

5G & Broadband, Pricing and Strategy Intelligence Service

Part of the Digital Consumer Services Service Area Package

Global, in-depth coverage of tariff innovation, bundling, and broadband monetization. Key trends tracked include 5G consumer pricing models and pricing, next-generation access go-to-market strategy, and new generation fixed bundles.

“ How to price and bundle 5G and super-fast broadband alongside new enriched services, such as AR, VR and cloud-gaming, is crucial to unlocking the up-sale of consumers to more expensive plans with higher speeds. ”

Nicole McCormick
Senior Principal Analyst

5G & Broadband Pricing and Strategy Intelligence Service

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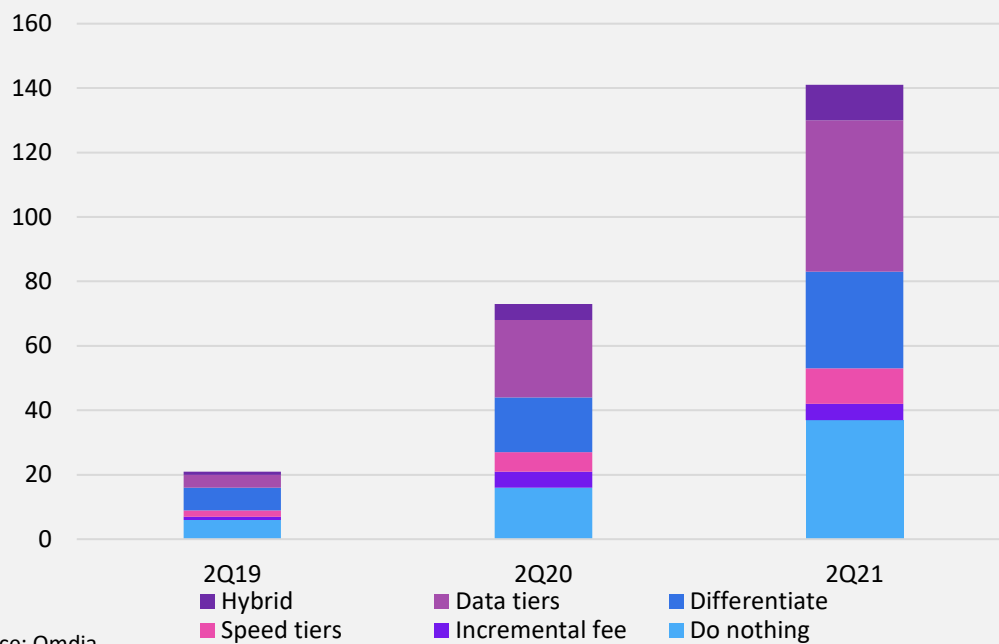
Plain old data tier pricing rules, but speed and apps on rise. Omdia's six 5G pricing models, 2Q19-2Q21

HOW OMDIA HELPS YOU

- Size the markets for next-gen access, fixed bundles, mobile-only and convergent consumers
- Identify new pricing models, including for 4G and 5G, and bundles
- Understand the latest strategies for upselling
- Leverage surveys and forecasts to better understand what the new consumer values and is willing to pay for

KEY QUESTIONS ADDRESSED

- How are mobile pricing models evolving with 5G?
- Why do not all operators bundle 5G rich services, as part of a 'Differentiate' strategy?
- How can service providers monetize their next-generation access investments?
- How has the fixed bundle moved beyond legacy services?
- What is the size of the fixed bundling market, and which bundles will emerge on top?
- Has mobile and fixed bundle tariff innovation slowed the decline in plan pricing?
- Does 5G fixed-wireless offer a wireline upgrade opportunity?
- How big will the 'mobile-only' consumer segment get?



Source: Omdia

5G & Broadband Pricing and Strategy: Our Expert Analysts



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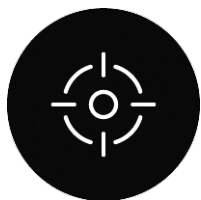


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5G & Broadband Pricing and Strategy: Deliverables



MARKET DATA / FORECASTS

—Quarterly / biannually / annually —

- Innovative pricing trackers
- Forecasts: Bi-annual consumer mobile subscribers and revenue; Yearly 5-year fixed bundling; Total Internet Users



REPORTS & COMMENTARY

—Ongoing —

Analyst commentary and in-depth reports on 5G consumer broadband pricing & next-generation access go-to-market strategy



SURVEYS

—Annual—

5G, Fixed and Mobile Bundling, and the Mobile-only Consumer



ANALYST ACCESS

—Ongoing—

For prompt email and phone responses to urgent questions on related research and breaking trends.



