# Top Tech Prediction for 2015

We analyzed the Social data related to technologies, observed the trends over 2013 and 2014 and projected them onto 2015 to produce the predictions for popular technologies in 2015 for each of the following categories: (i) Overall technology trend; (ii) Machine learning; (iii) Internet of Things; (iv) Wearable technology; (v) On-demand services; (vi) Data visualization & analytics; (vii) 3D printing; (viii) Data security/privacy; (ix) Mobile payment systems; (x) Digital assistants

## Ranking by Overall Popularity

(1) North America

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Category** | **Technology** | **2013** | **2014** | **Overall** |
| **Overall** | netflix | 14697915 | 24392092 | 39090007 |
|  | square | 7258588 | 8314417 | 15573005 |
|  | siri | 2186773 | 2023439 | 4210212 |
|  | uber | 794494 | 3072893 | 3867387 |
|  | big data | 1471677 | 2366605 | 3838282 |
|  | iot | 173114 | 1151215 | 1324329 |
|  | gett | 398160 | 170660 | 568820 |
|  | google now | 147258 | 184069 | 331327 |
|  | digital health | 85935 | 218646 | 304581 |
|  | artificial intelligence | 78011 | 214253 | 292264 |
|  | cortana | 27599 | 249093 | 276692 |
| **Machine learning** | big data | 1471677 | 2366605 | 3838282 |
|  | data mining | 85477 | 98063 | 183540 |
|  | smart machines | 4348 | 3621 | 7969 |
|  | contextually aware computing | 1 | 4 | 5 |
| **Internet of Things** | iot | 173114 | 1151215 | 1324329 |
|  | mobile health | 38572 | 50415 | 88987 |
|  | smart cities | 17813 | 47406 | 65219 |
|  | connected homes | 11476 | 47620 | 59096 |
|  | connected cars | 9704 | 21115 | 30819 |
| **Wearable technology** | digital health | 85935 | 218646 | 304581 |
|  | smart watches | 20134 | 51060 | 71194 |
|  | fitness bands | 3930 | 12151 | 16081 |
|  | wearable computers | 7296 | 6515 | 13811 |
|  | wearable tech fashion | 1302 | 923 | 2225 |
| **On-demand services** | netflix | 14697915 | 24392092 | 39090007 |
|  | uber | 794494 | 3072893 | 3867387 |
|  | gett | 398160 | 170660 | 568820 |
|  | hbogo | 73972 | 116961 | 190933 |
|  | television on demand | 181 | 33 | 214 |
|  | drone shipping | 2 | 174 | 176 |
| **Data visualization & analytics** | big data | 1471677 | 2366605 | 3838282 |
|  | tableau | 52943 | 86556 | 139499 |
|  | predictive analytics | 44714 | 85642 | 130356 |
|  | data scientist | 38655 | 79829 | 118484 |
|  | power bi | 7543 | 21174 | 28717 |
|  | qlik | 2301 | 16014 | 18315 |
|  | business intelligence tools | 1460 | 1433 | 2893 |
|  | excel power bi | 2 | 51 | 53 |
| **3D printing** | additive manufacturing | 9726 | 42872 | 52598 |
|  | machine parts | 2726 | 5366 | 8092 |
|  | replacement limbs/organs | 458 | 1243 | 1701 |
| **Data security/privacy** | hipaa | 105345 | 134186 | 239531 |
|  | target data breach | 0 | 74736 | 74736 |
|  | ferpa | 6456 | 10681 | 17137 |
|  | home depot data breach | 0 | 7151 | 7151 |
|  | cjis | 798 | 1092 | 1890 |
|  | jp morgan data breach | 0 | 1155 | 1155 |
|  | michael's data breach | 0 | 42 | 42 |
| **Mobile payment systems** | square | 7258588 | 8314417 | 15573005 |
|  | applepay | 4 | 144514 | 144518 |
|  | google wallet | 39647 | 71704 | 111351 |
|  | mobile banking | 44146 | 45290 | 89436 |
|  | paypal reader | 75 | 53 | 128 |
| **Digital assistants** | siri | 2186773 | 2023439 | 4210212 |
|  | google now | 147258 | 184069 | 331327 |
|  | artificial intelligence | 78011 | 214253 | 292264 |
|  | cortana | 27599 | 249093 | 276692 |
|  | ubiquitous computing | 3032 | 1691 | 4723 |

