

Research Agenda

Q4 2023, Q1 2024

DATE

October 2023

Q4 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)

Mobile capex
Forecast update (forecasts to 2030)

Mobile data traffic
Market-level sizing (forecasts to 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)

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

Consumers in Focus
eSIM behaviour (dashboard, survey-based)

Consumers in Focus
Devices behaviour (dashboard, survey-based)

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

Major Reports

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

Operators in Focus
Network transformation strategies, planning and expectations (survey-based report + dashboard)

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

Telco service convergence
New trends in and beyond quad play, new convergence models, operator commercial propositions and innovation

Operator revenue diversification
Progress beyond connectivity, drivers, services and operators leading the way, future outlook (annual series)

eSIM
State of the market (devices, services), adoption forecast, new trends and future outlook

Devices
Consumer behaviour, device innovation and drivers, new market trends, future outlook

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
- **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 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

**Major
Reports**

Q1 2024 – 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)

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
Generative AI
(dashboard, consumer
behaviour, operator thinking
and expectations,
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 revenue
Forecast update
(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)

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)

Fixed broadband and pay TV
Major trends shaping the
markets through 2030, from
technology to customer
demand and competition

Network landscape
New network technologies:
trends and insights
NEW ADDITION

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

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

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

- **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
- **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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