
Research Agenda

Q4 2019, Q1 2020

Mobile Ecosystem Data Q4 2019 Premium Research



Mobile



Consumer Insight



IoT



Fixed, TV and Convergence

DATA

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



Mobile



Consumer Insight



IoT



Fixed, TV and Convergence

DEEP DIVES

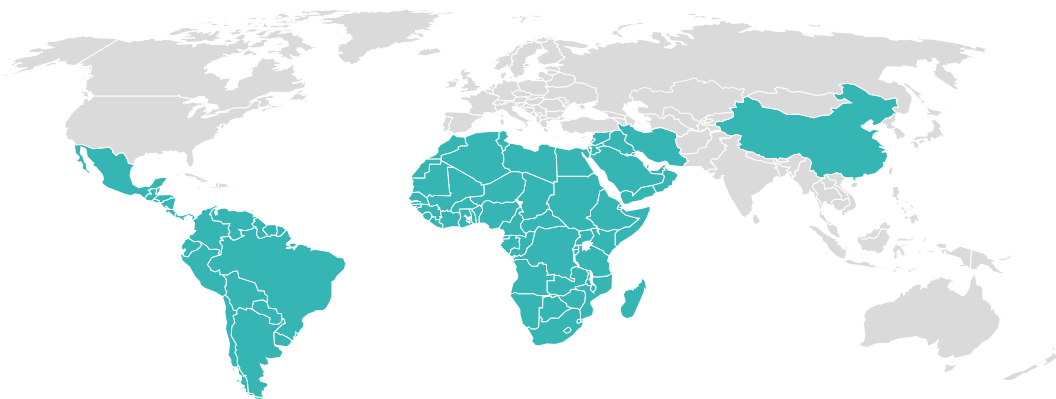
Network transformation
in the 5G era*

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

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)

Mobile Ecosystem Data Q1 2020 Premium Research

	 Mobile	 Consumer Insight	 IoT	 Fixed, TV and Convergence
DATA	<p>Quarterly update of all forecasts based on Q4 2019 actuals</p> <p>“Global 5G Landscape, Q4 2019” report</p> <p>“Mobile Financial Outlook, Q4 2019” report</p> <p>“Global Forecast Review, Q1 2020” report</p>	<p>2019 digital service adoption survey results, additional markets</p>	<p>Quarterly update of cellular IoT forecasts based on Q4 2019 actuals</p>	<p>Expanded fixed line connections forecasts</p> <p>Quarterly update of fixed line connections forecasts based on Q3 2019 data</p>

Mobile Ecosystem Analysis Q1 2020 Premium Research



DEEP DIVES

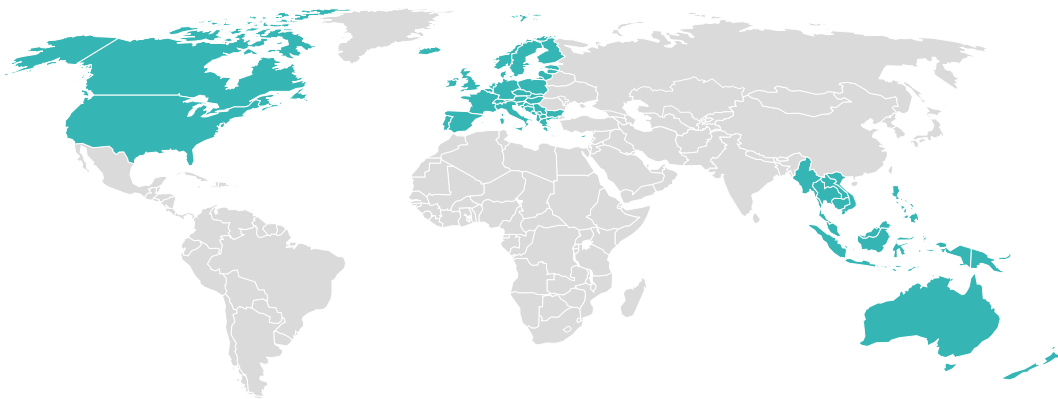
5G reality check:
the expected, unexpected &
what's next

Future of devices

Enterprise 2.0:
new growth story in verticals?

Fixed and Pay-TV:
a market view to 2025

REGIONS IN FOCUS



Asia Pacific (excl. China)
Europe
North America

SPOTLIGHT

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Mobile Ecosystem Impact Q1 2020 Regional, Economic and Social Trends



Regional and Country Trends

The Mobile Economy 2020
Mobile Economy: Europe
Mobile Economy: Greater China



Economic and Social Impact

Mobile Money Regulatory Index
Impact of tax reforms on sector
growth



Industry Megatrends

Radar (Q1)

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