(2) Europe

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Category** | **Technology** | **2013** | **2014** | **Overall** |
| **Overall** | square | 2148812 | 2251888 | 4400700 |
|  | netflix | 864783 | 2372809 | 3237592 |
|  | big data | 347168 | 575340 | 922508 |
|  | siri | 390745 | 314748 | 705493 |
|  | uber | 145018 | 497561 | 642579 |
|  | iot | 74277 | 350003 | 424280 |
|  | google now | 40206 | 41021 | 81227 |
|  | digital health | 21070 | 58124 | 79194 |
|  | artificial intelligence | 18400 | 48883 | 67283 |
|  | smart cities | 22031 | 43974 | 66005 |
|  | cortana | 4136 | 49586 | 53722 |
| **Machine learning** | big data | 347168 | 575340 | 922508 |
|  | data mining | 13938 | 17360 | 31298 |
|  | smart machines | 874 | 857 | 1731 |
|  | contextually aware computing | 2 | 1 | 3 |
| **Internet of Things** | iot | 74277 | 350003 | 424280 |
|  | smart cities | 22031 | 43974 | 66005 |
|  | mobile health | 7929 | 11528 | 19457 |
|  | connected homes | 2835 | 10519 | 13354 |
|  | connected cars | 3173 | 6767 | 9940 |
| **Wearable technology** | digital health | 21070 | 58124 | 79194 |
|  | smart watches | 5487 | 13424 | 18911 |
|  | wearable computers | 1600 | 1475 | 3075 |
|  | fitness bands | 241 | 1751 | 1992 |
|  | wearable tech fashion | 284 | 109 | 393 |
| **On-demand services** | netflix | 864783 | 2372809 | 3237592 |
|  | uber | 145018 | 497561 | 642579 |
|  | gett | 25409 | 12749 | 38158 |
|  | hbogo | 1118 | 1303 | 2421 |
|  | television on demand | 25 | 536 | 561 |
|  | drone shipping | 0 | 10 | 10 |
| **Data visualization & analytics** | big data | 347168 | 575340 | 922508 |
|  | tableau | 13154 | 23892 | 37046 |
|  | data scientist | 8423 | 20584 | 29007 |
|  | predictive analytics | 8269 | 18899 | 27168 |
|  | power bi | 1684 | 5420 | 7104 |
|  | qlik | 382 | 6266 | 6648 |
|  | business intelligence tools | 250 | 730 | 980 |
|  | excel power bi | 0 | 2 | 2 |
| **3D printing** | additive manufacturing | 3107 | 6526 | 9633 |
|  | machine parts | 374 | 582 | 956 |
|  | replacement limbs/organs | 98 | 219 | 317 |
| **Data security/privacy** | hipaa | 2690 | 3325 | 6015 |
|  | target data breach | 0 | 1859 | 1859 |
|  | home depot data breach | 0 | 457 | 457 |
|  | jp morgan data breach | 0 | 155 | 155 |
|  | ferpa | 50 | 84 | 134 |
|  | cjis | 47 | 56 | 103 |
| **Mobile payment systems** | square | 2148812 | 2251888 | 4400700 |
|  | mobile banking | 14414 | 18805 | 33219 |
|  | google wallet | 8205 | 7949 | 16154 |
|  | applepay | 1 | 13793 | 13794 |
|  | paypal reader | 15 | 14 | 29 |
| **Digital assistants** | siri | 390745 | 314748 | 705493 |
|  | google now | 40206 | 41021 | 81227 |
|  | artificial intelligence | 18400 | 48883 | 67283 |
|  | cortana | 4136 | 49586 | 53722 |
|  | ubiquitous computing | 745 | 821 | 1566 |

