

Research Agenda

Q1 2026, Q2 2026

DATE

January 2026

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

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.

www.gsmainelligence.com

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Q1 2026 – 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, revenues and data traffic</p> <p>Mobile capex Forecast update</p> <p>VoLTE/VoNR Forecast update: launches and connections</p> | <p>Fixed broadband & FWA markets Quarterly forecast update: connections</p> <p>Pay-TV markets Quarterly forecast update: connections</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</p> <p>IoT market update Annual forecast update: IoT connections and breakdown by region and use case</p> <p>Telco revenue diversification Operator results, trends and drivers shaping revenue growth beyond connectivity</p> <p>IoT market outlook Major trends and drivers shaping the next five years of IoT connections</p> <p>Industry Checkpoints: IoT and private networks Market changes, new trends and implications</p> | <p>Consumers in Focus Consumer survey dashboards (multiple topics)</p> <p>Consumers in Focus The changing shape of the digital consumer in 2026: insights from the Global Consumer Survey</p> <p>Consumers in Focus Device user behaviour: what's changed across multiple areas, and implications for the industry (based on consumer survey)</p> <p>Industry Checkpoints: eSIM and consumer devices Market changes, new trends and implications</p> | <p>Spectrum intelligence 5G and previous 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>Network landscape Network developments: trends and insights (5G SA, NTN, open RAN, VoLTE, RedCap and more)</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> |
| 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 and use cases (quarterly series)</p> | <p>Fixed broadband landscape State of the market and future outlook, tech developments, commercial strategies for monetisation</p> <p>Industry Checkpoints: fixed broadband & FWA, and pay TV Market changes, new trends and implications</p> | | | |
| Other research | <p>Spotlights: 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 way to shine some light on operators' strategies and business models, as well as how they are launching new services</p> <p>Operator profiles: a data-driven series profiling operators, with insights across footprint, operations and financials</p> | | | | |

Q1 2026 – 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 2026 | Operator scale and investments – Latin America | Global Mobile Trends |
| | China | The Mobile Economy China 2026 | The state of 5G – annual report | Telco AI: State of the Market, Q1 2026 |
| | Europe | | Green Network Index | Satellite and NTN tracker, Q1 2026 |
| | Latin America | | Mobile investment needs in Europe | Benchmarking energy performance: telcos |
| | Middle East and North Africa | | D2D satellite and terrestrial: substitutes or complements? | Benchmarking energy performance: tower companies |
| | North America | | Spectrum and rural connectivity | Benchmarking ESG performance |
| | Sub-Saharan Africa | | Data sharing in Asia Pacific | AI on-device |
| | | | Mobile Money in Asia Pacific | |
| | | | 5G monetisation in Malaysia and ASEAN | GSMA Open Gateway: demand index |

Q2 2026 – 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, revenues and data traffic</p> <p>Unique mobile subscribers Annual forecast update: subscribers, internet subscribers, adult subscribers, and smartphone subscribers</p> | <p>Fixed broadband & FWA markets Quarterly forecast update: connections</p> <p>Pay-TV markets Quarterly forecast update: connections</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</p> <p>IoT revenue update Annual forecast update: IoT revenues and breakdown by region, vertical sector and type of revenues</p> <p>Operator in Focus B2B strategies, plans and expectations: dashboard based on operator survey</p> | <p>Consumers in Focus 5G user behaviour dashboard (based on consumer survey)</p> | <p>Spectrum intelligence 5G and previous 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>Network landscape Network developments: trends and insights (5G SA, NTN, open RAN, VoLTE, RedCap and more)</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 and use cases (quarterly series)</p> | <p>5G FWA State of the market and future outlook to 2030, commercial strategies for monetisation</p> | <p>Operators in Focus B2B strategies, plans and expectations (insights from operator survey)</p> <p>IoT revenue outlook Major trends and drivers shaping the next five years of IoT revenues</p> <p>Industry Checkpoint: digital industries Market changes, new trends and implications</p> | <p>Consumers in Focus 5G user behaviour: what's changed across multiple areas, and implications for the industry (based on consumer survey)</p> <p>Industry Checkpoint: consumer digital services Market changes, new trends and implications</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: 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 way to shine some light on operators' strategies and business models, as well as how they are launching new services</p> <p>Operator profiles: a data-driven series profiling operators, with insights across footprint, operations and financials</p> | | | | |

Q2 2026 – 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 Eurasia 2026 | Operator scale in Europe | AI factories |
| | China | | The Mobile Gender Gap 2026 | Messaging in 2026: a new ballgame |
| | Europe | The Mobile Economy Latin America 2026 | Mobile broadband and poverty in Latin America | Telco AI: State of the Market, Q2 2026 |
| | Latin America | The Mobile Economy Africa 2026 | Digital Nations Japan | Satellite and NTN tracker, Q2 2026 |
| | Middle East and North Africa | The Mobile Economy Europe 2026 | Digital Nations Vietnam | |
| | North America | | 5G in Africa 2026 | |
| | Sub-Saharan Africa | | | |

2026 research themes

Tech transformation



Telco networks

Building a new cycle of innovation in 5G, 'beyond 5G' and fixed networks



AI

Accelerating deployments and transformational impact in telecoms and beyond



Emerging technologies

Advancing satellite/NTNs, edge, quantum and robotics



Security

Developing best-in-class solutions to protect networks, devices and users

Service innovation and monetisation



Digital industries and B2B

Turning enterprise spend on digital transformation into B2B opportunities, and leveraging telco capabilities



eSIM and IoT

Scaling up consumer adoption of eSIM globally and capturing the next phase of IoT growth



