

Research Agenda Q1 2025, Q2 2025

DATE

January 2025

GSMA

The GSMA is a global organisation unifying the mobile ecosystem to discover, develop and deliver innovation foundational to positive business environments and societal change. Our vision is to unlock the full power of connectivity so that people, industry, and society thrive. Representing mobile operators and organisations across the mobile ecosystem and adjacent industries, the GSMA delivers for its members across three broad pillars: Connectivity for Good, Industry Services and Solutions, and Outreach. This activity includes advancing policy, tackling today's biggest societal challenges, underpinning the technology and interoperability that make mobile work, and providing the world's largest platform to convene the mobile ecosystem at the MWC and M360 series of events.

We invite you to find out more at www.gsma.com

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GSMA Intelligence

GSMA Intelligence is the definitive source of global mobile operator data, analysis and forecasts, and publisher of authoritative industry reports and research. Our data covers every operator group, network and MVNO in every country worldwide – from Afghanistan to Zimbabwe. It is the most accurate and complete set of industry metrics available, comprising tens of millions of individual data points, updated daily.

GSMA Intelligence is relied on by leading operators, vendors, regulators, financial institutions and third-party industry players, to support strategic decision-making and long-term investment planning. The data is used as an industry reference point and is frequently cited by the media and by the industry itself.

Our team of analysts and experts produce regular thought-leading research reports across a range of industry topics.

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Q1 2025 – industry research

	<u>Mobile Operators & Networks</u>	<u>Fixed, TV & Convergence</u>	<u>IoT & Enterprise</u>	<u>Digital Consumer</u>	<u>Spectrum</u>
Data	<p>Mobile markets Quarterly forecast update: connections and revenues (to 2030)</p> <p>VoLTE/VoNR Forecast update: launches and connections (to 2030)</p> <p>Mobile data traffic Forecast update (to 2030)</p>	<p>Fixed and pay-TV markets Quarterly forecast update: connections (to 2030)</p> <p>Fixed and pay-TV markets Quarterly product tracker update: commercial services</p>	<p>Cellular IoT markets Quarterly forecast update: licensed cellular IoT connections (to 2030)</p> <p>IoT ecosystem revenue Forecast update (to 2030)</p>	<p>Consumers in Focus Consumer behaviour for devices (dashboard, survey-based)</p>	<p>Spectrum intelligence 5G and previous generation networks (auctions, assignments, pricing, spectrum migration)</p> <p>Network sunsets Tracker of operators switching off 2G and 3G networks (with outlook to 2030)</p>
Major reports	<p>5G in Context Global 5G and network landscape (quarterly series)</p> <p>Non-terrestrial networks Trends and developments across networks, spectrum, partnerships, use cases and more (quarterly series)</p>	<p>Fixed and pay-TV markets New developments and future outlook (quarterly series)</p> <p>Fixed broadband: state of the market and outlook Service, competition and technology developments and trends disrupting the market</p>	<p>Operator revenue diversification Operator progress beyond connectivity, revenue growth, new trends and developments</p> <p>IoT ecosystem revenue outlook Trends and drivers shaping revenue growth through to 2030</p>	<p>Outlook for consumer devices Major consumer behaviour trends disrupting the devices market (survey-based)</p>	<p>Spectrum landscape New insights and trends to watch (quarterly series)</p> <p>Network sunsets Pace of 2G and 3G network sunsets globally and by region, with drivers and outlook to 2030 (quarterly series)</p>
Other research	<p>Spotlights: weekly reports covering important trends, developments and events in the telecoms/digital ecosystems and their implications</p> <p>Insightful charts: a monthly graphic providing a visual way of telling an important story or development in the industry – turning data into insights</p> <p>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</p>				

Q1 2025 – regional, economic and social research

	<u>Region in Focus</u>	<u>The Mobile Economy</u>	<u>Economic and Social Impact</u>	<u>Industry Megatrends</u>
Major reports	Asia Pacific	The Mobile Economy 2025	Mobile investment gaps: Pacific Islands	Operator B2B opportunity – economic impacts
	China	The Mobile Economy Europe 2025	Spectrum pricing: key global trends and impacts	AI – network strategy
	Europe		Drone economy and readiness (part 2)	Global Mobile Trends 2025
	Latin America		Malaysia reset and 5G outlook	Network Sustainability Index
	Middle East and North Africa		Monetising fraud prevention: opportunities for operators to enhance industry reputation	Mobile Energy Efficiency Benchmark 2024
	North America			ESG Benchmark 2024
	Sub-Saharan Africa			Telco to tech-co: what and how?

