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## **New *iGR* Study Looks at the Opportunity for Outdoor Small Cells in the U.S. Agriculture Sector**

### ***Study Forecasts Small Cell Deployments and Total Cost of Ownership***

**AUSTIN, Texas, August 10th, 2020** – Over two million farms, ranging in size from only a few acres to thousands of acres, are in operation in the U.S. IoT sensors and applications, as well as drones and robots, are already being used on some of these farms to provide useful data about crops, field conditions, and livestock. These applications are dependent on a reliable network, which can be provided by outdoor cellular (LTE) small cells, especially on CBRS spectrum.

*iGR*, a market research consultancy focused on the wireless and mobile industry, has recently published a new market study that looks at the opportunity for outdoor cellular small cells to support the U.S. agriculture sector. The market study quantifies the total addressable market, as well as how many outdoor cellular small cells are likely to be deployed. It also models how much it would cost to deploy and operate them.

"IoT solutions have already been demonstrated to reduce costs and improve efficiencies in farms across the U.S.," said Iain Gillott, president and founder of *iGR*. "Now, with the availability of CBRS spectrum, *iGR* expects a growing number of IoT solutions that use networks of outdoor small cells will be deployed in the agriculture sector over the next five years."

*iGR*'s new market study, [\*\*U.S. Agriculture Sector Small Cells Forecast, 2019 – 2024: Cultivating IoT\*\*](#), provides a five-year total addressable market forecast of outdoor small cell nodes in the agriculture sector and an "actual" forecast of deployed outdoor small cells, split by non-CBRS sub-6 GHz and CBRS spectrum. Also included is a Total Cost of Ownership model for CBRS private LTE networks deployed on U.S. farms over five years, including both network build spend and operational spend. In addition, the study discusses the benefits and issues surrounding the deployment of IoT solutions in the agriculture sector and provides background information on CBRS spectrum and edge computing.

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

- How many farms are in the U.S.?
- How many acres do those farms operate?
- What are the various U.S. farm sub-sectors?

- What types of products do those farms produce? How many farms and acres are worked per farm sub-sector?
- What are outdoor small cells?
- Where do small cells fit in the network?
- What are edge computing and CBRS?
- What are some of the other network technologies used in Agriculture today?
- What are some of the major trends in Agriculture?
- What are some of the key use cases in Agriculture?
- What are some of the perceived benefits related to IoT and outdoor small cells in Agriculture?
- What are some of the perceived negatives and issues related to IoT and outdoor small cells in Agriculture?
- How large is the total addressable market for Sub 6 GHz outdoor small cells in Agriculture?
- How many outdoor Sub 6 GHz small cells does *iGR* forecast will be deployed?
- What is the Total Cost of Ownership for CBRS private LTE networks deployed on U.S. farms over five years, including both network build spend and operational spend?

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 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](http://www.igr-inc.com).