

MOBILE ECONOMY EURASIA

Технологии связи будущего

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GSMA



Creating a common agenda

Leading industry innovation

Ensuring representation

Convening the connectivity ecosystem

Engaging the industry

Standardising solutions

The Mobile Economy Eurasia 2025

examines key trends across the mobile industry in the region



The Mobile Economy Eurasia 2025



The Mobile Economy Eurasia

194 million

unique mobile users

74%

LTE
connections

86%

smartphones
penetration

640,000

jobs supported

22 billion

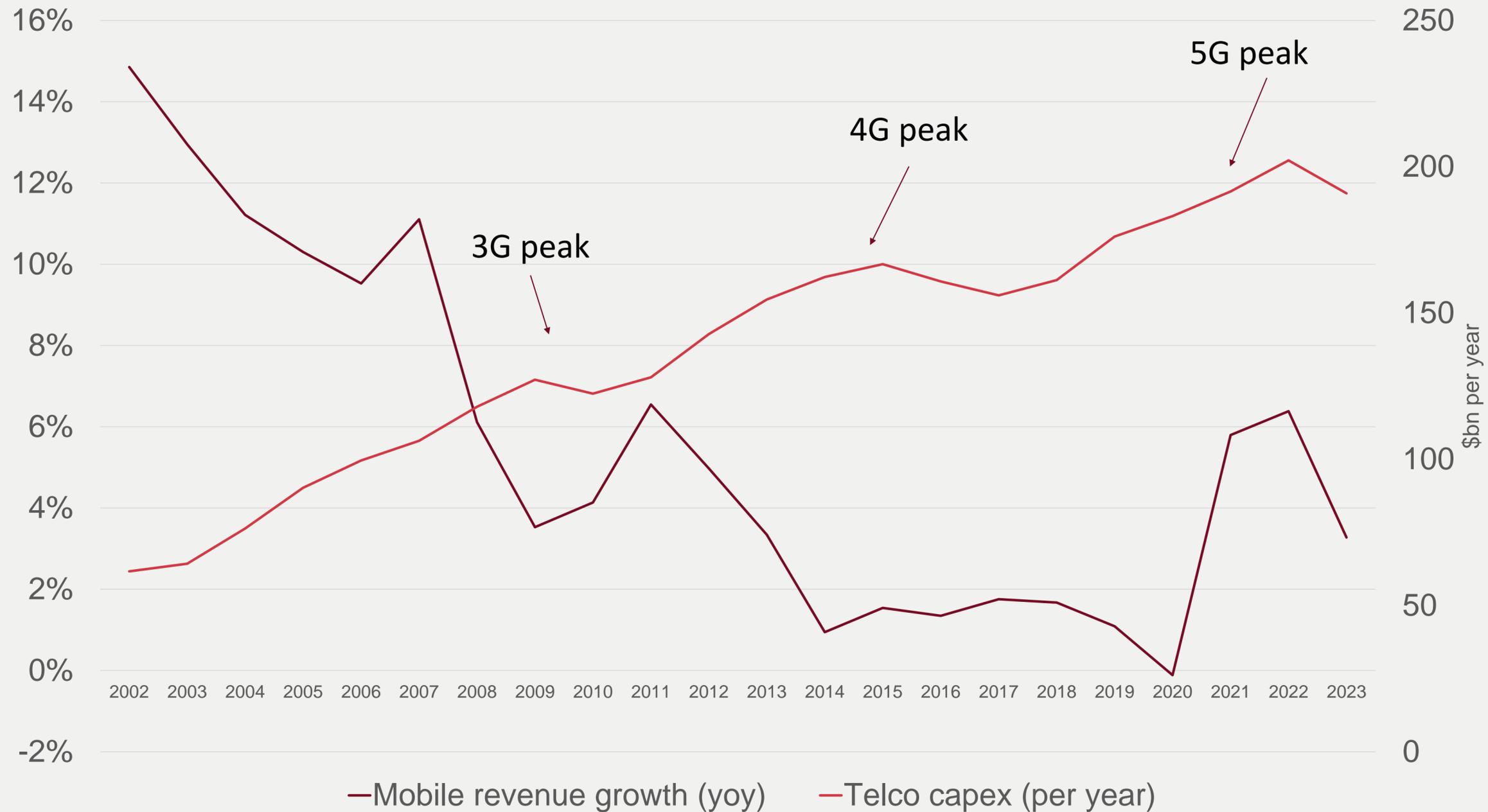
operators'
revenues

220 billion

mobile contribution to
GDP

The mobile industry
faces a long-standing
growth
challenge

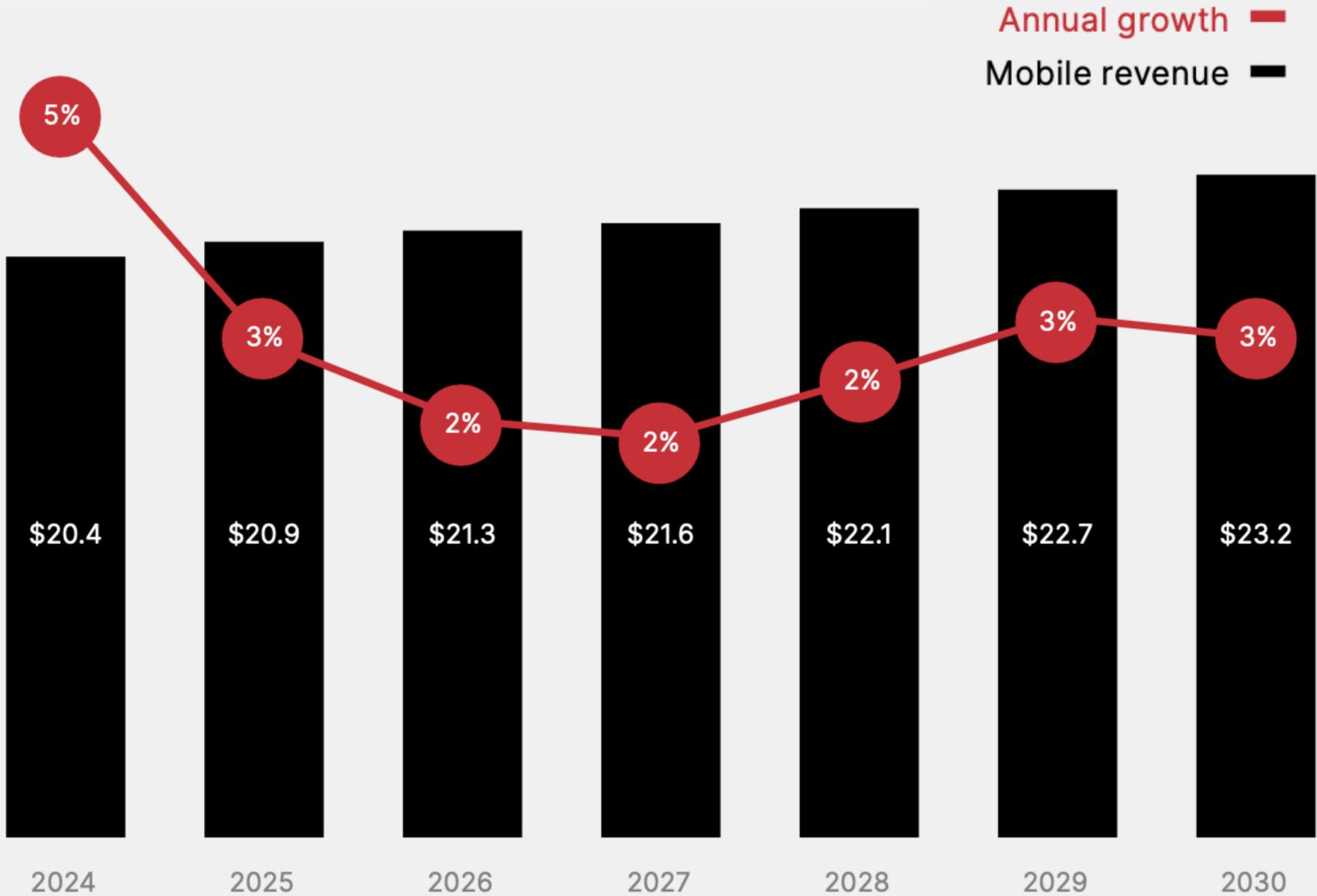
Telco Revenue Growth vs Total Capex



Source: GSMA Intelligence

Eurasia: mobile revenue and annual growth

Annual mobile revenue growth in Eurasia is projected to be between 2% and 5% through to the end of the decade



