



Contact *iGR*

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New *iGR* white paper measures U.S. millennials' interest and privacy concerns regarding 5G services

Sponsored by ADLINK, the white paper includes recent iGR survey results

AUSTIN, Texas, November 7th, 2019 – 5G networks are the next step forward in mobile/cellular networks, and countless new services will become available with 5G. Some of the services, such as mobile gaming with Augmented Reality (AR) or Virtual Reality (VR), are not possible without 5G, while others are simply enhanced by 5G functionality.

How much interest exists for new 5G services? And what is the level of privacy concern regarding these new services? *iGR*, a market research consultancy focused on the wireless and mobile industry, has written a white paper that measures interest in several specific 5G services and applications that rely on at least one aspect of 5G functionality – enhanced mobile broadband (eMBB), massive machine type communications (mMTC) or ultra-reliable low latency (URLLC). For this analysis *iGR* surveyed U.S. mobile users between the age of 18 and 34, an age group that has grown up with wireless service and mobile apps and will drive the adoption of 5G.

“Mobile consumer interest in 5G services is high, but there is still a significant level of concern over privacy” said Iain Gillott, president and founder of *iGR*. “This concern demonstrates the need for secure solutions combined with a 5G hardware and software architecture that enables security, such as a secure edge architecture.”

iGR's new white paper, [Balancing new apps and privacy on the 5G Edge: Opinions and Views of Millennials](#) details the results of a recent survey of mobile consumers under the age of 35. The white paper details their interest in a range of services in the broad categories of retail, transportation, entertainment and personal/public safety. In addition, the white paper details how much privacy concern these mobile consumers have in regards to each of the 5G services.

The following key questions are addressed in the new white paper:

- What are the fundamental capabilities of a 5G network?
- What are some of the specific applications enabled by 5G?
- What is the interest level among 18 to 34 year olds for specific 5G-enabled applications for retail, transportation, entertainment and personal/public safety?

- What is the level of privacy concern among 18 to 34 year olds for 5G-enabled applications?
- How does interest in specific applications vary by demographic variables, such as gender, age and having children in the home? How can this information be used to provide focused marketing?
- What solutions does ADLINK offer to support a secure 5G network and applications?

The new white paper can be [downloaded](#) at no charge directly from *iGR*'s website. Alternatively, [email](#) Iain Gillott for additional details.

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 nineteenth 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: 5G, 4G LTE, smartphones, tablets, connected cars, V2X and V2V, mobile applications, bandwidth demand and use, 5G small cell and het-net architectures, 5G new core virtualization, mobile EPC and RAN virtualization, edge computing, in-building wireless, CBRS, mmWave, spectrum farming, DAS, VoLTE, macro-, pico- and femtocells, mobile front/backhaul, WiFi and WiFi offload, and enterprise private LTE.

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