Omdia has entered an exclusive partnership with Tarifica, the market leading provider of daily price plan data and analytics.

This means more comprehensive and frequent updates of our pricing trackers - more detailed quarterly updates for the **5G Consumer Broadband Pricing Tracker** and a twice yearly rather than annual updates for the **Broadband Pricing Interactive Tracker**.

Through Omdia you may now also subscribe to **ARCH**, Tarifica's platform for efficiently tracking and analyzing large volumes of dynamic plan and pricing data - see page 10.

5G & Broadband Pricing and Strategy: Market Data

5G Consumer Broadband Pricing Tracker

Tracks worldwide 5G plan details in the quarter they launch, including qualitative and quantitative data.

DETAILS

Frequency: Quarterly

Measures

- Plan type
- Price
- Voice/SMS/data
- OTT and VAS
- 5G rich services
- Data overage & roaming

Regions

- Worldwide

COVERAGE

5G dataset

- Type (prepaid/postpaid, smartphone-plans only)

From 2022 powered by 

Broadband Pricing Interactive Tracker

Mobile and fixed bundling plan type and inclusions for Omdia's Top 20 Tier 1 countries

DETAILS

Frequency: Biannual (2022)

Measures

- Plan/bundle type
- Price
- Voice/SMS/data/pay TV
- OTT and VAS
- Data overage & roaming

Regions

- North America (US, Canada)
- Europe (France, Germany, Italy, Russia, Spain, UK)
- Middle East (Saudi Arabia, Turkey)
- Africa (South Africa, Nigeria)
- Asia and the Pacific (Australia, China, India, Indonesia, Japan, Korea)
- Latin America (Mexico, Brazil)

COVERAGE

Mobile dataset

- Type (4G/5G, prepaid/postpaid, plan or add-on, handset/non-handset)

Fixed dataset

- Type (dual-, triple-, or quad play)

From 2022 powered by 

5G & Broadband Pricing and Strategy: Market Data

Broadband Bundle Subscription Forecast

This is a forecast of fixed broadband-centric bundled subscriptions.

DETAILS

Frequency: Annual

Measures

- Bundled subscriptions
- Main bundle combinations
- Bundles with fixed voice
- Bundles with OTT video
- Bundles with mobile
- Bundles with pay TV

Regions

- Omdia's 67 tier 1 countries

COVERAGE

Dataset

- Type (dual-, triple-, or quad play; next-generation bundles, including fixed broadband with mobile)

Total Internet Users Forecast

This forecast provides a complete view of the connected population on a country basis. It breaks down the connected population into mobile only, fixed broadband only, and both mobile and fixed broadband access.

DETAILS

Frequency: Annual

Measures

- Connected population
 - Mobile-only
 - Fixed-mobile bundlers
 - Fixed-mobile non-bundlers
- Unconnected addressable population

Regions

- Omdia's 67 tier 1 countries

COVERAGE

Dataset

- Type (population by mobile-only, fixed-mobile bundles, non-bundlers with fixed and mobile)

5G & Broadband Pricing and Strategy: Market Data

Consumer Broadband Subscription and Revenue Forecasts

Forecasts consumer demand for broadband access services by technology and speed

DETAILS

Frequency: Biannual

Measures

- Consumer broadband subscriptions
 - By technology (xDSL, FTTP, cable, FWA, other)
 - By speed tier
 - By average download speed
- Household penetration
 - By technology
 - By speed tier
- Consumer broadband revenues

Regions

- Omdia's 67 tier 1 countries

Fibre Development Index

Tracks and benchmarks fiber development across 81 countries. Metrics include fiber household coverage, household penetration, business penetration, mobile cell site fiber penetration, backbone investment, and average download/upload speeds.

DETAILS

Frequency: Annual

Measures

- Global Index Ranking
- FTTH Penetration and Coverage
- Fibre backbone length
- Download and Upload Speed

Coverage

- 81 countries

Analysis is provided by the annual Fiber Development Index Report and through Case Studies.

