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# Telecommunication Services: United States

March 2020



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# About This Report

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## Scope

This report forecasts to 2024 US telecommunication service revenues in nominal US dollars. Total revenues are segmented by mode of service in terms of:

- wired
- wireless
- resellers
- satellite
- other modes, such as non-broadband internet

To illustrate historical trends, total revenues and the various segments, and the number of firms, establishments, and employment are provided in annual series from 2009 to 2019.

Telecommunications services consist primarily of revenues generated by the provision of voice and text messaging, internet access, cable television transmission, and other information services (e.g., voicemail).

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, are covered in this report. A full outline of report items by page is available in the Table of Contents.

## Sources

*Telecommunication Services: United States* (FF80027) represents the synthesis and analysis of data from various secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental and non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

## Industry Codes

Table 5 | NAICS & SIC Codes Related to Telecommunication Services

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
517311	Wired Telecommunications Carriers	4812	Radiotelephone Communications
517312	Wireless Telecommunications Carriers (Except Satellite)	4813	Telephone Communications, Except Radiotelephone
517410	Satellite Telecommunications	4822	Telegraph and Other Message Communications
517911	Telecommunications Resellers	4841	Cable and Other Pay Television Services
517919	All Other Telecommunications	4899	Communications Services, NEC
		7375	Information Retrieval Services

Source: US Census Bureau

## Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth

## About This Report

rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or  $r^2$ . The most stable data series relative to the trend carries an  $r^2$  value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

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## Resources

### The Freedonia Group

#### Freedonia Industry Studies

*Global Security Services*

*Private Security Services*

*Safety & Security Alarms*

*Smart Home Security in the US*

#### Freedonia Focus Reports

*Communication Services: United States*

*Construction: United States*

*Data Processing & Hosting: United States*

*E-Commerce: United States*

*Global Security Services: United States*

*Insulated Wire & Cable: United States*

*Internet Content & Search: United States*

*IT Services: United States*

*Motion Pictures & Video: United States*

*Music Production & Publishing: United States*

*Private Security Services: United States*

*Security Services: Canada*

*Security Services: United Kingdom*

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### Trade Publications

*FierceTelecom*

*Fierce Wireless*

*InternetNews*

*Light Reading*

*NetworkWorld*

*Telecom Engine*

*Total Telecom*

*Wireless Design Online*

### Agencies & Associations

CTIA

Federal Communications Commission

Federal Trade Commission

Internet Society

## About This Report

The Internet & Television Association  
United States Department of Commerce  
National Telecommunications & Information Administration  
United States Census Bureau  
USTelecom  
World Bank