

# Research Agenda

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## Q1 2023, Q2 2023

DATE

**January 2023**

# Q1 2023 – Industry Research

## Mobile Operators & Networks

## Fixed, TV & Convergence

## IoT & Enterprise

## Digital Consumer

## Spectrum

### Data

**Mobile markets**  
Quarterly forecast update:  
connections and revenues  
(forecasts to 2030)

**VoLTE markets**  
Customer adoption  
(forecasts through 2030)  
**NEW ADDITION**

**Fixed and Pay-TV markets**  
Quarterly forecast update:  
connections  
(forecasts to 2030)

**Fixed and Pay-TV markets**  
Quarterly product  
tracker update:  
commercial services

**Cellular IoT markets**  
Quarterly forecast update:  
Licensed cellular IoT  
connections  
(forecasts to 2030)

**Consumers in focus**  
Consumer behaviour  
for the metaverse  
(dashboard, survey-based)

**Spectrum intelligence**  
5G and previous  
generation networks  
(auctions, assignments,  
pricing, migration,  
network sunsets)

### Major Reports

**5G in context**  
Global 5G and networks  
landscape  
(quarterly series)

**Fixed and Pay-TV markets**  
New developments and  
future outlook  
(quarterly series)

**Operator revenues and  
services diversification**  
Strategies, financial results,  
new trends, future outlook

**Operators in IoT**  
Strategies, financials,  
new trends, opportunities  
and challenges

**Metaverse**  
Developments, use cases,  
business models, consumer  
behaviour, operator  
opportunity

**Spectrum landscape**  
New insights and  
trends to watch  
(quarterly series)

### Other Research

- **Spotlights:** weekly reports covering important trends, developments and events in the telecoms/digital ecosystems and their implications for ecosystem players
- **Industry deep dives:** quarterly reports on specific topic streams with in-depth analysis of the market and future outlook, including major trends and competitive dynamics
- **Insightful charts:** a monthly graphic providing a visual way of telling an important story or development in the industry – turning data into insights
- **Operator case studies:** a concise and consistent way to shine some light on operators' strategies and business models, as well as how they are launching new services

## Region in Focus

Asia-Pacific

China

Europe

Latin America

Middle East & North Africa

North America

Sub-Saharan Africa

## The Mobile Economy

The Mobile Economy 2023

The Mobile Economy Pacific  
Islands 2023 (summary)

The Mobile Economy China  
2023

## Economic and Social Impact

Rethinking connectivity  
funds in Latin America

Socio-economic benefits of  
5G low-band spectrum

The usage gap in Brazil

Universal service funds in  
Sub-Saharan Africa

Spectrum pricing in  
Paraguay and Peru

## Industry Megatrends

Global Mobile Trends 2023

Radar: automation

The digital economy in 2023

Green telcos:  
the why and how

Green telcos:  
the investment case

Private 5G networks in  
Asia Pacific

**Major  
Reports**

## Mobile Operators & Networks

## Fixed, TV & Convergence

## IoT & Enterprise

## Digital Consumer

## Spectrum

### Data

**Mobile markets**  
Quarterly forecast update:  
connections and revenues  
(forecasts to 2030)

**Fixed and pay-TV markets**  
Quarterly forecast update:  
connections  
(forecasts to 2030)

**Cellular IoT markets**  
Quarterly forecast update:  
licensed cellular IoT  
connections  
(forecasts to 2030)

**Consumers in focus**  
5G user behaviour  
(dashboard, survey-based)

**Spectrum intelligence**  
5G and previous  
generation networks  
(auctions, assignments,  
pricing, migration,  
network sunsets)

**Fixed and pay-TV markets**  
Quarterly product  
tracker update:  
commercial services

**IoT markets:  
cellular and beyond**  
Annual forecast  
update: connections  
(forecasts to 2030)

### Major Reports

**5G in Context**  
Global 5G and network  
landscape  
(quarterly series)

**Fixed and pay-TV markets**  
New developments and  
future outlook  
(quarterly series)

**Drones (UAVs)**  
New developments, use  
cases for vertical sectors,  
opportunities for the mobile  
ecosystem, and what lies  
ahead