(3) Latin America

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Category** | **Technology** | **2013** | **2014** | **Overall** |
| **Overall** | netflix | 97676 | 235089 | 332765 |
|  | square | 177661 | 113481 | 291142 |
|  | big data | 21850 | 33703 | 55553 |
|  | uber | 25609 | 29054 | 54663 |
|  | google now | 16067 | 28198 | 44265 |
|  | siri | 20992 | 21331 | 42323 |
|  | iot | 3236 | 14043 | 17279 |
|  | artificial intelligence | 2007 | 4445 | 6452 |
|  | cortana | 720 | 5479 | 6199 |
|  | gett | 2245 | 1442 | 3687 |
|  | tableau | 1305 | 1850 | 3155 |
| **Machine learning** | big data | 21850 | 33703 | 55553 |
|  | data mining | 1066 | 1073 | 2139 |
|  | smart machines | 72 | 30 | 102 |
| **Internet of Things** | iot | 3236 | 14043 | 17279 |
|  | smart cities | 800 | 1931 | 2731 |
|  | mobile health | 329 | 516 | 845 |
|  | connected homes | 115 | 554 | 669 |
|  | connected cars | 149 | 272 | 421 |
| **Wearable technology** | digital health | 683 | 991 | 1674 |
|  | smart watches | 334 | 627 | 961 |
|  | wearable computers | 126 | 115 | 241 |
|  | fitness bands | 9 | 100 | 109 |
|  | wearable tech fashion | 31 | 6 | 37 |
| **On-demand services** | netflix | 97676 | 235089 | 332765 |
|  | uber | 25609 | 29054 | 54663 |
|  | gett | 2245 | 1442 | 3687 |
|  | hbogo | 315 | 329 | 644 |
| **Data visualization & analytics** | big data | 21850 | 33703 | 55553 |
|  | tableau | 1305 | 1850 | 3155 |
|  | data scientist | 539 | 944 | 1483 |
|  | predictive analytics | 496 | 697 | 1193 |
|  | power bi | 56 | 342 | 398 |
|  | qlik | 35 | 214 | 249 |
|  | business intelligence tools | 15 | 33 | 48 |
| **3D printing** | additive manufacturing | 44 | 119 | 163 |
|  | machine parts | 12 | 9 | 21 |
|  | replacement limbs/organs | 4 | 9 | 13 |
| **Data security/privacy** | hipaa | 600 | 321 | 921 |
|  | ferpa | 116 | 111 | 227 |
|  | target data breach | 0 | 195 | 195 |
|  | home depot data breach | 0 | 36 | 36 |
|  | cjis | 2 | 6 | 8 |
|  | jp morgan data breach | 0 | 6 | 6 |
| **Mobile payment systems** | square | 177661 | 113481 | 291142 |
|  | google wallet | 721 | 978 | 1699 |
|  | applepay | 7 | 751 | 758 |
|  | mobile banking | 344 | 377 | 721 |
| **Digital assistants** | google now | 16067 | 28198 | 44265 |
|  | siri | 20992 | 21331 | 42323 |
|  | artificial intelligence | 2007 | 4445 | 6452 |
|  | cortana | 720 | 5479 | 6199 |
|  | ubiquitous computing | 30 | 34 | 64 |

