

**Europe 5G Revenues,
2019 – 2029: *How
much and where will
mobile consumers
spend?***

Market Study
First Quarter, 2020





Europe 5G Revenues, 2019 – 2029: *How much and where will mobile consumers spend?*

A Market Study

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Abstract

5G has arrived in Europe. Several mobile operators have launched a 5G network, even if only in a few select European metropolitan areas, and several Android mobile phones that support 5G are readily available. The industry is looking forward to using 5G's capabilities to provide faster speeds to consumers and to support many use cases.

A significant amount has been invested to make 5G a reality in Europe. Now is the time to look at the revenues that can be generated with the new technology.

In this market study, *iGR* presents a model for potential 5G revenues in Europe from now until 2029. It is important to note that although the mobile operators have been the investors in the 5G network, the revenue generated from the 5G ecosystem will be spread among many additional entities such as content providers, cloud providers, gaming developers, and advertisers. This model does not include revenues from 5G devices or applications.

Included in the model are six major sources of revenue provided by the 5G ecosystem. These include:

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

The business model for the seventh 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, IoT, fixed wireless access, advertising, entertainment and gaming services are presented separately. This market study also provides information on the requirements of 5G and the timeline of its continued deployment, as well as the recent 5G initiatives of several major European mobile operators.

Key questions addressed in this market study include:

- What is 5G and how is it defined? What is the timeline of its continued deployment?

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- What are the expected use cases for 5G?
- How many 5G connections can be expected in Europe from 2019 to 2029?
- What are potential sources of revenue for 5G networks?
- What will the 5G mobile 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?
- What is the model for 5G-based gaming? 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 the 5G ecosystem from 2019 to 2029?

Who should read this market study?

- 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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