Consumer devices and services

Reshaping B2C growth and user experience through 5G, AI and device innovation



Digital home

Innovating fixed, pay-TV and adjacent services to redefine bundling and home experiences

Mobile impact



Industry value

Shaping the policy, technology and market structure environments that unlock investment, innovation and socioeconomic impact



Digital economy

Reducing the mobile internet usage gap and driving digital inclusion and affordability



Spectrum

Delivering the full potential of spectrum resources to support the mobile economy



Sustainability

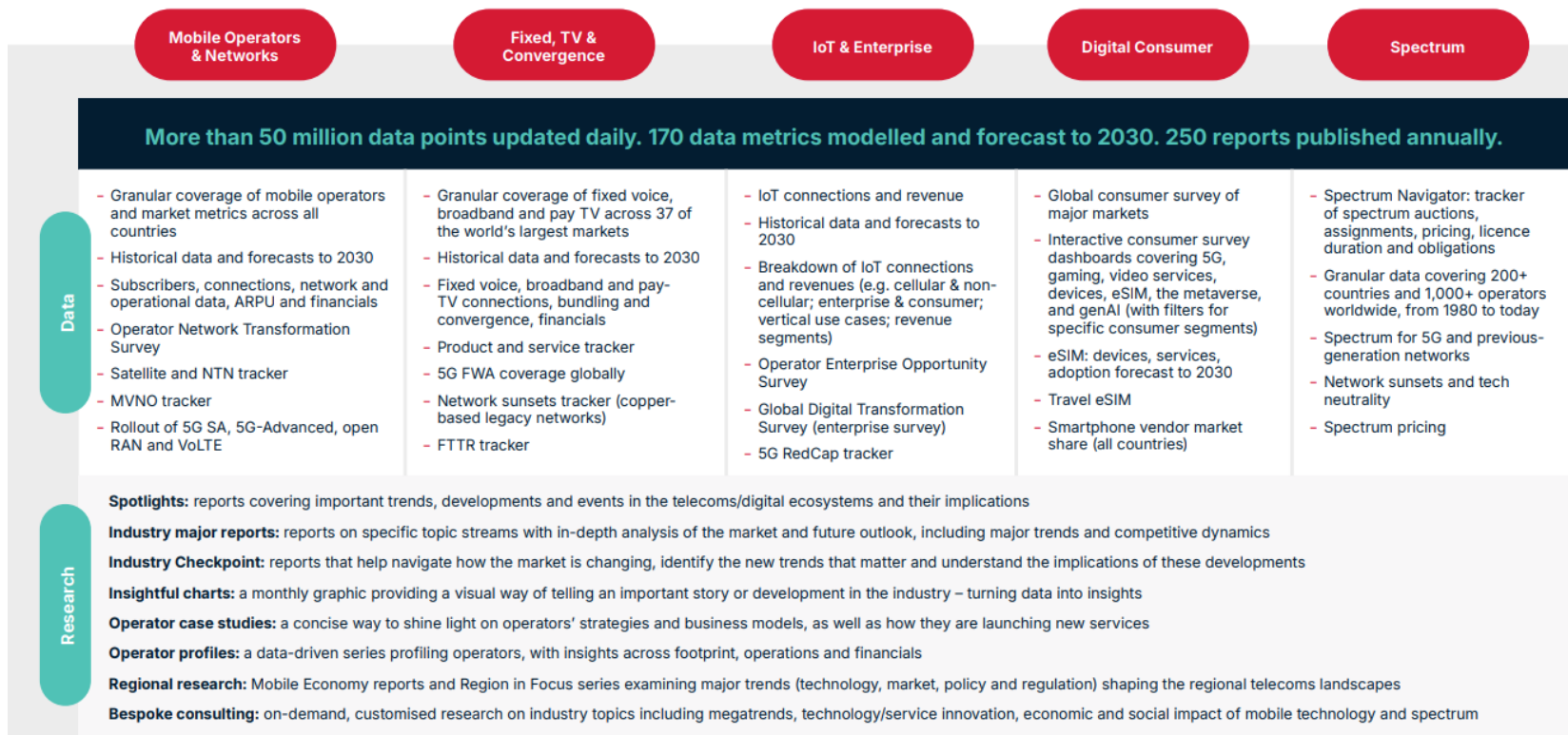
Accelerating progress on energy efficiency, net zero, ESG and circularity

[See the full 2026
Research Themes report](#)

2026 themes across content modules

| | Mobile Operators & Networks | Fixed, TV & Convergence | IoT & Enterprise | Digital Consumer | Spectrum |
|-------------------------------|--------------------------------|----------------------------|------------------|------------------|----------|
| Telco networks | ✓ | ✓ | ✓ | ✓ | ✓ |
| AI | ✓ | ✓ | ✓ | ✓ | |
| Emerging technologies | ✓ | ✓ | ✓ | ✓ | ✓ |
| Security | ✓ | ✓ | ✓ | ✓ | |
| Digital industries and B2B | ✓ | ✓ | ✓ | | ✓ |
| eSIM and IoT | ✓ | | ✓ | ✓ | |
| Consumer devices and services | ✓ | ✓ | | ✓ | |
| Digital home | ✓ | ✓ | | ✓ | |
| Industry value | ✓ | ✓ | ✓ | ✓ | ✓ |
| Digital economy | ✓ | | ✓ | ✓ | ✓ |
| Spectrum | ✓ | ✓ | ✓ | | ✓ |
| Sustainability | ✓ | ✓ | ✓ | ✓ | ✓ |

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