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New *iGR* white paper discusses the benefits of under-utilized strand-mounted small cells

Sponsored by Alpha Technologies, the white paper provides a Total Addressable Market analysis

AUSTIN, Texas, July 28th, 2020 – As mobile data demand increases and 5G deployments continue, the mobile industry’s need for outdoor small cells is undeniable. Mounting those small cells on a cable and/or telco strand is an under-utilized proposition that could help mobile operators with many of the challenges of outdoor small cell deployments.

iGR, a market research consultancy focused on the wireless and mobile industry, has written a white paper that discusses the benefits of using strand-mounted small cells to meet the mobile data demand and small cell needs of the mobile industry.

A strand is a grounded, uninsulated bundle of galvanized high tensile strength steel wires, placed under tension, that runs between the poles. The strand is in the “communications space” on the pole. Obviously, the steel strands only exist where the network is above ground, which is most likely to occur in more established and/or older areas of the U.S.

“Strand-mounted small cells could be a significant addition to the more common pole-mounted small cell deployments,” said Iain Gillott, president and founder of *iGR*. “For this white paper we calculated that strand-mounted outdoor small cells could address up to 48.9 percent of the total addressable market in 2020 for outdoor small cells.”

iGR’s new white paper, [**A Strand of Hope: How strand-mounted small cells can address the demand for 4G and 5G mobile data**](#), discusses the need for more outdoor small cells in the mobile industry and the challenges associated with their typical deployment. The white paper also describes strand-mounted small cells, highlights the products that are currently available in the industry, overviews mobile operator’s relationships with cable MSOs and LECs, and discusses the benefits of leveraging strand-mounted small cells.

The following key questions are addressed in the new white paper:

- What is a strand-mounted small cell?
- What is the mobile industry doing to their networks to meet mobile data demand?
- What is the total addressable market (TAM) for outdoor small cells in the U.S.?

- How extensive and of what technology are U.S. cable broadband providers' and LEC's networks?
- Why have mobile operators not extensively used strand-mounted small cells?
- How can strand-mounting small cells help mobile operators with the challenge of finding appropriate sites for outdoor small cells?
- What are AlphaGateways and how are they being used to support small cell deployments?
- What are the benefits of using Remote Line Power (RLP) to power small cells?

The new white paper can be [downloaded](#) at no charge directly from *iGR*'s website. Alternatively, [email](#) Iain Gillott for additional details.

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 twentieth 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: 5G, 4G LTE, smartphones, tablets, connected cars, V2X and V2V, mobile applications, bandwidth demand and use, 5G small cell and het-net architectures, 5G new core virtualization, mobile EPC and RAN virtualization, edge computing, in-building wireless, CBRS, mmWave, spectrum farming, DAS, VoLTE, macro-, pico- and femtocells, mobile front/backhaul, WiFi and WiFi offload, and enterprise private LTE.

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