Q2 2025 – industry research

	<u>Mobile Operators & Networks</u>	<u>Fixed, TV & Convergence</u>	<u>IoT & Enterprise</u>	<u>Digital Consumer</u>	<u>Spectrum</u>
Data	<p>Mobile markets Quarterly forecast update: connections and revenues (to 2030)</p>	<p>Fixed and pay-TV markets Quarterly forecast update: connections (to 2030)</p> <p>Fixed and pay-TV markets Quarterly product tracker update: commercial services</p> <p>5G FWA Forecast update (to 2030)</p>	<p>Cellular IoT markets Quarterly forecast update: licensed cellular IoT connections (to 2030)</p> <p>Operators in Focus B2B opportunity (dashboard, survey-based)</p>	<p>Consumers in Focus Consumer behaviour for 5G (dashboard, survey-based)</p> <p>Consumers in Focus Consumer behaviour for eSIM (dashboard, survey-based)</p>	<p>Spectrum intelligence 5G and previous generation networks (auctions, assignments, pricing, spectrum migration)</p> <p>Network sunsets Tracker of operators switching off 2G and 3G networks (with outlook to 2030)</p> <p>Spectrum landscape New insights and trends to watch (quarterly series)</p>
Major reports	<p>5G in Context Global 5G and network landscape (quarterly series)</p> <p>Non-terrestrial networks Trends and developments across networks, spectrum, partnerships, use cases and more (quarterly series)</p>	<p>Fixed and pay-TV markets New developments and future outlook (quarterly series)</p> <p>5G FWA State of the market (e.g. network launches, customer adoption, trends driving progress) and commercial practices</p>	<p>Operators in Focus B2B opportunity: operator strategies, plans and expectations (survey-based)</p>	<p>Consumer 5G State of the market, 5G user behaviour across different areas, and progress with monetisation</p> <p>eSIM State of the market (devices, services), consumer behaviour and future outlook</p>	<p>Network sunsets Pace of 2G and 3G network sunsets globally and by region, with drivers and outlook to 2030 (quarterly series)</p> <p>Network landscape Network developments: trends and insights (5G SA, NTN, open RAN, VoLTE and more) NEW</p>
Other research	<p>Spotlights: weekly reports covering important trends, developments and events in the telecoms/digital ecosystems and their implications</p> <p>Insightful charts: a monthly graphic providing a visual way of telling an important story or development in the industry – turning data into insights</p> <p>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</p>				

Q2 2025 – regional, economic and social research

	<u>Region in Focus</u>	<u>The Mobile Economy</u>	<u>Economic and Social Impact</u>	<u>Industry Megatrends</u>
Major reports	Asia Pacific	The Mobile Economy China 2025	Sector-specific taxes in Latin America	Radar: telco AI strategy
	China	The Mobile Economy Eurasia 2025	Handset financing schemes evaluation	China tech in the 2020s: what next?
	Europe	The Mobile Economy Latin America 2025	Mobile broadband and poverty reduction in Latin America	Open Gateway: State of Market, H1 2025
	Latin America		Automotive economy and readiness (part 2)	
	Middle East and North Africa			
	North America			
	Sub-Saharan Africa			

2025 research themes



[Click here for full report](#)

2025 themes across content modules (research and data)

	Mobile Operators & Networks	Fixed, TV & Convergence	IoT & Enterprise	Digital Consumer	Spectrum
Network transformation	✓	✓	✓	✓	✓
AI	✓	✓	✓	✓	
Digital industries	✓	✓	✓		✓
Consumer 5G	✓			✓	✓
Fixed broadband and 5G FWA		✓		✓	✓
Consumer technology	✓	✓	✓	✓	
eSIM	✓		✓	✓	
Satellites and NTN	✓	✓	✓	✓	✓
Mobile impact	✓		✓	✓	✓
Spectrum	✓		✓		✓
Energy efficiency and circularity	✓	✓	✓	✓	

GSMA Intelligence: content, data, research and value

	Mobile Operators & Networks	Fixed, TV & Convergence	IoT & Enterprise	Digital Consumer	Spectrum
	<p>50 million data points updated daily. 170 data metrics modelled and forecast to 2030.</p> <p>More than 200 reports published annually.</p>				
Data	<ul style="list-style-type: none"> - Granular coverage of mobile operators and market metrics across all countries - Historical data and forecasts to 2030 - Subscribers, connections, network and operational data, ARPU and financials - Operator Network Transformation Survey - Satellite and NTN Tracker 	<ul style="list-style-type: none"> - Granular coverage of fixed voice, broadband and pay TV across 36 of the world's largest markets - Historical data and forecasts to 2030 - Fixed voice, broadband and pay-TV connections, bundling and convergence, financials - Product and Service Tracker - 5G FWA coverage globally 	<ul style="list-style-type: none"> - 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 Digital Transformation Survey (enterprise survey) 	<ul style="list-style-type: none"> - Global consumer survey of major markets - Interactive consumer survey dashboards covering 5G, gaming, video services, devices, eSIM, the metaverse and genAI (with filters for specific consumer segments) - eSIM: devices, services, adoption forecast to 2030 	<ul style="list-style-type: none"> - 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	<p>Spotlights: weekly reports covering important trends, developments and events in the telecoms/digital ecosystems and their implications for ecosystem players</p> <p>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</p> <p>Insightful charts: a monthly graphic providing a visual way of telling an important story or development in the industry – turning data into insights</p> <p>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</p> <p>Regional research: Mobile Economy reports and Region in Focus series examining major trends (technology, market, policy and regulation) shaping the regional telecoms landscapes</p> <p>Bespoke consulting: on-demand, customised research on industry topics including megatrends, technology/service innovation, economic and social impact of mobile technology and spectrum</p>				

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