 70 percent will be using PCs. This includes both work and home usage.
- **"Mobile advertising" thrives, led by tablets, but smartphone display lags** — "Mobile" advertising — a category including tablets, smartphones and feature phones — should grow by 50 percent to reach \$9 billion globally.
- **Let's get together: Crowdfunding portals bring in the bucks** — Crowdfunding portals will raise \$3 billion globally, a 100 percent increase over 2011.
- **Enterprise Social Networks (ESN): Another tool, but not yet a panacea** — More than 90 percent of Fortune 500 companies will have selectively or fully implemented an ESN by the end of 2013, a 70 percent increase over 2011. Of those who register, only a third will read content once a week or more and just 40 percent will make an ESN post in the average month.

- **4K kicks off** — The next generation of high definition (HD) TV sets, 4K, offering

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- your end. LTE subscriptions should exceed 200 million, a 17-fold increase in just two years.
- **The looming spectrum shortage: Worse before it gets better** — The demand for wireless bandwidth continues to grow causing increased spectrum exhaustion — leading mainly to slower speeds, but sometimes an inability to access networks or dropped calls or data sessions.

Full details about the global TMT Predictions are available here:
<http://www.deloitte.com/Predictions2013>.

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