U.S. 5G Revenues, 2020 – 2025: *How much and where will mobile consumers spend?*

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Abstract

5G has arrived in the U.S. The three major U.S. mobile operators all have a nationwide 5G network and 5G mobile phones are readily available for U.S. mobile consumers.

Because a significant amount has been invested to make 5G a reality in the U.S. and will continue to be invested for many years, it is important to look at the revenues that can be generated with the new technology.

In this market study, *iG*R presents a model for potential 5G revenues in the U.S. from 2020 until 2025. 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 five-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 about 5G and the status of the major U.S. mobile operators' 5G networks.

Key questions addressed in this market study include:

- What is 5G and some of its expected use cases?
- How many 5G connections can be expected in the U.S. from 2020 to 2025?

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- What are potential sources of revenue for 5G networks?
- What is the 5G mobile subscription service model 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 2020 to 2025?

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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