

Service Provider EMEA Markets Intelligence Service

Optimize strategies across Europe, Middle East, and Africa's evolving telecom landscape.

Key Questions Answered

- How will service revenues and subscriptions for mobile, broadband, TV and OTT video services grow in key European, Middle East and Africa country markets?
- What are the major trends across these diverse regions and key country markets?
- How are fiber broadband and 5G service launches progressing across these regions?
- How are major service provider groups performing, innovating, and evolving their digital strategies?

What We Offer

- Comprehensive market sizing and forecasts for mobile, broadband, TV, and OTT video services across Europe, Middle East, and Africa
- In-depth analysis of major trends and competitive dynamics by country market
- Detailed service provider performance case studies and operator profiles
- Expert assessment of fixed broadband and 5G prospects and service launches
- Direct access to Omdia's analyst team for prompt responses to urgent questions through "Ask an Analyst" service



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SPEAK WITH OUR EXPERTS

Delivering cross-regional telecoms intelligence

Key Deliverables



Market Trackers

Annual 5-year forecasts for network traffic, 5G, mobile, fixed broadband, TV, and video markets. Market tracking of 5G launches and fixed-mobile convergence (FMC) activities.



Reports

Annual regional outlook reports, country reports, and reports and case studies addressing major themes, such as 5G and fiber rollout and telco AI strategy.



Briefings

Quarterly briefings highlighting market developments with recommendations.



Analyst Insights and Access

Ongoing commentary on market developments, direct analyst support for questions and guidance.

Scope of Research

Coverage

- Regions: Europe, Middle East, and Africa, including major country markets within these regions
- Product types: Telecoms and TV sectors, including network traffic, 5G, mobile, fixed broadband, and video markets
- Measures: 5-year forecasts, market developments, regulatory analysis, and service provider strategies

Research Themes

- Challenges in monetizing new technologies such as 5G and fiber
- Selecting the right local telco strategy to business transformation and market survival
- The disaggregation of the telco business model impacting local competition and value chains

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