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New iGR study presents a model for U.S. 5G revenues from 2021 to 2026

U.S. mobile operators will generate 5G revenue from consumer subscriptions, as well as multiple other sources

AUSTIN, Texas, August 5th, 2016 – 5G is the wireless and mobile industry’s solution that will provide high quality mobile data services to satisfy mobile consumers’ demands. 5G, an ecosystem defined by ITU-R’s IMT-2020 5G standard, has the goal of improving the connectivity experience of the mobile consumer and enterprise.

The first 5G networks are not expected to be deployed before 2020, with the first commercial services launched in 2021. However, the current LTE and LTE-Advanced network, including all improvements made to them between now and 2020, will lay the foundation for the 5G network.

How will U.S. mobile operators generate revenues from their 5G networks? iGR, a market research consultancy focused on the wireless and mobile industry, has recently published a market study that answers this question. The study presents a model for the revenue that will be generated by U.S. mobile operators from four major sources: mobile data subscriptions, fixed wireless broadband services, advertising, and entertainment revenues. This model estimates that total 5G revenue will grow significantly between 2021 and 2026, growing at a CAGR of over 100 percent.

"It is iGR’s opinion that in the future consumers will be unwilling to spend more for 5G communication services than they currently do for 4G LTE mobile services," said Iain Gillott, president and founder of iGR. "Thus, mobile operators will need to rely on sources of revenue other than monthly mobile data subscriptions to generate revenues from their 5G mobile network investment."

iGR’s new market study, [U.S. 5G Revenues, 2021-2026: The need for new revenue sources](#), presents a model for the potential 5G revenues in the U.S. from 2021 to 2026, including the potential of each major source of revenue: mobile services, fixed wireless broadband, advertising, and entertainment. In addition, the market study defines the requirements of 5G, presents an expected timeline of deployment, and discusses 5G services and use cases.

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

- What is 5G? How is it defined and/or viewed right now?
- What is in 5G? When will 5G happen?
- What is the anticipated timing of 5G services based on the IMT-2020 standard?
- What are the characteristics of the core 5G services?
- How many IMT-2020 5G connections can be expected in the U.S. from 2021 to 2026?
- What are potential sources of revenue for 5G networks?
- What will drive the 5G subscription service model?
- What will drive the 5G advertising revenue model?
- What are the drivers for 5G-based entertainment revenues?
- How do each source of revenues compare? Which is the most significant and why?
- What are the total revenues expected from 5G from 2021-2026?

The information in this market study will be valuable for:

- Mobile operators
- Mobile device OEMs
- Mobile service and application developers
- IoT vendors and solutions providers
- Infrastructure OEMs
- Small cell product and solution vendors
- Backhaul service providers and equipment OEMs
- Financial analysts and investors.

The new report can be [purchased](#) and downloaded directly from *iGR*'s website at 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 sixteenth 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 wearable devices; connected cars; mobile applications; bandwidth demand and use; small cell and het-net architectures; mobile EPC and RAN virtualization; DAS; LTE; 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.

A more complete profile of the company can be found at www.igr-inc.com.