(4) Asia Pacific

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Category** | **Technology** | **2013** | **2014** | **Overall** |
| **Overall** | square | 767319 | 1393274 | 2160593 |
|  | netflix | 245866 | 764781 | 1010647 |
|  | siri | 232354 | 243835 | 476189 |
|  | uber | 83073 | 340069 | 423142 |
|  | big data | 132033 | 286948 | 418981 |
|  | iot | 18752 | 123374 | 142126 |
|  | google now | 31542 | 47387 | 78929 |
|  | cortana | 1640 | 52901 | 54541 |
|  | artificial intelligence | 13083 | 34563 | 47646 |
|  | data mining | 9500 | 31433 | 40933 |
|  | smart cities | 2238 | 33679 | 35917 |
| **Machine learning** | big data | 132033 | 286948 | 418981 |
|  | data mining | 9500 | 31433 | 40933 |
|  | smart machines | 481 | 2937 | 3418 |
| **Internet of Things** | iot | 18752 | 123374 | 142126 |
|  | smart cities | 2238 | 33679 | 35917 |
|  | connected homes | 1336 | 7844 | 9180 |
|  | mobile health | 2487 | 3561 | 6048 |
|  | connected cars | 1314 | 2890 | 4204 |
| **Wearable technology** | digital health | 4519 | 11346 | 15865 |
|  | smart watches | 3319 | 9094 | 12413 |
|  | fitness bands | 186 | 3349 | 3535 |
|  | wearable computers | 996 | 760 | 1756 |
|  | wearable tech fashion | 219 | 73 | 292 |
| **On-demand services** | netflix | 245866 | 764781 | 1010647 |
|  | uber | 83073 | 340069 | 423142 |
|  | gett | 8131 | 7888 | 16019 |
|  | hbogo | 869 | 1200 | 2069 |
|  | television on demand | 7 | 182 | 189 |
|  | drone shipping | 0 | 3 | 3 |
| **Data visualization & analytics** | big data | 132033 | 286948 | 418981 |
|  | tableau | 3905 | 20195 | 24100 |
|  | predictive analytics | 4599 | 14240 | 18839 |
|  | data scientist | 3711 | 8070 | 11781 |
|  | power bi | 455 | 3572 | 4027 |
|  | qlik | 232 | 1347 | 1579 |
|  | business intelligence tools | 167 | 238 | 405 |
|  | excel power bi | 0 | 5 | 5 |
| **3D printing** | additive manufacturing | 666 | 1381 | 2047 |
|  | machine parts | 290 | 583 | 873 |
|  | replacement limbs/organs | 43 | 122 | 165 |
| **Data security/privacy** | hipaa | 2092 | 3764 | 5856 |
|  | cjis | 217 | 1906 | 2123 |
|  | target data breach | 0 | 1807 | 1807 |
|  | home depot data breach | 0 | 352 | 352 |
|  | jp morgan data breach | 0 | 259 | 259 |
|  | ferpa | 85 | 83 | 168 |
|  | michael's data breach | 0 | 1 | 1 |
| **Mobile payment systems** | square | 767319 | 1393274 | 2160593 |
|  | applepay | 2 | 25988 | 25990 |
|  | mobile banking | 7742 | 9953 | 17695 |
|  | google wallet | 6214 | 10084 | 16298 |
| **Digital assistants** | siri | 232354 | 243835 | 476189 |
|  | google now | 31542 | 47387 | 78929 |
|  | cortana | 1640 | 52901 | 54541 |
|  | artificial intelligence | 13083 | 34563 | 47646 |
|  | ubiquitous computing | 224 | 306 | 530 |

## Ranking by Yearly Trend

(1) North America

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Category** | **Technology** | **2013** | **2014** | **Trend** |
| **Overall** | netflix | 14697915 | 24392092 | 9694177 |
|  | uber | 794494 | 3072893 | 2278399 |
|  | square | 7258588 | 8314417 | 1055829 |
|  | iot | 173114 | 1151215 | 978101 |
|  | big data | 1471677 | 2366605 | 894928 |
|  | cortana | 27599 | 249093 | 221494 |
|  | applepay | 4 | 144514 | 144510 |
|  | artificial intelligence | 78011 | 214253 | 136242 |
|  | digital health | 85935 | 218646 | 132711 |
|  | target data breach | 0 | 74736 | 74736 |
|  | hbogo | 73972 | 116961 | 42989 |
| **Machine learning** | big data | 1471677 | 2366605 | 894928 |
|  | data mining | 85477 | 98063 | 12586 |
|  | contextually aware computing | 1 | 4 | 3 |
|  | smart machines | 4348 | 3621 | -727 |
| **Internet of Things** | iot | 173114 | 1151215 | 978101 |
|  | connected homes | 11476 | 47620 | 36144 |
|  | smart cities | 17813 | 47406 | 29593 |
|  | mobile health | 38572 | 50415 | 11843 |
|  | connected cars | 9704 | 21115 | 11411 |
| **Wearable technology** | digital health | 85935 | 218646 | 132711 |
|  | smart watches | 20134 | 51060 | 30926 |
|  | fitness bands | 3930 | 12151 | 8221 |
|  | wearable tech fashion | 1302 | 923 | -379 |
|  | wearable computers | 7296 | 6515 | -781 |
| **On-demand services** | netflix | 14697915 | 24392092 | 9694177 |
|  | uber | 794494 | 3072893 | 2278399 |
|  | hbogo | 73972 | 116961 | 42989 |
|  | drone shipping | 2 | 174 | 172 |
|  | television on demand | 181 | 33 | -148 |
|  | gett | 398160 | 170660 | -227500 |
| **Data visualization & analytics** | big data | 1471677 | 2366605 | 894928 |
|  | data scientist | 38655 | 79829 | 41174 |
|  | predictive analytics | 44714 | 85642 | 40928 |
|  | tableau | 52943 | 86556 | 33613 |
|  | qlik | 2301 | 16014 | 13713 |
|  | power bi | 7543 | 21174 | 13631 |
|  | excel power bi | 2 | 51 | 49 |
|  | business intelligence tools | 1460 | 1433 | -27 |
| **3D printing** | additive manufacturing | 9726 | 42872 | 33146 |
|  | machine parts | 2726 | 5366 | 2640 |
|  | replacement limbs/organs | 458 | 1243 | 785 |
| **Data security/privacy** | target data breach | 0 | 74736 | 74736 |
|  | hipaa | 105345 | 134186 | 28841 |
|  | home depot data breach | 0 | 7151 | 7151 |
|  | ferpa | 6456 | 10681 | 4225 |
|  | jp morgan data breach | 0 | 1155 | 1155 |
|  | cjis | 798 | 1092 | 294 |
|  | michael's data breach | 0 | 42 | 42 |
| **Mobile payment systems** | square | 7258588 | 8314417 | 1055829 |
|  | applepay | 4 | 144514 | 144510 |
|  | google wallet | 39647 | 71704 | 32057 |
|  | mobile banking | 44146 | 45290 | 1144 |
|  | paypal reader | 75 | 53 | -22 |
| **Digital assistants** | cortana | 27599 | 249093 | 221494 |
|  | artificial intelligence | 78011 | 214253 | 136242 |
|  | google now | 147258 | 184069 | 36811 |
|  | ubiquitous computing | 3032 | 1691 | -1341 |
|  | siri | 2186773 | 2023439 | -163334 |

