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New *iGR* study forecasts the Total Addressable Market and Actual Deployments for Outdoor Small Cells in the U.S.

Study forecasts two types of small cells: metrocells and remote radio heads

AUSTIN, Texas, September 18th, 2015 – The demand for high quality data services on LTE networks continues to grow as mobile subscribers increasingly use their smartphones and tablets to watch mobile video, stream audio and update social media sites. Mobile operators are deploying outdoor small cells – both metrocells and Remote Radio Heads (RRHs) – to evolve their network and try to keep up with the demand.

A metrocell is a low power cell site that operates on an operator's licensed frequency to provide additional coverage and/or capacity in a given urban area. Its baseband is integrated within the overall form factor, along with power and backhaul ports. On the other hand, a remote radio head (RRH) has an integrated radio frequency (RF) unit that is connected via fronthaul to a centralized baseband processing unit. Both of these types of small cells are generally installed on street furniture (e.g., bus stop shelters, poles, building sides and roofs) in densely populated urban or suburban areas.

Note that RRHs are also deployed on towers as macrocells, but this report looks only at the case where the RRH is deployed as a small cell.

In its most recent market study, *iGR*, a market research consultancy focused on the wireless and mobile industry, has forecasted the total addressable market and the number of actual deployments for both types of outdoor small cells over the next five years in the U.S.

"As mobile video and the Internet of Things (IoT) continue to increase the demand on the mobile data network, industry leaders are looking ahead to determine what the networks of the future will require," said Iain Gillott, president and founder of *iGR*. "*iGR* believes that outdoor small cells will be an important part of that future mobile network. It is also clear that mobile

operators in the U.S. are deploying remote radio heads as small cells, in addition to metrocells. This shift has significantly complicated the market outlook.”

iGR's new market study, [U.S. Outdoor Small Cells, 2014-2019: Still early stages of market growth](#), provides a five-year forecast for the total addressable market and actual deployments of outdoor small cells (divided between metrocells and remote radio heads) in the U.S. In addition, the report discusses the need for small cells and the requirements for deployment, as well as the differences between metrocells and remote radio heads.

The following key questions are addressed in the new research study:

- What is an outdoor small cell? What are metrocells and RRHs?
- How do outdoor small cells fit into operators' evolving networks?
- Where are outdoor small cells most likely to be located? What's their role?
- What is the total addressable market in the U.S. for outdoor small cells?
- How does the forecast for actual outdoor small cells deployments compare to the outdoor small cell total addressable market forecast

The information in this market study will be valuable for:

- Mobile operators
- Infrastructure OEMs
- Small cell product and solution vendors
- Backhaul service providers and equipment OEMs
- Financial analysts and investors.

The new report can be [purchased](#) and downloaded directly from *iGR*'s website at www.igr-inc.com.

About *iGR*

iGR is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, in late 2000 as *iGillottResearch*, *iGR* is now in its fifteenth year of operation. *iGR* continuously researches emerging and existent technologies, technology industries, and consumer markets. We use our detailed research to offer a range of services to help companies improve their position in the marketplace, clearly define their future direction, and ultimately improve their bottom line.

iGR researches a range of wireless and mobile products and technologies, including: smartphones; tablets; mobile wearable devices; connected cars; mobile applications; bandwidth demand and use; small cell and het-net architectures; mobile EPC and RAN virtualization; DAS; LTE; VoLTE; IMS; NFC; GSM/GPRS/UMTS/HSPA; CDMA 1x/EV-DO; iDEN; SIP; macro-, pico- and femtocells; mobile backhaul; WiFi and WiFi offload; and SIM and UICC.

A more complete profile of the company can be found at www.igr-inc.com.