Research Agenda

Q4 2019, Q1 2020

October 2019

Definitive data and analysis for the mobile industry
## Mobile Ecosystem Data
### Q4 2019 Premium Research

<table>
<thead>
<tr>
<th>Mobile</th>
<th>Consumer Insight</th>
<th>IoT</th>
<th>Fixed, TV and Convergence</th>
</tr>
</thead>
</table>
| Quarterly update of all forecasts based on Q3 2019 actuals  
“Global 5G Landscape, Q3 2019” report  
“Mobile Financial Outlook, Q3 2019” report  
“Global Forecast Review, Q4 2019” report | 2019 digital service adoption survey results, selected markets | IoT connections forecast update, global and regional data, split by vertical  
IoT connections forecast update report  
Quarterly update of cellular IoT forecasts based on Q3 2019 actuals | Expanded fixed line connections forecasts  
Quarterly update of fixed line connections forecasts based on Q2 2019 data |
Mobile Ecosystem Analysis
Q4 2019 Premium Research

DEEP DIVES
- Network transformation in the 5G era*
- Evolving consumer behaviour: trends to watch in 2020
- IoT professional services: enabling digital transformation
- Media and content outlook 2020: 10 key predictions

REGIONS IN FOCUS
- Greater China
- Middle East and North Africa
- Sub-Saharan Africa
- Latin America

SPOTLIGHT
Weekly series covering key trends and changes in core areas and reacting to major ecosystem news

* Based on results from operator survey
Mobile Ecosystem Impact
Q4 2019 Regional, Economic and Social Trends

Regional and Country Trends
- Mobile Economy: Russia & CIS
- 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
- IoT impact in MENA

Industry Megatrends
- Global Mobile Trends Radar (Q4)
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| Quarterly update of all forecasts based on Q4 2019 actuals  
“Global 5G Landscape, Q4 2019” report  
“Mobile Financial Outlook, Q4 2019” report  
“Global Forecast Review, Q1 2020” report | 2019 digital service adoption survey results, additional markets | Quarterly update of cellular IoT forecasts based on Q4 2019 actuals | Expanded fixed line connections forecasts  
Quarterly update of fixed line connections forecasts based on Q3 2019 data |
# Mobile Ecosystem Analysis
Q1 2020 Premium Research

**Deep Dives**
- **Mobile**: 5G reality check: the expected, unexpected & what’s next
- **Consumer Insight**: Future of devices
- **IoT**: Enterprise 2.0: new growth story in verticals?
- **Fixed, TV and Convergence**: Fixed and Pay-TV: a market view to 2025

**Regions in Focus**
- Asia Pacific (excl. China)
- Europe
- North America

**Spotlight**
Weekly series covering key trends and changes in core areas and reacting to major ecosystem news
### Mobile Ecosystem Impact
**Q1 2020 Regional, Economic and Social Trends**

<table>
<thead>
<tr>
<th>Regional and Country Trends</th>
<th>Economic and Social Impact</th>
<th>Industry Megatrends</th>
</tr>
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<tbody>
<tr>
<td>The Mobile Economy 2020</td>
<td>Mobile Money Regulatory Index</td>
<td>Radar (Q1)</td>
</tr>
<tr>
<td>Mobile Economy: Europe</td>
<td>Impact of tax reforms on sector growth</td>
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<tr>
<td>Mobile Economy: Greater China</td>
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