Research Agenda
Q4 2023, Q1 2024

DATE
October 2023

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## Q4 2023 – Industry Research

<table>
<thead>
<tr>
<th>Mobile Operators &amp; Networks</th>
<th>Fixed, TV &amp; Convergence</th>
<th>IoT &amp; Enterprise</th>
<th>Digital Consumer</th>
<th>Spectrum</th>
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</thead>
<tbody>
<tr>
<td><strong>Mobile markets</strong>&lt;br&gt;Quarterly forecast update: connections and revenues (forecasts to 2030)&lt;br&gt;<strong>Mobile capex</strong>&lt;br&gt;Forecast update (forecasts to 2030)&lt;br&gt;<strong>Mobile data traffic</strong>&lt;br&gt;Market-level sizing (forecasts to 2030)&lt;br&gt;NEW ADDITION</td>
<td><strong>Fixed and pay-TV markets</strong>&lt;br&gt;Quarterly forecast update: connections (forecasts to 2030)&lt;br&gt;<strong>Fixed and pay-TV markets</strong>&lt;br&gt;Quarterly product tracker update: commercial services</td>
<td><strong>Cellular IoT markets</strong>&lt;br&gt;Quarterly forecast update: licensed cellular IoT connections (forecasts to 2030)&lt;br&gt;<strong>IoT markets: cellular and beyond</strong>&lt;br&gt;Annual forecast update: connections (forecasts to 2030)</td>
<td><strong>Consumers in Focus</strong>&lt;br&gt;eSIM behaviour (dashboard, survey-based)&lt;br&gt;<strong>Consumers in Focus</strong>&lt;br&gt;Devices behaviour (dashboard, survey-based)</td>
<td><strong>Spectrum intelligence</strong>&lt;br&gt;5G and previous generation networks (auctions, assignments, pricing, migration, network sunsets)</td>
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<td><strong>5G in Context</strong>&lt;br&gt;Global 5G and network landscape (quarterly series)</td>
<td><strong>Operator revenue diversification</strong>&lt;br&gt;Progress beyond connectivity, drivers, services and operators leading the way, future outlook (annual series)</td>
<td><strong>Operator case studies</strong>&lt;br&gt;Major Reports&lt;br&gt;Other Research</td>
<td><strong>eSIM</strong>&lt;br&gt;State of the market (devices, services), adoption forecast, new trends and future outlook</td>
<td><strong>Spectrum landscape</strong>&lt;br&gt;New insights and trends to watch (quarterly series)</td>
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<td>** Operators in Focus**&lt;br&gt;Network transformation strategies, planning and expectations (survey-based report + dashboard)</td>
<td><strong>Telco service convergence</strong>&lt;br&gt;New trends in and beyond quad play, new convergence models, operator commercial propositions and innovation</td>
<td><strong>Devices</strong>&lt;br&gt;Consumer behaviour, device innovation and drivers, new market trends, future outlook</td>
<td><strong>Spotslights:</strong> weekly reports covering important trends, developments and events in the telecoms/digital ecosystems and their implications for ecosystem players&lt;br&gt;<strong>Insightful charts:</strong> a monthly graphic providing a visual way of telling an important story or development in the industry – turning data into insights&lt;br&gt;<strong>Operator case studies:</strong> a concise and consistent way to shine some light on operators’ strategies and business models, as well as how they are launching new services</td>
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### Q4 2023 – Regional, Economic & Social Research

#### Region in Focus
- Asia-Pacific
- China
- Europe
- Latin America
- Middle East and North Africa
- North America
- Sub-Saharan Africa

#### The Mobile Economy
- The Mobile Economy Sub-Saharan Africa
- The Mobile Economy Europe
- The Mobile Economy Middle East and North Africa

#### Economic and Social Impact
- State of Mobile Internet Connectivity Report 2023
- Connectivity gaps in Latin America: Colombia
- Spectrum management in Latin America
- Mobile money macroeconomic impacts
- ESG benchmarking: new to normal
- Universal service funds in Africa
- 5G in Africa: 2023 update
- Mobile money interoperability – Regulatory Impact Assessment
- Spectrum licensing and technology neutrality in Sub-Saharan Africa

