

**Europe 5G Revenues,
2019 – 2027: 5G
*euros and where they
come from***

Market Study
Third Quarter, 2018





Europe 5G Revenues, 2019 – 2027: *5G euros and where they come from*

A Market Study

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iGR

12400 W. Hwy 71

Suite 350 PMB 341

Austin TX 78738

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Abstract

5G is rapidly approaching, with some European mobile operators planning to launch networks using the 5G New Radio standard in late 2019 and 2020. A significant amount of investment will be necessary in order for 5G to deliver the expected performance levels and functionality. As such, mobile operators need to identify sources of revenue to pay for this investment. Simply relying on subscription revenue from end users will not be sufficient.

In this market study, *iGR* presents a model for potential 5G revenues in Europe from 2019 until 2027. Included in the model are five major sources of revenue that mobile operators can depend upon in the 5G era. These include:

- 5G Mobile Service
- 5G IoT
- 5G Fixed Wireless Access
- Advertising
- Entertainment Services.

The business model for the sixth potential source of revenue, network slicing, is still too undefined to be included in the model.

This market study provides a 10-year forecast for potential 5G revenue. The potential revenues provided by mobile broadband, IoT, fixed wireless access, advertising, and entertainment services are presented separately. This market study also provides information on the requirements of 5G, the timeline of its deployment, the potential use cases of 5G, as well as recent 5G initiatives of several major European mobile operators.

Key questions addressed in this market study include:

- What is 5G? How is it defined right now?
- What are the requirements of 5G and when will it be deployed?
- What are the expected use cases for 5G?
- How many 5G connections can be expected in Europe from 2019 to 2027?
- What are potential sources of revenue for 5G networks?
- What will the 5G mobile broadband subscription service model look like and how much revenue will be generated?

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- What is the business model for 5G IoT and how much revenue will be generated?
- What is 5G fixed wireless access and how much revenue can be generated by the service?
- How will 5G advertising generate revenue and how much can be expected?
- What is the model for 5G-based entertainment services? How much revenue will it provide?
- How does each source of 5G revenue compare? Which is the most significant?
- What are the total revenues expected from 5G in Europe from 2019-2027?

Who should read this report?

- Mobile operators
- Mobile device OEMs
- Mobile service and application developers
- IoT vendors and solutions providers
- Infrastructure OEMs
- Financial analysts and investors.

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