

Research Agenda

Q1 2024, Q2 2024

DATE

December 2023

Mobile Operators & Networks

Fixed, TV & Convergence

IoT & Enterprise

Digital Consumer

Spectrum

Data

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

Smartphone unique subscribers
Market-level sizing
(forecasts to 2030)
NEW ADDITION

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

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

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

IoT revenue
Forecast update
(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, spectrum migration)

Network sunsets
Tracker of operators switching
off 2G and 3G networks
(outlook to 2030)
NEW ADDITION

Major Reports

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

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

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

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

IoT market outlook
Charting connections growth
to 2030 across consumer and
enterprise markets and across
regions

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 sunsets
Pace of 2G and 3G network
sunsets globally and by
region, and drivers
(outlook to 2030)
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

The Mobile Economy 2024

The Mobile Economy China
2024

Economic and Social Impact

Spectrum set-asides and
private networks

5G Development Index

Spectrum pricing in Latin
America: Honduras and
Bolivia

Mobile Money Regulatory
Index 2024

Mobile money
interoperability: regulatory
impact assessment

The evolving role of MNOs
in online safety

Industry Megatrends

Global Mobile Trends 2024

Edge compute: coming to
a place near you

Telco Energy Benchmark
results (2023)

Telcos as virtual power
plants: catch the wind

Decarbonising compute:
from the ground up

Major Reports

Mobile Operators & Networks

Fixed, TV & Convergence

IoT & Enterprise

Digital Consumer

Spectrum

Data

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

Adult unique mobile subscribers
Market-level sizing
(forecasts to 2030)
NEW ADDITION

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

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

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

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

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

Network sunsets
Tracker of operators switching
off 2G and 3G networks
(outlook to 2030)

5G SA deployments
Tracker of operators
launching 5G SA networks
NEW ADDITION

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

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

Pay TV
Major trends shaping the
markets to 2030, from
technology to consumer
demand (survey-based) and
competition. Report and
dashboard

Smart mobility
New trends and developments
shaping the market and future
outlook, from technology
to services and partnerships

Consumer 5G
State of the market, 5G user
behaviour across different
areas, and progress with
monetisation

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

Network landscape
New network technologies:
trends and insights
NEW ADDITION

Major Reports

Other Research

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- **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
Latin America 2024

The Mobile Economy
Eurasia 2024

Economic and Social Impact

Investment gaps in the
Caribbean

Mobile broadband and
poverty reductions in Latin
America

Mobile Gender Gap Report
2024

Spectrum pricing in
Pakistan

Industry Megatrends

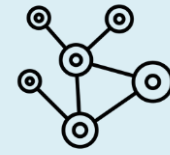
The 5G core of the future

Major Reports



Operators seeking new growth in connectivity and beyond

The technologies, services and business models driving change



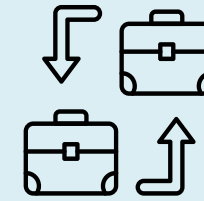
Changing shape of telecoms networks

Impact of new technologies and network capabilities on industry transformation



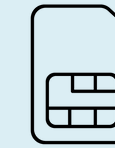
Advanced AI technology takes hold

The generative AI world and its impact on the telecoms sector



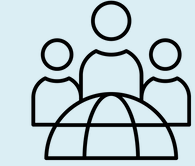
Scaling the B2B opportunity in the 5G era

Turning growing enterprise digitisation into a scalable business opportunity



Rise of eSIM as mainstream technology

Building on tech and service availability to drive customer adoption



Consumer 5G monetisation quest

Making 5G a truly global story and monetising consumer and FWA use cases



Device innovation imperative

Balancing tech innovation and shifting consumer preferences



Reshaping services in the digital era

XR, the metaverse, new digital experiences and bundle approaches



Maximising the value of spectrum

Effective spectrum management to deliver its full potential



Bridging mobile connectivity investment gaps

Supporting digital inclusion, digital transformation and digital economy growth



Energy efficiency and sustainability at full strength

Advancements in green networks and sustainable practices across industries

Themes cut across most content modules (research and data)

| | Mobile Operators & Networks | Fixed, TV & Convergence | IoT & Enterprise | Digital Consumer | Spectrum |
|---|-----------------------------|-------------------------|------------------|------------------|----------|
| Operators seeking new growth in connectivity and beyond | | | | | |
| Changing shape of telecoms networks | | | | | |
| Advanced AI technology takes hold | | | | | |
| Scaling the B2B opportunity in the 5G era | | | | | |
| Rise of eSIM as mainstream technology | | | | | |
| Consumer 5G monetisation quest | | | | | |
| Device innovation imperative | | | | | |
| Reshaping services in the digital era | | | | | |
| Maximising the value of spectrum | | | | | |
| Bridging mobile connectivity investment gaps | | | | | |
| Energy efficiency and sustainability at full strength | | | | | |

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, the metaverse, and generative AI. 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 1,000+ operators worldwide, from 1980 to today
- Spectrum for 5G and previous generation networks
- Network sunsets and rollout of 5G SA, open RAN, and VoLTE

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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