World Cellular Information Series (WCIS) Spotlight Service

Assess global mobile markets with comprehensive data and 5-year growth forecasts.

Key Questions Answered

- How fast is 5G growing by region and country?
- Which providers are leading in growth or facing churn?
- How do 5G adoption rates compare to 4G globally and locally?
- Which operators are closing down 2G and 3G, and when?
- What are the trends in consumer vs. enterprise revenues and average revenue per user (ARPU)?
- How has 5G impacted ARPU so far?

What We Offer

- Analyze market size and growth by country, technology, provider, and network
- Evaluate service provider performance and market health
- Track service provider reach, scale, growth, and network strategies
- Understand the predicted reach of 5G services by service provider and country market
- Omdia's best in class "Ask An Analyst" support service included in your subscription

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Mobile service revenue will approach $1 trillion by the end of the decade, while 5G will overtake LTE as the most-used technology from 2028.

William Thompson-Hare

Research Director

Telecoms Data Strategy

SPEAK WITH OUR EXPERTS

Delivering definitive global mobile data

Key Deliverables

Market Data
Mobile markets for up to 226 geographies.

WCIS Data Views
Simple to use tabular dashboards to present market share, growth rates, forecasts and historical KPIs. Data visualization through interactive charts and maps and benchmarks through company KPI league tables to help you identify and monitor outperformers globally, by region, and by country/territory. Track investments in cellular network operators by leading telecoms groups.

Analyst Access
Prompt responses from Omdia's regional analyst team to urgent and unique questions.

Scope of Research

Coverage
- Africa, Central & Southern Asia, Eastern Europe, Latin America & Caribbean, Middle East, North America, Oceania Eastern & South-Eastern Asia, Western Europe covering up to 226 countries/territories
- Mobile subscriptions, technologies, and services across consumer and enterprise segments, including IoT, smartphones, portable devices, and broadband
- Comprehensive metrics including connections, revenues, traffic, capex, ARPU, connected devices, EBITDA, and population data
- Approximately 900 service providers tracked globally
- Compare the total and proportionate subscription bases of leading telecoms groups

VIEW CONTENT

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