#### Industry Megatrends
- Green is good for business: the reputational case
- Edge computing: new verticals, new models
- Decarbonising compute
- Green is the new black: part 2
Q1 2024 – Industry Research

Mobile Operators & Networks
- Mobile markets
  Quarterly forecast update: connections and revenues (forecasts to 2030)
- Fixed and pay-TV markets
  Quarterly forecast update: connections (forecasts to 2030)
- Fixed and pay-TV markets
  Quarterly product tracker update: commercial services

Fixed, TV & Convergence
- Fixed and pay-TV markets
  Quarterly forecast update: connections (forecasts to 2030)
- IoT revenue
  Forecast update (forecasts to 2030)

IoT & Enterprise
- Cellular IoT markets
  Quarterly forecast update: licensed cellular IoT connections (forecasts to 2030)
- Generative AI
  Latest developments and trends, consumer awareness and expectations, operator views and expectations, future outlook

Digital Consumer
- Consumers in Focus
  Generative AI
  (dashboard, consumer behaviour, operator thinking and expectations, survey-based)

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

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

Major Reports
- Fixed and pay-TV markets
  New developments and future outlook (quarterly series)
- Fixed broadband and pay TV
  Major trends shaping the markets through 2030, from technology to customer demand and competition

Operators in Focus
- Enterprise opportunity. Operator strategies, plans and expectations (survey-based report + dashboard)

Generative AI
- Latest developments and trends, consumer awareness and expectations, operator views and expectations, future outlook

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

Network landscape
- New network technologies: trends and insights

Other Research
- Spotlights: weekly reports covering important trends, developments and events in the telecoms/digital ecosystems and their implications for ecosystem players
- 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
## Major Reports

### Region in Focus
- Asia-Pacific
- China
- Europe
- Latin America
- Middle East and North Africa
- North America
- Sub-Saharan Africa

### The Mobile Economy
- Global Mobile Economy
- The Mobile Economy China

### Economic and Social Impact
- Spectrum set-asides and private networks
- 5G Connectivity Index

### Industry Megatrends
- Global Mobile Trends 2024
- Edge compute: coming to a place near you
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

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<td>• Covers 782 mobile operators and 343 mobile metrics across 239 markets</td>
<td>• Covers 180 FBB service providers and 183 pay-TV providers across 36 of the world’s largest markets (90% of global FBB connections)</td>
<td>• IoT connections and revenue</td>
<td>• Global consumer survey of major markets</td>
<td>• Tracker of spectrum auctions, assignments, pricing, licence duration and obligations</td>
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<td>• Historical data and forecasts to 2030</td>
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<td>• Interactive consumer survey dashboards covering 5G, gaming, video services, devices, eSIM, and the metaverse. Filters for specific consumer segments</td>
<td>• Granular data covering 200 countries and 1,120 operators worldwide, from 1980 to today</td>
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<td>• Mobile subscribers/connections, network and operational data, ARPU and financials</td>
<td>• Fixed voice, broadband and pay-TV connections, bundling and convergence, financials</td>
<td>• Cellular &amp; non-cellular connections, enterprise &amp; consumer connections across vertical use cases</td>
<td>• eSIM: devices, services, adoption forecast to 2030</td>
<td>• Spectrum for 5G and previous generation networks</td>
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<td>• Operator Network Transformation Survey</td>
<td>• Product and Service Tracker</td>
<td>• Operator Enterprise Opportunity Survey</td>
<td>• Network sunsets</td>
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50 million data points updated daily. 170 data metrics modelled and forecast to 2030. More than 150 reports published annually.

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**Data**
- 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
- Regional research: Mobile Economy reports and Region in Focus series examining major trends (technology, market, policy and regulation) shaping the regional telecoms landscapes

**Research**
- 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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