(2) Europe

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Category** | **Technology** | **2013** | **2014** | **Trend** |
| **Overall** | netflix | 864783 | 2372809 | 1508026 |
|  | uber | 145018 | 497561 | 352543 |
|  | iot | 74277 | 350003 | 275726 |
|  | big data | 347168 | 575340 | 228172 |
|  | square | 2148812 | 2251888 | 103076 |
|  | cortana | 4136 | 49586 | 45450 |
|  | digital health | 21070 | 58124 | 37054 |
|  | artificial intelligence | 18400 | 48883 | 30483 |
|  | smart cities | 22031 | 43974 | 21943 |
|  | applepay | 1 | 13793 | 13792 |
|  | data scientist | 8423 | 20584 | 12161 |
| **Machine learning** | big data | 347168 | 575340 | 228172 |
|  | data mining | 13938 | 17360 | 3422 |
|  | contextually aware computing | 2 | 1 | -1 |
|  | smart machines | 874 | 857 | -17 |
| **Internet of Things** | iot | 74277 | 350003 | 275726 |
|  | smart cities | 22031 | 43974 | 21943 |
|  | connected homes | 2835 | 10519 | 7684 |
|  | mobile health | 7929 | 11528 | 3599 |
|  | connected cars | 3173 | 6767 | 3594 |
| **Wearable technology** | digital health | 21070 | 58124 | 37054 |
|  | smart watches | 5487 | 13424 | 7937 |
|  | fitness bands | 241 | 1751 | 1510 |
|  | wearable computers | 1600 | 1475 | -125 |
|  | wearable tech fashion | 284 | 109 | -175 |
| **On-demand services** | netflix | 864783 | 2372809 | 1508026 |
|  | uber | 145018 | 497561 | 352543 |
|  | television on demand | 25 | 536 | 511 |
|  | hbogo | 1118 | 1303 | 185 |
|  | drone shipping | 0 | 10 | 10 |
|  | gett | 25409 | 12749 | -12660 |
| **Data visualization & analytics** | big data | 347168 | 575340 | 228172 |
|  | data scientist | 8423 | 20584 | 12161 |
|  | tableau | 13154 | 23892 | 10738 |
|  | predictive analytics | 8269 | 18899 | 10630 |
|  | qlik | 382 | 6266 | 5884 |
|  | power bi | 1684 | 5420 | 3736 |
|  | business intelligence tools | 250 | 730 | 480 |
|  | excel power bi | 0 | 2 | 2 |
| **3D printing** | additive manufacturing | 3107 | 6526 | 3419 |
|  | machine parts | 374 | 582 | 208 |
|  | replacement limbs/organs | 98 | 219 | 121 |
| **Data security/privacy** | target data breach | 0 | 1859 | 1859 |
|  | hipaa | 2690 | 3325 | 635 |
|  | home depot data breach | 0 | 457 | 457 |
|  | jp morgan data breach | 0 | 155 | 155 |
|  | ferpa | 50 | 84 | 34 |
|  | cjis | 47 | 56 | 9 |
| **Mobile payment systems** | square | 2148812 | 2251888 | 103076 |
|  | applepay | 1 | 13793 | 13792 |
|  | mobile banking | 14414 | 18805 | 4391 |
|  | paypal reader | 15 | 14 | -1 |
|  | google wallet | 8205 | 7949 | -256 |
| **Digital assistants** | cortana | 4136 | 49586 | 45450 |
|  | artificial intelligence | 18400 | 48883 | 30483 |
|  | google now | 40206 | 41021 | 815 |
|  | ubiquitous computing | 745 | 821 | 76 |
|  | siri | 390745 | 314748 | -75997 |

