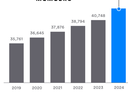
BLUETOOTH SIG

2024 Annual Report

The Bluetooth Special Interest Group (SIG) is the not-for-profit membership organization that oversees Bluetooth® technology, the global standard for simple, secure device communication and positioning. In 2024, the Bluetooth SIG community continued its tireless pursuit to advance, protect, and promote the most widely deployed wireless standard in the world.

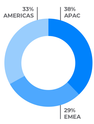
Membership in the Bluetooth SIG community continued its steady expansion, illustrating the growing demand for organizations from across the globe to come together to help create connections that have the power to change the world.

41,650 MEMBERS



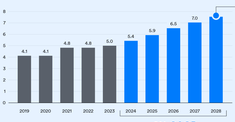
TOTAL MEMBERSHIP

2024 MEMBERSHIP BY REGION



ANNUAL BLUETOOTH DEVICE SHIPMENTS

NUMBERS IN BILLIONS



7.5 BILLION annual shipments

8% CAGR

Data Source: ABI Research, 2024

The tireless work of the Bluetooth SIG member community has fueled forecasts that underscore the technology's expansion into a growing number of consumer, commercial, and industrial applications.

ADVANCING

Bluetooth® specifications define the building blocks that power the thriving Bluetooth technology ecosystem. As working groups and supporting committees continued to introduce new specifications to meet evolving market needs, the Bluetooth SIG provided essential testing opportunities to help ensure interoperability, optimize performance, and deliver a trusted user experience across billions of devices worldwide.

24+ ACTIVE GROUPS AND COMMITTEES

60+ ACTIVE SPECIFICATION PROJECTS

48 SPECIFICATIONS ADOPTED

4 MEMBER SUMMIT EVENTS

378 UPF ATTENDEES

SPOTLIGHT

The Release of Bluetooth® Channel Sounding

2024 ushered in the release of a new Bluetooth® Core Specification primarily focused on Bluetooth® Channel Sounding, a new secure, fine-ranging feature that promises to enhance the convenience, safety, and security of Bluetooth connected devices. By enabling true distance awareness in billions of everyday devices, Bluetooth® Channel Sounding opens countless possibilities for developers and users alike.

Learn more about Bluetooth® Channel Sounding

"Bluetooth® Channel Sounding will apply to consumer, enterprise, and industrial settings alike… With well over 5 billion Bluetooth enabled devices forecasted to ship in 2024 alone, the opportunities are significant."

-ANDREW ZIGNANI, SENIOR RESEARCH DIRECTOR, ABI RESEARCH

PROTECTING

The Bluetooth SIG qualification program continued to promote global interoperability, compliance to specifications, and reinforce the strength of the Bluetooth® brand to the benefit of all Bluetooth SIG members.

65,000+ NEW PRODUCTS QUALIFIED

12 BLUETOOTH RECOGNIZED TEST FACILITIES

51 BLUETOOTH QUALIFICATION TEST FACILITIES

35 BLUETOOTH QUALIFIED CONSULTANTS

SPOTLIGHT

Updating the Bluetooth® Qualification Process

A cross-organizational, multi-year effort to streamline the Bluetooth Qualification Process culminated in 2024 with the release of an updated Bluetooth® Qualification Program Reference Document (QPRD) and the launch of a new qualification tool, Qualification Workspace.

Learn more about the Bluetooth® Qualification Process

78 SPEAKING ENGAGEMENTS

160+ MEDIA & ANALYST BRIEFINGS

30,000+ BLOG SESSIONS

3.4M WEBSITE SESSIONS

329,938 SOCIAL MEDIA FOLLOWERS

2,477 SOCIAL MEDIA POSTS

PROMOTING

The Bluetooth SIG also continued to promote Bluetooth® technology around the world, raising the awareness and understanding of Bluetooth capabilities, driving the adoption of Bluetooth technology within new markets and use cases, and strengthening the value of the Bluetooth brand.

SPOTLIGHT

The Auracast™ Experience Becoming Reality

2024 was the year of The Auracast™ Experience. A series of regional events showcasing immersive demonstrations of key Auracast™ use cases, The Auracast™ Experience provided key media, analysts, influencers, and ecosystem members first-hand experience with Auracast™ broadcast audio.

The Auracast™ Experience Event Series

8 EVENTS

1,546 TOTAL ATTENDEES

286 MEDIA & ANALYST ATTENDEES

644 PUBLISHED ARTICLES

110 RELATED BRIEFINGS

FINANCIALS

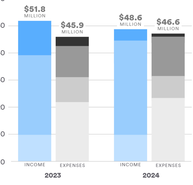
Our financials remain healthy and stable. Building on the successes of this past year, 2025 will see the Bluetooth SIG community united in its ongoing mission to advance, protect, and promote Bluetooth technology. Together, we'll continue to enable billions of devices to connect seamlessly, shaping markets, powering industry, and enriching lives worldwide.

2024 GROSS REVENUE

Membership Dues	$10.2 M
Declaration Fees	$34.3 M
Other	$4.1 M

$48.6M TOTAL

ANNUAL INCOME AND EXPENSES



2024 GROSS EXPENSES

Specification	$23.9 M
Qualification & Enforcement	$7.6 M
Promotion	$14.5 M
Taxes and Other	$0.6 M

$46.6M TOTAL

Membership Dues · Product Qualification Fees · Other · Specification · Qualification & Enforcement · Promotion · Taxes & Other