



Contact *iGR*

Iain Gillott

[iain@iGR-inc.com](mailto:iain@iGR-inc.com)

## **New *iGR* study estimates Total Cost of Ownership for outdoor small cells in the U.S.**

### ***Study also discusses issues surrounding small cells' deployment***

**AUSTIN, Texas, August 16th, 2018** – Outdoor small cells are an important tool for mobile operators as they densify their LTE and 5G networks. However, outdoor small cell costs in the U.S. are driven up by two key variables that are largely out of the mobile operator's control: dark fiber lease costs and access to sites. Including these two variables, how much does it cost to deploy and operate outdoor small cells?

*iGR*, a market research consultancy focused on the wireless and mobile industry, has created a total cost of ownership model for 4G LTE outdoor small cell deployments in the U.S. using leased dark fiber and attaching to existing poles. The model, which estimates both capital and operational costs, presents an "average" view of the national U.S. market but could be refined to estimate smaller markets.

The model presents four different iterations of costs for both dark fiber and attachment rates: low, medium, high and extreme. Increasing costs are assigned to each of those categories in order to estimate how greatly deployment and operational costs might vary. The model includes other cost estimates, as well, including technology costs, labor, permits, and power.

"This model shows that there is a wide variance in small cell costs depending on the dark fiber lease rates and site access costs," said Iain Gillott, president and founder of *iGR*. "Mobile operators are thus trying to reduce attachment rates and their overall costs."

*iGR's* new market study, [\*\*U.S. Outdoor Small Cells: A Five Year TCO\*\*](#), presents a total cost of ownership model for outdoor small cells in the U.S. Additionally, the study discusses market drivers, the transition between 4G and 5G small cells, and issues surrounding outdoor small cells' deployment, including regulatory issues.

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

- What is an outdoor small cell? What are metrocells, RRHs and oDAS?
- 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?
- 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 are the main drivers of outdoor small cell deployment costs?
- Do these cost drivers vary by region?
- How much does it cost to deploy outdoor small cells?

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](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; MEC; 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).