Source: GSMA Intelligence

Eurasia: mobile data traffic per connection

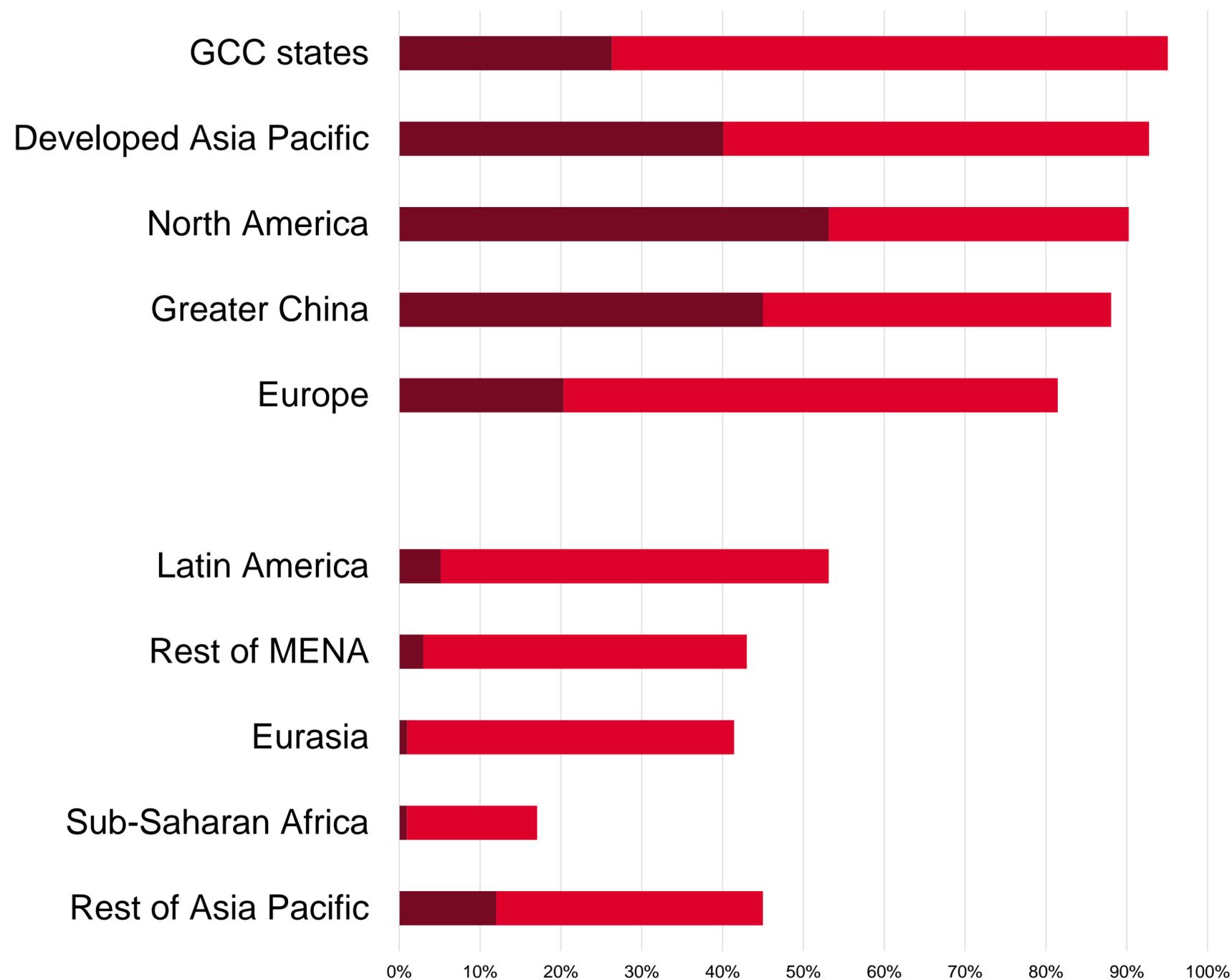
~15 GB today

~40 GB expected by 2030

- streaming video
- social media
- gaming
- cloud services

399 operators in
153 markets, including
12 networks across 4
countries in EURASIA

5G Adoption as % of Connection



5G

As 5G adoption continues to scale, the monetisation imperative will grow.

