

The INTERNET of THINGS CATS



"The internet of cats is full of things!"

Sumo Logic CTO,
Christian Beedgen (2014)



Cisco predicts that the number of devices connected to the internet will be upwards of 25 billion by 2015. We predict that most of those devices will be used to share pictures of cats.^A

The popular I Can Has Cheezburger? weblog is started in 2007 and "cat"apults the popularity and frequency of sharing images of cats on the interweb by over 15x in its first year.¹

People share more than twice as many photos of cats online than they do selfies. More than 3.8 million feline photos and clips are shared each day, compared to 1.4 million selfies.²

I IZ IN YER TINGS!

Not just the subject of cute memes and YouTube videos, many cats have their own dedicated social media profiles.³

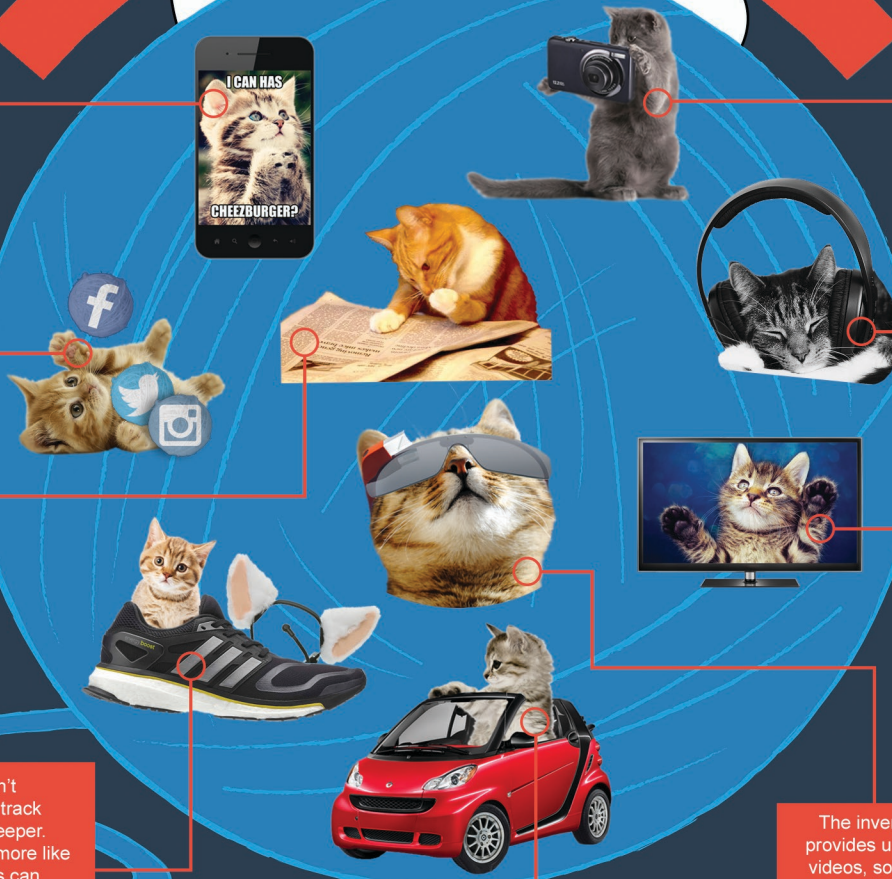
Cat rule of the internet is not limited to pictures, but is also expressed in song. Numerous lists of the Top Cat Songs can be found with a simple search. One of our favorite lists can be found here.

From Mashable and PBS to Today and The Guardian, Cat rule of the internet is confirmed and contemplated by many media outlets. It is as if no one expected cats to take over the internet...

Have you ever said to yourself, "Man I wish I there was a tv channel where I could watch all things cat, all the time. Wish Granted! In 2014 Pluto.tv launches Cats 24/7 delivering free streaming non-stop cat programming all day, every day.⁴

Wearable technology isn't just about being able to track your progress on RunKeeper. It can also help you be more like a cat. Wearable cat ears can respond to what you are thinking, because human forms of communication are inferior.⁵

The invention of Google Glass provides unlimited access to cat videos, some states are looking to ban the use of Google glasses while driving. Let's face it, the PSAs would be ADORABLE!⁶



Cats. Driving Smart cars. Nuff Said.