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New *iGR* study models 5G revenues in Europe over a ten-year period

iGR's model includes 5G revenues from six potential sources

AUSTIN, Texas, January 9th, 2020 – 5G has arrived in Europe. Several mobile operators have launched a 5G network, even if in only 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. *iGR*, a market research consultancy focused on the wireless and mobile industry, has just released a new market study that provides a 10-year forecast for potential 5G revenues from six different sources: mobile broadband service, IoT, fixed wireless access, advertising, entertainment services and gaming.

"Even though 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," said Iain Gillott, president and founder of *iGR*. "Mobile consumers' spending will benefit content providers, cloud providers, gaming developers, and advertisers, as well."

iGR's market study, [Europe 5G Revenues, 2019-2029: How much and where will mobile consumers spend?](#), 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 the major European mobile operators.

The following key questions are addressed in the new study:

- What is 5G and how is it defined? What is the timeline of its continued deployment?
- 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 2019-2029?

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 market study can be [purchased](#) and downloaded directly from *iGR*'s website at www.iGR-inc.com. Alternatively, contact Iain Gillott at Iain@iGR-inc.com 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 twentieth 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.