31%
5G adoption

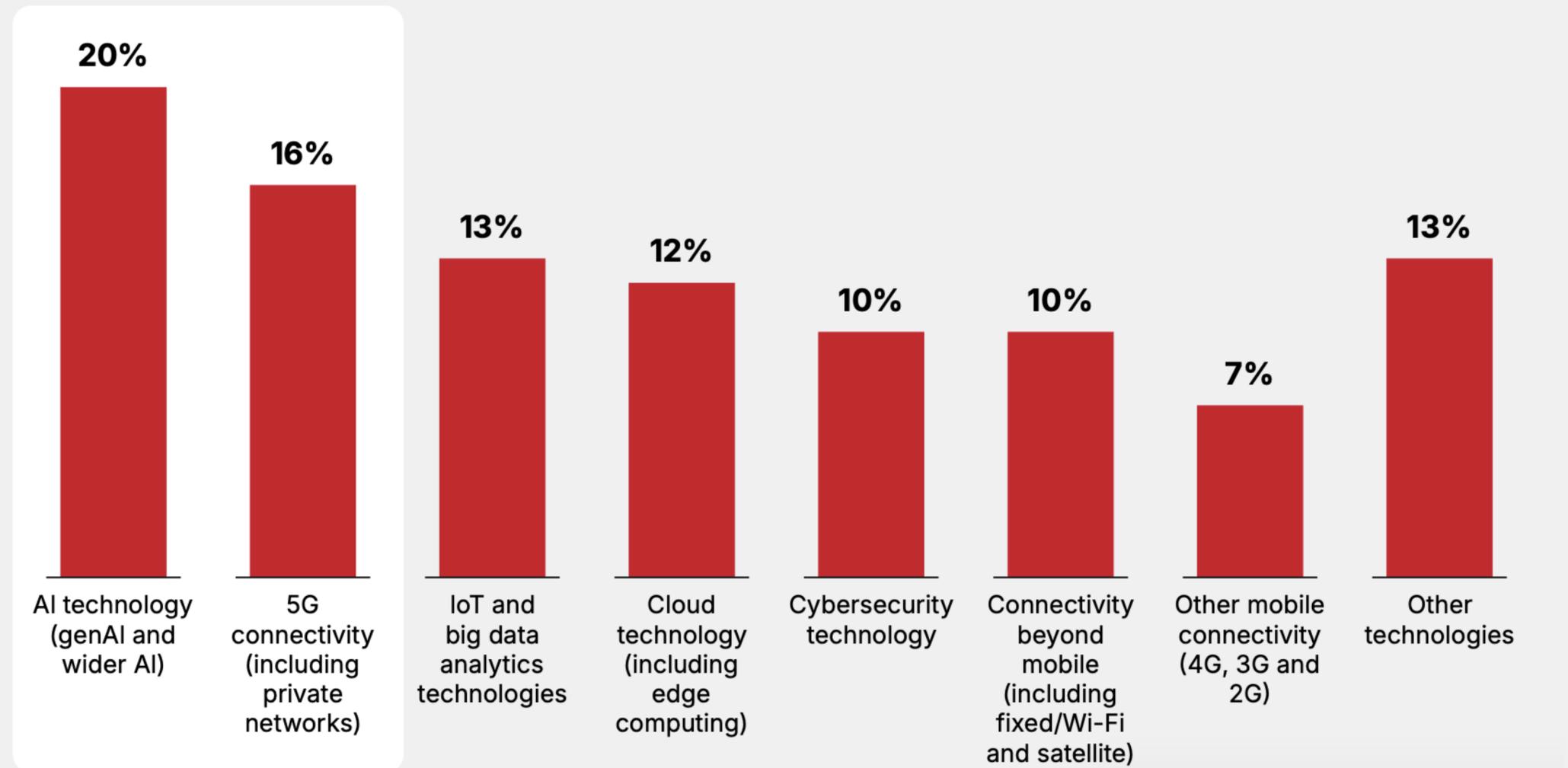
5G SA
lunched by 82 operators

1%
adoption in Eurasia to date

Enterprise Priorities

Security
Improving customer
experience
Operational efficiency

Share of total digital transformation expenditure by technology, 2025–2030



Source: GSMA Intelligence

Enterprise trends

AI

network troubleshooting,
threat
detection and improved
customer care

Private Networks

custom enterprise networks

GSMA Open Gateway

network API exposure is helping monetise 5G
via developers

Cloud & Edge

edge versus core use cases

5G SA

network slicing, multi-access edge
computing

Satellites and NTN gain momentum

3GPP has laid the foundation for satellite-based connectivity with 4 broad use cases:

1. **Service continuity** – where coverage is not feasible
2. **Service ubiquity** for mission-critical communications
3. **Service scalability** – offloading traffic from terrestrials to NTN for efficiency
4. **Back-haul services** – for transport for sites with weak or no backhaul capacity



GSMA Intelligence



<https://www.gsmainelligence.com>

Thank you!

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