**Consumer 5G**  
User behaviour, new  
patterns in  
consumer preferences,  
monetisation trends

**Spectrum landscape**  
New insights and  
trends to watch  
(quarterly series)

**5G FWA**  
State of the market, adoption  
trends, most successful  
launches, future outlook

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## Region in Focus

Asia-Pacific

China

Europe

Latin America

Middle East & North Africa

North America

Sub-Saharan Africa

## The Mobile Economy

The Mobile Economy Pacific  
Islands 2023

The Mobile Economy Latin  
America 2023

The Mobile Economy Asia  
Pacific 2023

## Economic and Social Impact

Efficient spectrum  
management and  
climate change

Mobile Gender Gap  
Report 2023

Spectrum assignment  
policies in Latin America

Spectrum assignment  
policies in Asia (Indonesia,  
Vietnam, Pakistan)

## Industry Megatrends

Drones in the UK:  
set for lift-off?

Radar

Green telcos:  
the reputational case

## Major Reports

## **Operator growth strategies in the digital era**

Together with connectivity and  
beyond connectivity

## **5G acceleration in the consumer market and for FWA**

Monetisation routes  
Scaling adoption to 1.5 billion users

## **The next wave of telco network transformation**

Strategy and technology priorities  
Balancing investments and returns

## **The rise of digital industries and the B2B opportunity**

The role of enabling technologies  
The challenge of scaling deployments

## **The changing shape of digital entertainment**

Gaming is the new video  
Immersive is the new end game

## **A new value story for devices**

Hardware innovation and digital services  
in support of incremental value

## **The emerging metaverse in practice**

From hype to reality  
Preparing for the next big thing

## **Spectrum for growth and impact**

Optimising the use of spectrum to  
deliver its full potential

## **The unique value of mobile for socioeconomic development**

Reducing the internet usage gap  
Driving social and economic impact

## **The sustainability imperative in full force**

Advancing network and device sustainability  
The rise of the circular economy

# GSMA Intelligence: our content, data, research, insights...and value

Mobile Operators  
& Networks

Fixed, TV &  
Convergence

IoT &  
Enterprise

Digital  
Consumer

Spectrum

50 million data points updated daily. 170 data metrics modelled and forecast to 2030. More than 150 reports published annually.

Data

- Covers 782 mobile operators and 343 mobile metrics across 239 markets
- Historical data and forecasts to 2030
- Mobile subscribers/connections, network and operational data, ARPU and financials
- Operator Network Transformation Survey

- Covers 180 FBB service providers and 183 pay-TV providers across 36 of the world's largest markets (90% of global FBB connections)
- Historical data and forecasts to 2030
- Fixed voice, broadband and pay-TV connections, bundling and convergence, financials
- Product and Service Tracker

- IoT connections and revenue
- Historical data and forecasts to 2030
- Cellular & non-cellular connections, enterprise & consumer connections across vertical use cases
- Operator Enterprise Opportunity Survey

- Global consumer survey of major markets
- Interactive consumer survey dashboards covering 5G, gaming, video services, devices, eSIM, and the metaverse. Filters for specific consumer segments
- eSIM: devices, services, adoption forecast to 2030

- Tracker of spectrum auctions, assignments, pricing, licence duration and obligations
- Granular data covering 200 countries and 1,120 operators worldwide, from 1980 to today
- Spectrum for 5G and previous generation networks
- Network sunsets

Research

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- **Regional research:** Mobile Economy reports and Region in Focus series examining major trends (technology, market, policy and regulation) shaping the regional telecoms landscapes
- **Bespoke consulting:** on-demand, customised research on industry topics including megatrends, technology/service innovation, economic and social Impact of mobile technology and spectrum

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