(3) Latin America

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Category** | **Technology** | **2013** | **2014** | **Trend** |
| **Overall** | netflix | 97676 | 235089 | 137413 |
|  | google now | 16067 | 28198 | 12131 |
|  | big data | 21850 | 33703 | 11853 |
|  | iot | 3236 | 14043 | 10807 |
|  | cortana | 720 | 5479 | 4759 |
|  | uber | 25609 | 29054 | 3445 |
|  | artificial intelligence | 2007 | 4445 | 2438 |
|  | smart cities | 800 | 1931 | 1131 |
|  | applepay | 7 | 751 | 744 |
|  | tableau | 1305 | 1850 | 545 |
|  | connected homes | 115 | 554 | 439 |
| **Machine learning** | big data | 21850 | 33703 | 11853 |
|  | data mining | 1066 | 1073 | 7 |
|  | smart machines | 72 | 30 | -42 |
| **Internet of Things** | iot | 3236 | 14043 | 10807 |
|  | smart cities | 800 | 1931 | 1131 |
|  | connected homes | 115 | 554 | 439 |
|  | mobile health | 329 | 516 | 187 |
|  | connected cars | 149 | 272 | 123 |
| **Wearable technology** | digital health | 683 | 991 | 308 |
|  | smart watches | 334 | 627 | 293 |
|  | fitness bands | 9 | 100 | 91 |
|  | wearable computers | 126 | 115 | -11 |
|  | wearable tech fashion | 31 | 6 | -25 |
| **On-demand services** | netflix | 97676 | 235089 | 137413 |
|  | uber | 25609 | 29054 | 3445 |
|  | hbogo | 315 | 329 | 14 |
|  | gett | 2245 | 1442 | -803 |
| **Data visualization & analytics** | big data | 21850 | 33703 | 11853 |
|  | tableau | 1305 | 1850 | 545 |
|  | data scientist | 539 | 944 | 405 |
|  | power bi | 56 | 342 | 286 |
|  | predictive analytics | 496 | 697 | 201 |
|  | qlik | 35 | 214 | 179 |
|  | business intelligence tools | 15 | 33 | 18 |
| **3D printing** | additive manufacturing | 44 | 119 | 75 |
|  | replacement limbs/organs | 4 | 9 | 5 |
|  | machine parts | 12 | 9 | -3 |
| **Data security/privacy** | target data breach | 0 | 195 | 195 |
|  | home depot data breach | 0 | 36 | 36 |
|  | jp morgan data breach | 0 | 6 | 6 |
|  | cjis | 2 | 6 | 4 |
|  | ferpa | 116 | 111 | -5 |
|  | hipaa | 600 | 321 | -279 |
| **Mobile payment systems** | applepay | 7 | 751 | 744 |
|  | google wallet | 721 | 978 | 257 |
|  | mobile banking | 344 | 377 | 33 |
|  | square | 177661 | 113481 | -64180 |
| **Digital assistants** | google now | 16067 | 28198 | 12131 |
|  | cortana | 720 | 5479 | 4759 |
|  | artificial intelligence | 2007 | 4445 | 2438 |
|  | siri | 20992 | 21331 | 339 |
|  | ubiquitous computing | 30 | 34 | 4 |

