

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.

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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	Mobile markets Quarterly forecast update: connections, revenues and data traffic	Fixed broadband & FWA markets Quarterly forecast update: connections	Cellular IoT markets Quarterly forecast update: licensed cellular IoT connections	Consumers in Focus Consumer survey dashboards (multiple topics)	Spectrum intelligence 5G and previous networks (auctions, assignments, pricing, spectrum migration)
	Mobile capex Forecast update	Pay-TV markets Quarterly forecast update: connections	IoT market update Annual forecast update: IoT connections and breakdown by region and use case		Network sunsets Tracker of operators switching off 2G and 3G networks (with outlook to 2030)
	VoLTE/VoNR Forecast update: launches and connections	Fixed and pay-TV markets Quarterly product tracker update: commercial services		Consumers in Focus The changing shape of the digital consumer in 2026: insights from the Global Consumer Survey	Network landscape Network developments: trends and insights (5G SA, NTNs, open RAN, VoLTE, RedCap and more)
Major reports	5G in Context Global 5G and network landscape (quarterly series)	Fixed broadband landscape State of the market and future outlook, tech developments, commercial strategies for monetisation	Telco revenue diversification Operator results, trends and drivers shaping revenue growth beyond connectivity	Consumers in Focus Device user behaviour: what's changed across multiple areas, and implications for the industry (based on consumer survey)	Spectrum landscape New insights and trends to watch (quarterly series)
	Non-terrestrial networks Trends and developments across networks, spectrum, partnerships and use cases (quarterly series)		IoT market outlook Major trends and drivers shaping the next five years of IoT connections	Industry Checkpoints: eSIM and consumer devices Market changes, new trends and implications	Network sunsets Pace of 2G and 3G network sunsets globally and by region, with drivers and outlook to 2030 (quarterly series)
		Industry Checkpoints: fixed broadband & FWA, and pay TV Market changes, new trends and implications	Industry Checkpoints: IoT and private networks Market changes, new trends and implications		
Other research	Spotlights: reports covering important trends, developments and events in the telecoms/digital ecosystems and their implications Insightful charts: a monthly graphic providing a visual way of telling an important story or development in the industry – turning data into insights 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 Operator profiles: a data-driven series profiling operators, with insights across footprint, operations and financials				GSMA Intelligence

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	GSMA Open Gateway: demand index
			5G monetisation in Malaysia and ASEAN	

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, NTNs, 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	✓	✓	✓	✓	✓

GSMA Intelligence: content, data, research and value

Mobile Operators
& Networks

Fixed, TV &
Convergence

IoT & Enterprise

Digital Consumer

Spectrum

More than 50 million data points updated daily. 170 data metrics modelled and forecast to 2030. 250 reports published annually.

Data

- Granular coverage of mobile operators and market metrics across all countries
- Historical data and forecasts to 2030
- Subscribers, connections, network and operational data, ARPU and financials
- Operator Network Transformation Survey
- Satellite and NTN tracker
- MVNO tracker
- Rollout of 5G SA, 5G-Advanced, open RAN and VoLTE

- Granular coverage of fixed voice, broadband and pay TV across 37 of the world's largest markets
- Historical data and forecasts to 2030
- Fixed voice, broadband and pay-TV connections, bundling and convergence, financials
- Product and service tracker
- 5G FWA coverage globally
- Network sunsets tracker (copper-based legacy networks)
- FTTR tracker

- IoT connections and revenue
- Historical data and forecasts to 2030
- Breakdown of IoT connections and revenues (e.g. cellular & non-cellular; enterprise & consumer; vertical use cases; revenue segments)
- Operator Enterprise Opportunity Survey
- Global Digital Transformation Survey (enterprise survey)
- 5G RedCap tracker

- Global consumer survey of major markets
- Interactive consumer survey dashboards covering 5G, gaming, video services, devices, eSIM, the metaverse, and genAI (with filters for specific consumer segments)
- eSIM: devices, services, adoption forecast to 2030
- Travel eSIM
- Smartphone vendor market share (all countries)

- Spectrum Navigator: tracker of spectrum auctions, assignments, pricing, licence duration and obligations
- Granular data covering 200+ countries and 1,000+ operators worldwide, from 1980 to today
- Spectrum for 5G and previous-generation networks
- Network sunsets and tech neutrality
- Spectrum pricing

Spotlights: reports covering important trends, developments and events in the telecoms/digital ecosystems and their implications

Industry major reports: reports on specific topic streams with in-depth analysis of the market and future outlook, including major trends and competitive dynamics

Industry Checkpoint: reports that help navigate how the market is changing, identify the new trends that matter and understand the implications of these developments

Insightful charts: a monthly graphic providing a visual way of telling an important story or development in the industry – turning data into insights

Operator case studies: a concise way to shine light on operators' strategies and business models, as well as how they are launching new services

Operator profiles: a data-driven series profiling operators, with insights across footprint, operations and financials

Regional research: Mobile Economy reports and Region in Focus series examining major trends (technology, market, policy and regulation) shaping the regional telecoms landscapes

Bespoke consulting: on-demand, customised research on industry topics including megatrends, technology/service innovation, economic and social impact of mobile technology and spectrum

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