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(54) **Title:** METHOD AND APPARATUS FOR PUSHING SUBSCRIPTION DATA IN INTERNET OF THINGS, DEVICE AND STORAGE MEDIUM THEREOF

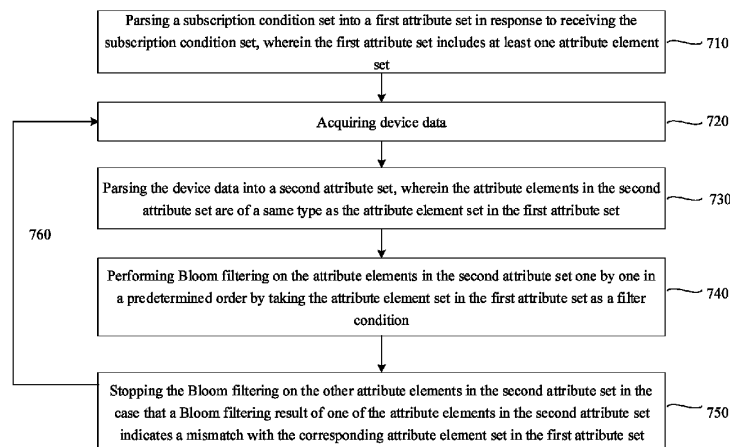


FIG. 7

(57) **Abstract:** The present disclosure relates to a method and apparatus for pushing subscription data in Internet of things. The method includes: parsing a subscription condition set into a first attribute set in response to receiving the subscription condition set; acquiring device data; parsing the device data into a second attribute set; performing Bloom filtering on attribute elements in the second attribute set one by one in a predetermined order by taking an attribute element set in the first attribute set as a filter condition; stopping the Bloom filtering on the other attribute elements in the second attribute set in the case that a Bloom filtering result of one of the attribute elements in the second attribute set indicates an occurrence of mismatch; and returning to the step of acquiring the device data.

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