

Research Agenda Q3/Q4 2019

GSMA Intelligence Research Agenda

Q3 2019

PREMIUM RESEARCH: DATA

**Core Mobile:**

- Quarterly update of forecasts based on Q2 2019 data
- Global 5G Landscape Update: Q2 2019
- Forecast Update: Q2 2019

Consumer:

- Digital service adoption data: 34 markets, 2017-2018, with demographic splits

IoT:

- Enterprise market insights: operators' role in IoT
- Quarterly update of cellular IoT forecasts based on Q2 2019 data

Multiplay:

- Expansion of fixed line connections forecasts
- Quarterly update of fixed line connections forecasts based on Q2 2019 data

PREMIUM RESEARCH: ANALYSIS

**Spotlight Series (weekly):**

- Core mobile, networks and 5G
- Consumer
- IoT
- Multiplay
- Reaction to major newsflow

Deep Dive Series:

- IoT analytics
- 5G and immersive reality
- Rising tide of local content
- Beyond telecoms: the changing face of operator revenue

Region in Focus Series:

- North America
- Asia Pacific (excluding China)

PUBLIC RESEARCH

**Regional and Country Trends:**

- Mobile Economy: Sub-Saharan Africa
- Digital Societies Asia: collaborative platforms
- 5G in Europe: poised for take-off
- 5G in Africa: seeding the ground

Economic and Social Impact:

- State of Mobile Internet 2019
- Sustainable Development Goals Impact Report 2019
- The impact of spectrum prices on consumers

Industry Megatrends:

- Radar (Q3)

GSMA Intelligence Research Agenda

Q4 2019

PREMIUM RESEARCH: DATA



Core Mobile:

- Quarterly update of forecasts based on Q3 2019 data
- Global 5G Landscape Update: Q3 2019
- Forecast Update: Q3 2019
- Mobile Financial Outlook: Q3 2019

Consumer:

- Consumer Viewpoint: Data Privacy and Security
- Digital service adoption data: 34 markets, 2019, with demographic splits

IoT:

- IoT connections forecast update for selected markets, including market and vertical level data
- Quarterly update of cellular IoT forecasts based on Q3 2019 data

Multiplay:

- Expansion of fixed line connections forecasts
- Quarterly update of fixed line connections forecasts based on Q3 2019 data

PREMIUM RESEARCH: ANALYSIS



Spotlight Series (weekly):

- Core mobile, networks and 5G
- Consumer
- IoT
- Multiplay
- Reaction to major newsflow

Deep Dive Series:

- IoT professional services: enabling digital transformation
- Network transformation in the 5G era
- Future of devices
- Evolving consumer behaviour: key trends and why they matter

Region in Focus Series:

- Europe
- Greater China
- Middle East and North Africa
- Sub-Saharan Africa

PUBLIC RESEARCH



Regional and Country Trends:

- Mobile Economy: Eurasia
- Mobile Economy: North America
- Mobile Economy: Latin America
- Mobile Economy: Middle East and North Africa

Economic and Social Impact:

- Market structure and performance in European mobile

Industry Megatrends:

- Global Mobile Trends 2020: new era?
- Radar (Q4)