



Contact *iGR*

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**FOR IMMEDIATE RELEASE**

## ***iGR* Announces Rural Markets Research and Advisory Service**

***New iGR advisory service provides research on the key issues facing smaller operators in the United States***

**AUSTIN, Texas, November 22<sup>nd</sup>, 2011** – While the four largest U.S. mobile operators dominate the metropolitan markets, a number of smaller operators provide vital wireless and mobile services in smaller cities and rural communities. These operators face similar technical challenges to their larger competitors but have the added complexity of smaller scale. Simply, there is a smaller base over which to leverage any technology investment. As a result, the smaller operators face unique competitive and market challenges.

“*iGR* has been tracking smartphone and device adoption in the United States, mobile data bandwidth consumption trends and end-user behaviors for over 10 years. The current regulatory environment, national broadband initiatives and the initiatives by the major operators will be felt most by rural and smaller operators and their consumer base,” said Iain Gillott, president and founder of *iGR*, a market strategy consultancy focused on the wireless and mobile communications industry. “Operators and solution providers need to understand how the challenges and opportunities differ between major, metropolitan markets and smaller, rural markets. Understanding how the challenges and opportunities differ among these consumer markets is critical to securing a healthy, competitive market and the availability of mobile devices, applications and services to consumers in these rural markets.”

The key issues facing smaller operators addressed in *iGR*’s Rural Markets research efforts include:

- Deployment of LTE, including the costs involved, bandwidth required and rural roaming strategies
- National Broadband Plan and interoperability initiatives
- Competition, innovation and pricing
- Mobile device (smartphones and tablets) adoption in the smaller and rural markets and the resulting impact on network bandwidth demand, handset subsidy costs, subscriber customer care costs and increased sales channel complexity
- Handset frequency bands and the ability to secure a reliable supply of cost-effective handsets in the future

- Impacts from major operator initiatives including a successful ATT-T-Mobile merger on the smaller operator versus the impact of a failed merger

*iGR's Rural Markets Advisory Service includes the following services and products:*

- The Rural Markets Market Research and Subscription Service
- *iGR* End-User Quantitative and Qualitative Studies and Smartphone and Tablet Trackers
- Primary Market Research and Strategic Consultative Services
- Market Assessments including competitive landscape, market viability/need, customer segmentation
- Strategic Consultative Services including go-to-market strategy, executive briefings, sales-enablement strategy

Rural Markets Market Research and Subscription Service includes:

- Demand for Tablets in Rural Markets
- Rural Tablet Sales and Forecast, 2011 - 2016
- Demand for Apple iPhone in Rural Markets
- Rural Mobile Devices Forecast, 2011 – 2016
- Messaging: The Rural Consumer Perspective
- Rural Bandwidth Demand Forecast, 2011 – 2016
- Rural Mobile Connections Forecast, 2011 – 2016
- Rural Operator Business Drivers
- Rural Handset Frequency Band Issues
- Rural Backhaul Demand

To learn more about *iGR's Rural Markets Advisory Services*, please contact Amanda Louie at [amandal@iGR-inc.com](mailto:amandal@iGR-inc.com) or (512) 554-1701.

#### **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 entering its twelfth 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 applications; bandwidth demand and use; small cell architectures; DAS; LTE; WiMAX; 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. *iGR* is a member of the Rural Cellular Association.

A more complete profile of the company can be found at [www.iGr-inc.com](http://www.iGr-inc.com).