

Service Provider Americas Markets Intelligence Service

Optimize Americas telecom strategies with comprehensive market data and expert analysis.

Key Questions Answered

- How will mobile, broadband, TV and over the top (OTT) video service revenues and subscriptions grow across key American markets?
- What strategic options exist for fiber to the home (FTTH) rollout and how are 5G service launches progressing across the region?
- How are providers adapting strategies to combat rising costs while growing revenue?
- How are fixed-mobile convergence, bundling strategies, and multi-brand approaches impacting operator performance and market dynamics?

What We Offer

- Comprehensive 5-year forecasts covering mobile, fixed, TV, and video across major Americas markets
- Regular thematic analysis of key market developments - 5G, MVNO, competition, and fixed-mobile convergence
- Detailed country profiles and market data for 8+ North American and Central American markets with telecoms and media sector coverage
- Omdia's best in class "Ask An Analyst" support service included in your subscription



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SPEAK WITH OUR EXPERTS

Delivering Americas telecoms market intelligence

Key Deliverables



Market Data

Comprehensive 5-year forecasts for major countries in the region for mobile, fixed, TV and video markets.



Trends to Watch and Country Reports

Market intelligence merging forward-looking regional trend analysis for the next 12 months with detailed profiles of 8 major country markets.



Thematic Reports

Including: Country updates, Regional outlook, Multi-brand strategy, Fixed-Mobile Convergence, 5G in the US, 5G in Latin America, Trends to Watch.



Analyst Insights and Analysis

Analyst commentary on market shifts, technology, events, and more. Prompt responses from Omdia's analyst team to urgent and unique questions.

Scope of Research

Coverage

- Americas region, including North American, Central American, the Caribbean and South American markets
- Mobile, fixed, TV, and video markets across telecommunications and media sectors
- 5-year forecasts, market trends, revenue metrics, and service provider KPIs

Key Vendors Covered

- Service Providers
- MVNOs
- Fixed-Mobile Convergence providers
- Regional telecoms operators
- TV and video service providers

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