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New *i*GR study provides a 10-year forecast of 5G mobile revenue in the U.S.

Study forecasts revenue from five potential sources

AUSTIN, Texas, April 2nd, 2018 – 5G is rapidly approaching with some U.S. mobile operators planning to launch networks using the 5G New Radio standard as early as late this year. 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.

What are some of the sources for additional revenue and how much might U.S. mobile operators expect to generate from each source? *i*GR, a market research consultancy focused on the wireless and mobile industry, has recently published a market study that analyzes these questions and provides a 10-year forecast.

Included in the forecast are five major sources of revenue that mobile operators can depend upon in the 5G era, including 5G mobile broadband service, 5G IoT, 5G fixed wireless access, advertising, and mobile operator-provided entertainment services. However, the business model for the sixth potential source of 5G revenue, network slicing, is still too undefined to be included in the model.

"Our model included multiple sources of 5G revenue to supplement consumer 5G mobile subscription services," said Iain Gillott, president and founder of *i*GR. “Using this model, we found that after the first two years of the 5G era, mobile operators will be able to generate billions of dollars of revenue annually to pay for the necessary investment in 5G mobile networks.”

*i*GR’s new market study, **U.S. 5G Revenues, 2017-2027: *The billions and where they come from***, 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 the major U.S. mobile operators.

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

- 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 the U.S. from 2018 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?
- 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 from 2018-2027?

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
- Financial analysts and investors.

The new report can be purchased and downloaded directly from *iG*R's website at www.*iG*R-inc.com**.**

About *iG*R

*iG*R 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 *iG*illottResearch, *iG*R is now in its eighteenth year of operation. *iG*R 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.

*iG*R 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; 5G, 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.