

# IoT Insecurity – Innovation and Incentives in Industry

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**Abstract.** Why is the Internet of Things going to be a security and privacy nightmare (it is already, but we have only seen the beginning)? What does it have to do with disruptive innovation, incentives in industry, time-to-market trade-offs, and quantifiability? This talk—a collection of thoughts and observations, really—walks along these questions to conclude with a set of promising research directions.