



Contact iGR

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

***Study also discusses the issues that are slowing the deployment of outdoor small cells as 5G begins***

**AUSTIN, Texas, June 7th, 2018** – Over the past few years, the outdoor small cell market in the U.S. has grown substantially. The main barriers facing this market continue to 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, especially as they transition to 5G.

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, which include metrocells, remote radio heads as small cells and outdoor DAS. The study also includes a forecast for capital expenditures (capex or network spending) and operational spending (OpEx) on actual small cell deployments.

"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, 2017 – 2022: 5G Begins](#), provides a five-year total addressable market forecast, an “actual” forecast for U.S. outdoor small cells, and

a CapEx and OpEx forecast. 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?
- What is the forecast for capital expenditures and operational spending on actual outdoor small cell deployments?

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 market study can be [purchased](#) and downloaded directly from *iGR's* website at [www.igr-inc.com](http://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 eighteenth 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; 5G; 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](http://www.igr-inc.com).