(4) Asia Pacific

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Category** | **Technology** | **2013** | **2014** | **Trend** |
| **Overall** | square | 767319 | 1393274 | 625955 |
|  | netflix | 245866 | 764781 | 518915 |
|  | uber | 83073 | 340069 | 256996 |
|  | big data | 132033 | 286948 | 154915 |
|  | iot | 18752 | 123374 | 104622 |
|  | cortana | 1640 | 52901 | 51261 |
|  | smart cities | 2238 | 33679 | 31441 |
|  | applepay | 2 | 25988 | 25986 |
|  | data mining | 9500 | 31433 | 21933 |
|  | artificial intelligence | 13083 | 34563 | 21480 |
|  | tableau | 3905 | 20195 | 16290 |
| **Machine learning** | big data | 132033 | 286948 | 154915 |
|  | data mining | 9500 | 31433 | 21933 |
|  | smart machines | 481 | 2937 | 2456 |
| **Internet of Things** | iot | 18752 | 123374 | 104622 |
|  | smart cities | 2238 | 33679 | 31441 |
|  | connected homes | 1336 | 7844 | 6508 |
|  | connected cars | 1314 | 2890 | 1576 |
|  | mobile health | 2487 | 3561 | 1074 |
| **Wearable technology** | digital health | 4519 | 11346 | 6827 |
|  | smart watches | 3319 | 9094 | 5775 |
|  | fitness bands | 186 | 3349 | 3163 |
|  | wearable tech fashion | 219 | 73 | -146 |
|  | wearable computers | 996 | 760 | -236 |
| **On-demand services** | netflix | 245866 | 764781 | 518915 |
|  | uber | 83073 | 340069 | 256996 |
|  | hbogo | 869 | 1200 | 331 |
|  | television on demand | 7 | 182 | 175 |
|  | drone shipping | 0 | 3 | 3 |
|  | gett | 8131 | 7888 | -243 |
| **Data visualization & analytics** | big data | 132033 | 286948 | 154915 |
|  | tableau | 3905 | 20195 | 16290 |
|  | predictive analytics | 4599 | 14240 | 9641 |
|  | data scientist | 3711 | 8070 | 4359 |
|  | power bi | 455 | 3572 | 3117 |
|  | qlik | 232 | 1347 | 1115 |
|  | business intelligence tools | 167 | 238 | 71 |
|  | excel power bi | 0 | 5 | 5 |
| **3D printing** | additive manufacturing | 666 | 1381 | 715 |
|  | machine parts | 290 | 583 | 293 |
|  | replacement limbs/organs | 43 | 122 | 79 |
| **Data security/privacy** | target data breach | 0 | 1807 | 1807 |
|  | cjis | 217 | 1906 | 1689 |
|  | hipaa | 2092 | 3764 | 1672 |
|  | home depot data breach | 0 | 352 | 352 |
|  | jp morgan data breach | 0 | 259 | 259 |
|  | michael's data breach | 0 | 1 | 1 |
|  | ferpa | 85 | 83 | -2 |
| **Mobile payment systems** | square | 767319 | 1393274 | 625955 |
|  | applepay | 2 | 25988 | 25986 |
|  | google wallet | 6214 | 10084 | 3870 |
|  | mobile banking | 7742 | 9953 | 2211 |
| **Digital assistants** | cortana | 1640 | 52901 | 51261 |
|  | artificial intelligence | 13083 | 34563 | 21480 |
|  | google now | 31542 | 47387 | 15845 |
|  | siri | 232354 | 243835 | 11481 |
|  | ubiquitous computing | 224 | 306 | 82 |

## Overall Interesting Data Points

1. Siri still tops in the category “Digital Assistants” in 2014, but we see huge momentums for Cortana, which rises the fastest in all markets.
2. Big data has a dominant share in the category “Machine learning”, we expect this trend continue in 2015.
3. People’s interest on IoT quickly grows in 2014. In North America, “connected homes” is the most rising one, while “smart cities” become popular in other continents. “Mobile health”, although still receives a lot of attention, is suffering a downward trend in 2014.
4. “Digital health” is still the technology people are most interested in with the category “Wearable technology” and it has a healthy trend is 2014.
5. In the category “3D printing”, “additive manufacturing” becomes quite popular.
6. Square is still the most widely talked client in “mobile payment systems”, but apple pay is quickly catching up, given the fact that it’s only been there for three months.