

# CONNECTED LIVING 2025

## An international study of consumer expectations for mobile operators, smart cities and the connected workplace

We asked 1,200 young people from all over the world to predict what mobile technology will look like in 10 years' time. This is what they told us...

**gemalto**  
security to be free

### High-speed internet and super-smart devices

**61%** expect always on mobile data and seamless wi-fi offloading wherever they are

**87%** expect high-speed 5G internet access to make accessing any online content a painless experience

**67%** still expect to unlock their phone with a fingerprint, but 43% expect to scan their retinas and 33% think their phones will be able to identify their DNA



### Travelling around the smart city of the future

**56% expect NFC-based, paperless travel to be the norm.**  
You won't even have to tap your card or phone - the barriers will open automatically as you approach

**69% expect high-speed connectivity aboard all public transport,**  
above and below ground. 44% expect transport systems to automatically adapt to surges in demand

**59% also expect car keys to be made obsolete in favour of touch-based DNA recognition**  
Over a quarter even expects to be able to take a nap on a flat bed while their car does the hard work!

If you don't want to drive, you won't have to!  
**63% expect driverless cars to be commonplace in 2025**

### A healthy, hyper-connected society

**63%** expect healthcare trackers to show you a 3D display of your heart

**50%** expect to be able to view a 3D display of their teeth in their smart glasses while they brush

**59%** expect a connected implant to provide them and their doctor with real-time access to blood pressure levels

**43%** Forgot the shopping? Don't worry. 43% expect your virtual PA to order what you need automatically.

**61%** think they'll never miss a meeting in 2025 thanks to virtual PAs organising their schedule. 42% expect them to plan their social lives too!

**32%** expect coins to be a thing of the past. 42% expect to be able to buy anything with their mobile, and 69% expect to be using dynamic smart cards whose details change every minute

### A new era of work

**63%** think our employers will use fingerprints to control access to our places of work

**49%** think our workplaces will be able to identify our faces, while **42%** expect to get into the office simply by using their voice

**43%** think employers will monitor productivity via wearable trackers, and **25%** expect computers to be able to read thoughts directly from their brain

**Over half** of consumers still think we'll be using smartphones, tablets and laptops at work in 2025

### The global picture

**USA**  
42% of Americans still expect to be paranoid about data security  
50% expect their virtual PA to shop for them without needing any prompt  
92% expect to be enjoying super-fast 5G access  
78% expect high-speed internet access whenever and wherever they travel

**UK**  
86% expect 5G to grant them access to any online content seamlessly  
40% believe there will be no limits to what you can buy with your phone in 2025  
Over half (52%) expect to be using smart glasses in the workplace  
Fewer Brits expect driverless cars to be commonplace in 2025 than the other countries surveyed

**GERMANY**  
40% of German youths expect a paranoid mind-set around data security  
58% expect contactless payments to take a quarter of a second to complete  
Germans are the least confident (78%) about the availability of ultra fast 5G in 2025  
Germans are the least confident in the ability of technology to read our minds, with only 10% expecting a direct brain interface

**BRAZIL**  
37% expect people to be complacent about data security  
74% believe contactless payments will take quarter of a second to complete  
97% expect 5G connections to make access to all online content seamless  
77% expect the satellite navigation systems of 2025 to show a detailed 3D display to stop you getting lost

**FRANCE**  
French consumers in general had lower expectations about mobile technology than the other countries surveyed  
Only 22% expect the end of coins thanks to contactless payments  
Less than a fifth (19%) expect all mobile payments to provide the option of credit card, carrier billing or third party payment payments  
Just over a fifth (21%) expect activity trackers to be making exercise recommendations to boost flexibility, compared with over half of Chinese and Brazilians

**CHINA**  
The Chinese are the most confident (63%) about using retina scanning to unlock their phones  
84% expect to be using dynamic bank cards which continuously adapt  
65% expect mobile operators to track your safety by monitoring your movements and a voice-activated panic alarm built into your phone  
70% expect to spend commuting time browsing interactive, personalised ads

### Six challenges mobile operators should evaluate today

- 1 Move towards dynamic infrastructure management**  
Network infrastructures will have to flex between different needs. Dynamic management could be a potential new business model for MNOs
- 2 Position as an IoT connectivity aggregator**  
MNOs will have a responsibility to play a "hub" role for the connected world. They can make the connected world accessible to every service provider
- 3 Take some risks to enable the IoT**  
A wide range of new connected devices or use cases will develop very fast. Operators will need to follow the pace of new trends, and be ready to try anything
- 4 Provide the next level of Customer Experience**  
MNOs will need to provide the most reliable connectivity experience to make consumers feel they can easily embrace the new world of mobility
- 5 Develop a marketing service offering**  
Intelligent marketing is high on the expectation list for the world's youth. MNOs will need to facilitate exchanges of information of mutual benefit to their customers and themselves
- 6 Defend the data and enable the security of end-users**  
Consumer expectation in the study is that their providers - including their mobile operators - need to take a bigger role in securing them and protecting their data

For more information, and to read the full Connected Living 2025 report, visit: [www.gemalto.com/connected-living-2025](http://www.gemalto.com/connected-living-2025)

**About the research:**  
Just over 1,200 consumers aged 18-30 were surveyed by Smart Survey in an online poll in December 2015, on behalf of Gemalto. Respondents were approximately evenly split between Brazil, China, France, Germany, the United Kingdom and the United States.