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

Study also discusses the issues that are slowing the deployment of outdoor small cells

AUSTIN, Texas, June 8th, 2016 – The outdoor small cell market is still in the beginning stages of deployment, although the market has been in development for some time. The demand for high quality data services on LTE networks continues to grow as mobile subscribers increasingly consume mobile data on their smartphones and tablets, especially to watch mobile video. And small cells are one solution that mobile operators will have to use to meet this growing demand for mobile data.

The main barriers to growing the outdoor small cell market have little to do with the technology itself and more to do with actual installation issues – power, backhaul, regulations, timelines, and overall cost. The vast majority of the cost of an outdoor small cell is related to providing everything except the actual small cell. Accessible sites – actual, physical locations – are the scarcest resource with respect to small cell installation. There are only so many accessible poles, building sides and roofs in a given area, and there is only so much useable space on them. Using that space comes at a premium.

In general, these various issues, among others, have conspired to slow down the deployment of small cells by U.S. operators. However, iGR, a market research consultancy focused on the wireless and mobile industry, believes that outdoor small cells, which iGR defines as either a metrocell, RRH deployed as a small cell or an outdoor DAS (oDAS), will be an integral part of mobile operator networks going forward.

iGR has recently published a new market study that presents a total addressable market forecast and an “actual” forecast for U.S. outdoor small cells: metrocells, remote radio heads as small cells and outdoor DAS.

“iGR believes that small cells – and many of them – are inevitable, particularly as carriers march quickly down the road to 5G,” said Iain Gillott, president and founder of iGR. “In short, the industry cannot meet the demand for mobile data without small cells.”

iGR's new market study, [U.S. Outdoor Small Cells Forecast, 2015 – 2020: Delayed, but Still Needed](#), provides a five-year total addressable market forecast and an “actual” forecast for U.S. outdoor small cells: metrocells, remote radio heads as small cells, and outdoor DAS. The study also discusses different small cell technologies and the issues surrounding their deployment.

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

- What is an outdoor small cell? What are metrocells, RRHs and oDAS?
- Why do the mobile networks need outdoor small cells to meet bandwidth demand?
- How do outdoor small cells fit into operators’ evolving networks?
- What are the issues with deploying outdoor small cells in the U.S.? How do these issues impact the number of small cells in the market?
- What are the differences between oDAS, metrocells and remote radio heads?
- What is the role of CPRI with outdoor small cells?
- Where are outdoor small cells most likely to be located? What’s their role?
- How important is location to the effectiveness of an outdoor small cell?
- What is the total addressable market in the U.S. for outdoor small cells?
- How does the forecast for actual outdoor small cells deployments in the U.S. compare to the U.S. 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 and investment analysts.

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 sixteenth 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.