

A hand is shown pointing at a smartphone screen. The entire image is overlaid with a semi-transparent red color. The background is dark blue/black.

GSMA™
Intelligence

Definitive data and analysis for the mobile industry

GSMA Intelligence is the definitive source of mobile industry insights, forecasts and research, used around the world for benchmarking and business planning. Our insights cover every mobile operator, network and MVNO in every country worldwide – from Afghanistan to Zimbabwe. Our team of analysts and experts use their deep understanding of markets, technologies and regulatory issues to identify and understand mobile trends, and form captivating analysis on the topics shaping the mobile industry.

gsmaintelligence.com

@GSMAi

Our Data

Global reach

We provide data on every mobile operator in every country worldwide, covering 1,250 mobile operators, 80 operator groups and 4,600 networks – from Afghanistan to Zimbabwe.

Extensive datasets

We deliver the market metrics that matter – offering customisable operational, financial and socio-economic data at the click of a mouse. Our database is made up of over 30 million data points, updated daily.

A future view

Our forecasting experts provide a five-year (or further) view into the future, enabling long-term investment planning.

An evolving platform

At GSMA Intelligence, our research focus is evolving constantly, adding new insights as new technologies and trends reshape the industry.

Industry trusted

We serve a wide array of industries in the mobile ecosystem and beyond including most of the world's mobile operators plus major vendors, regulators, international institutions and vertical sectors ranging from automotive to retail.

Our insights include:



Subscribers

Market level unique subscribers, mobile internet subscribers, market penetration, SIMs per subscriber



Cellular connections

Operator level connections by tariff, generation and technology (including 5G), cellular IoT connections (including LPWA), market shares, market penetration



Devices

Installed base and adoption of smartphones, basic/feature phones and data-only devices



Operational

ARPU, network coverage (3G, 4G and 5G), base stations, data traffic



Financial

Revenues, CapEx, OpEx, EBITDA



Economic

GDP, GNI, inflation, unemployment rates, exchange rates



IoT

Regional level IoT connections by vertical (consumer and industrial), IoT revenues by segment



Our Research

Providing unrivalled insight

Our team comprises some of the most specialised analysts in the industry, producing research that serves to tell the stories behind the numbers.

Annually, GSMA Intelligence publishes more than **100** reports and exclusive analysis, adding greater insight into our data and supporting our customers in making stronger business choices.

GSMA Intelligence subscribers have the added benefit of exclusive access to our original research series.

Our team of analysts are available to subscribers for direct, customised meetings to discuss your priority topic areas.

Our original series include:

Spotlight series – *Leading insights on today's mobile trends*

The GSMA Intelligence Spotlight series offers short-form, weekly insights on breaking topics in the mobile industry. Inspired by headline news, important industry developments and key trends including 5G, consumer tech and trends, and the growth of multiplay products, these digestible reads provide all you need to know to keep pace with a fast-moving industry.

Insight deep dives – *Understanding an issue, understanding its implications*

Insight deep dives are published quarterly for the topic streams of IoT, fixed line and multiplay, consumer research and 5G. These reports are slide based, and go in-depth on a specific angle within the topic stream, before assessing the implications for mobile operators and other industry players.

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