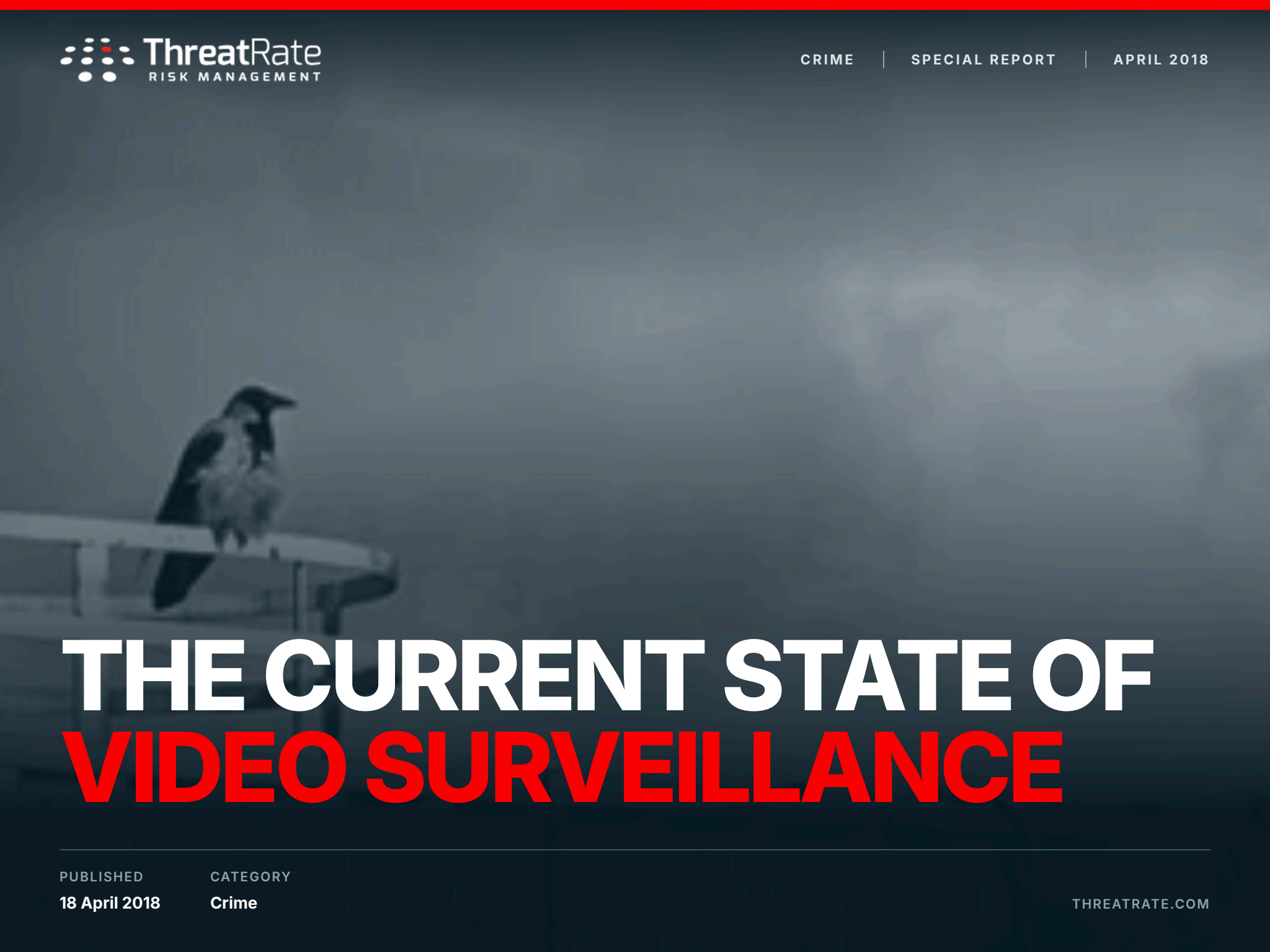


THE CURRENT STATE OF VIDEO SURVEILLANCE

PUBLISHED
18 April 2018

CATEGORY
Crime

CRIME · APRIL 2018

The Current State of Video Surveillance

Video surveillance, while not thought of as an exciting and developing market, is in fact being greatly disrupted by advances in many other areas of technology, notably analytics advances and artificial intelligence. Additionally, continued security compliance requirements which have not been subject, as other industries have, to the current administration's deregulatory push and the growing ability to use the Internet of Things (IoT) and enhanced sensors have created a healthy market for firms creating, distributing, and maintaining video surveillance systems.

The public, generally, has accepted the existence of video cameras, and they have, in fact, proliferated in public places such as stairways, tunnels, and parking garages as they act not only as a powerful investigatory tool to resolve crimes, they also act as a powerful deterrent. A high-quality video tape is powerful evidence during a criminal trial, and the narrative created by a video is difficult to circumvent. Some states, however, do have laws – notably California and New York – that prohibit video recording in areas where individuals have expectations of privacy – e.g., bathrooms, places where one would get undressed, hotel rooms, and changing rooms at stores. Some states – e.g., Connecticut and Delaware – require a notification of video cameras if there is going to be recording in an area where one has reasonable privacy expectations. There are, however, also rules that proscribe employers from recording employees engaging in union organizing activity as it is considered a violation of the rights enshrined under Federal labor law.

Notwithstanding these prohibitions, with concerns about crime, terrorism, and the improvements offered by technology advances, growth in the video surveillance market continues. For example, a railway in Japan installed security cameras that monitor for people stumbling, falling, or napping (to name some behaviors) and then notifies personnel who subsequently then investigate the situation. This is done to prevent accidents as the railway discovered that more than half of the individuals hit by trains in Japan are under the influence of alcohol at the time of the accident. The Internet of Things has helped to expand the use of sensors, connect them to data infrastructure (especially cloud infrastructure), and expand the power of small scale processors. This is leading to new development that will likely help to supplement or replace human judgement and fatigue and more accurately provide surveillance services. This could help strengthen video surveillance's role as a preventative tool, rather than a reactive or investigatory tool.

Expanded AI will likely increase the use of facial recognition in video surveillance and, it is believed, that AI will lead to what is being termed as faceless recognition where individuals can be identified by non-facial characteristics. Outside of provisioning enhanced security, such tools can be used to notify customer service of certain customers who ought to be targeted for specific services. As these recognition tools are linked to AI infrastructure, customized services based on a customer's previous purchases, search history on an online store, and demographic/socioeconomic characteristics can be used to customize the shopping experience.

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Artificial Intelligence is forcing a shift in the video surveillance market so that new opportunities are available for users to eliminate or reduce errors caused by human concentration fatigue and to take advantage of integrations with big data platforms. Both advances are likely to lead to new devices being deployed by security conscious customers.

Soundbite analytics

- 65% of the video surveillance dealer and integrator industry rate the market as Excellent or Very Good.
- The forecasted growth of professional video surveillance market in 2017 was 1.3%.
- 58% of industry providers surveyed stated that the potential for sales in 2018 is Excellent or Very Good.
- The Video Surveillance as a Service (VSaaS) market is expected to grow 10% in 2018.
- It is estimated that 130 million surveillance cameras will be shipped worldwide in 2018.

SOURCES

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