

Research Agenda

Q4 2025, Q1 2026

DATE

September 2025

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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Q4 2025 – 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 and revenues (to 2030)</p> <p>Mobile capex Forecast update (to 2030)</p> <p>VoLTE/VoNR Forecast update: launches and connections (to 2030)</p> <p>MVNOs in Focus Data update and accompanying report</p>	<p>Fixed broadband & FWA markets Quarterly forecast update: connections (to 2030)</p> <p>Pay-TV markets Quarterly forecast update: connections (to 2030)</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 (to 2030)</p> <p>Enterprise in Focus Global Digital Transformation Survey Dashboard 2025</p>	<p>Consumers in Focus Consumer survey dashboards (multiple topics based on 2025 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>Network transformation Operator survey (report and dashboard)</p>	<p>Fixed broadband & FWA markets New developments and forecasts (quarterly series)</p> <p>Pay-TV markets New developments and forecasts (quarterly series)</p>	<p>Enterprise in Focus The rise of digital industries: navigating enterprise needs, investments and supplier decisions (survey-based)</p> <p>Industry Checkpoint: digital industries Market changes, new trends and implications</p>	<p>Industry Checkpoint: consumer 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 (NEW): a data-driven series profiling operators, with insights across footprint, operations and financials</p>				

Q4 2025 – 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 North America 2025	Rural connectivity and spectrum	Telco AI: State of the Market, Q4 2025
	China	The Mobile Economy Africa 2025	6G spectrum needs	AI and energy
	Europe	The Mobile Economy Middle East and North Africa 2025	Spectrum in Europe	Satellite and NTN: State of the Market, Q4 2025
	Latin America		5G investment gap in Europe	Open Gateway: State of the Market, H2 2025
	Middle East and North Africa		Digital Africa Index 2025	IoT in a post-quantum world
	North America		Digitalisation strategies in Tanzania	Telco security strategy: Europe
	Sub-Saharan Africa		Somalia's digital emergence	
			Digital Nations: India	
			Digital Nations: Asia Pacific	
			Smartphone adoption: Africa	
			5G in Africa	

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 and revenues (to 2030)	Fixed broadband & FWA markets Quarterly forecast update: connections (to 2030) Pay-TV markets Quarterly forecast update: connections (to 2030) Fixed and pay-TV markets Quarterly product tracker update: commercial services	Cellular IoT markets Quarterly forecast update: licensed cellular IoT connections (to 2030) IoT market update Annual forecast update: IoT connections and breakdown by type and use case (to 2030)	Consumers in Focus Consumer survey dashboards (multiple topics)	Spectrum intelligence 5G and previous networks (auctions, assignments, pricing, spectrum migration) Network sunsets Tracker of operators switching off 2G and 3G networks (with outlook to 2030) Network landscape Network developments: trends and insights (5G SA, NTN, open RAN, VoLTE, RedCap and more)
Major reports	5G in Context Global 5G and network landscape (quarterly series) Non-terrestrial networks Trends and developments across networks, spectrum, partnerships and use cases (quarterly series)	Fixed broadband landscape State of the market and future outlook, tech developments, commercial strategies for monetisation Industry Checkpoint: fixed broadband & FWA Market changes, new trends and implications Industry Checkpoint: pay TV Market changes, new trends and implications	Telco revenue diversification Operator results, trends and drivers shaping revenue growth beyond connectivity Industry Checkpoint: IoT Market changes, new trends and implications Industry Checkpoint: private networks Market changes, new trends and implications	Consumers in Focus The changing shape of the digital consumer in 2026: insights from the Global Consumer Survey Industry Checkpoint: eSIM Market changes, new trends and implications Industry Checkpoint: consumer devices Market changes, new trends and implications	Spectrum landscape New insights and trends to watch (quarterly series) Network sunsets Pace of 2G and 3G network sunsets globally and by region, with drivers and outlook to 2030 (quarterly series)
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				

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	Telco AI: State of the Market, Q1 2026
	China	The Mobile Economy China 2026	The state of 5G – annual report	Satellite and NTN tracker, Q1 2026
	Europe		ESG Metrics for Mobile Benchmarking 2025	
	Latin America		Green Network Index	
	Middle East and North Africa		Benchmarking energy efficiency of mobile networks	
	North America			
	Sub-Saharan Africa			

2025 research themes



[Click here for full report](#)

2025 themes across content modules (research and data)

	Mobile Operators & Networks	Fixed, TV & Convergence	IoT & Enterprise	Digital Consumer	Spectrum
Network transformation	✓	✓	✓	✓	✓
AI	✓	✓	✓	✓	
Digital industries	✓	✓	✓		✓
Consumer 5G	✓			✓	✓
Fixed broadband and 5G FWA		✓		✓	✓
Consumer technology	✓	✓	✓	✓	
eSIM	✓		✓	✓	
Satellites and NTN	✓	✓	✓	✓	✓
Mobile impact	✓		✓	✓	✓
Spectrum	✓		✓		✓
Energy efficiency and circularity	✓	✓	✓	✓	

GSMA Intelligence: content, data, research and value

	Mobile Operators & Networks	Fixed, TV & Convergence	IoT & Enterprise	Digital Consumer	Spectrum
	50 million data points updated daily. 170 data metrics modelled and forecast to 2030. More than 200 reports published annually.				
Data	<ul style="list-style-type: none"> - 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 	<ul style="list-style-type: none"> - Granular coverage of fixed voice, broadband and pay TV across 36 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 	<ul style="list-style-type: none"> - IoT connections and revenue - Historical data and forecasts to 2030 - Cellular & non-cellular connections, enterprise & consumer connections across vertical use cases - Operator Enterprise Opportunity Survey - Global Digital Transformation Survey (enterprise survey) 	<ul style="list-style-type: none"> - 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 	<ul style="list-style-type: none"> - 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 rollout of 5G SA, open RAN and VoLTE
Research	<p>Spotlights: weekly reports covering important trends, developments and events in the telecoms/digital ecosystems and their implications for ecosystem players</p> <p>Industry deep dives: quarterly reports on specific topic streams with in-depth analysis of the market and future outlook, including major trends and competitive dynamics</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 and consistent way to shine some light on operators' strategies and business models, as well as how they are launching new services</p> <p>Regional research: Mobile Economy reports and Region in Focus series examining major trends (technology, market, policy and regulation) shaping the regional telecoms landscapes</p> <p>Bespoke consulting: on-demand, customised research on industry topics including megatrends, technology/service innovation, economic and social impact of mobile technology and spectrum</p>				

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