5G & Broadband Pricing and Strategy: 2021-22 Research Themes

Innovating with 5G Pricing

Trends to Watch, reports, trackers and case studies outline service provider pricing strategy for 5G

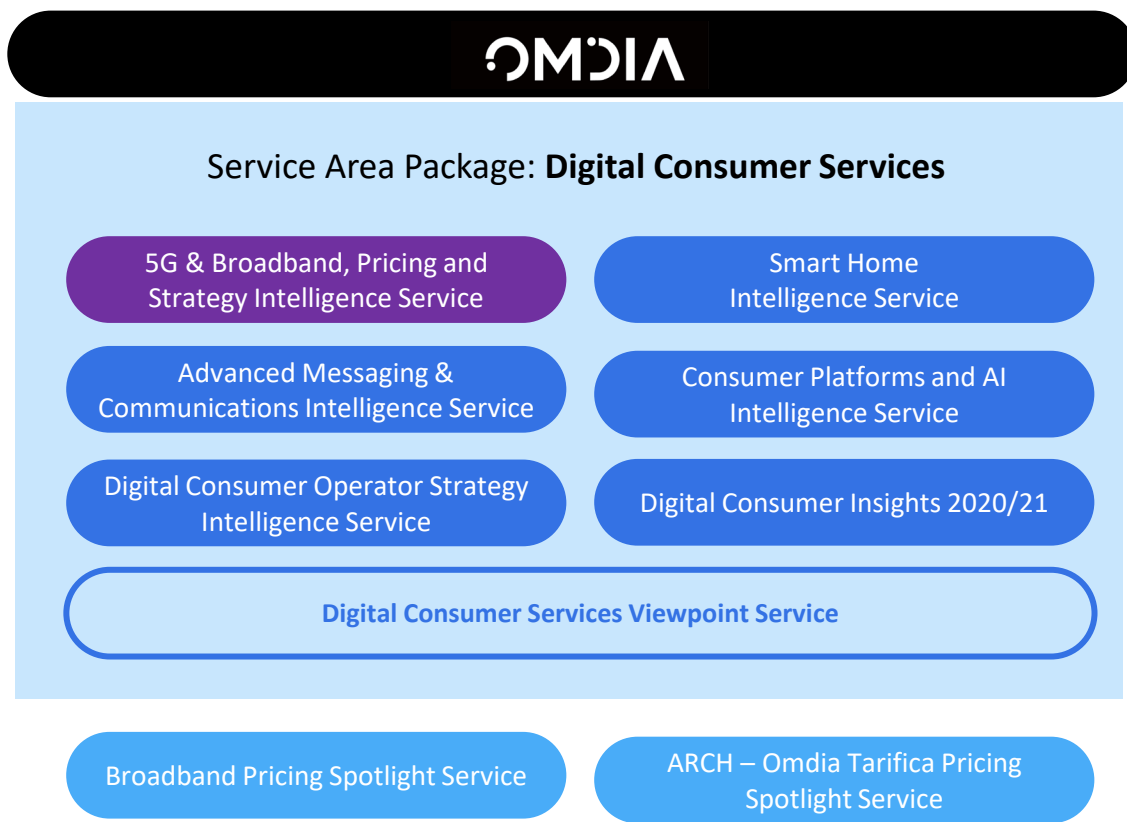
The move to 4G saw little tariff innovation. The launch of 5G will require CSPs to undertake a more fundamental review of how they charge for data. Evolving tariffs for consumers around network speeds, greater data allowances, lower latency, and new super-charged video services will become more important with 5G. Ovum will assess how early adopters are meeting this challenge, and what the 5G pricing outlook will be for the next five years.

Monetizing Ultra-Fast Broadband

Trends to Watch, case studies and go to market strategy reports for monetizing ultra=highspeed broadband services

While 10Gbps services are available in a growing number of markets, many more operators are grappling with how to migrate customers from 100Mbps to 1Gbps. Ovum will identify the key lessons learned by operators who took the lead in offering 1Gbps services. What happened to premiums over time? What's the best way to market and monetize 1Gbps? Is it better to be an early adopter or a fast-follower? Ovum will answer all these questions and more in 2019.

Related Content: Digital Consumer Services Service Area Coverage



About Omdia’s Digital Consumer Services Research

Omdia provides deep, rich, and comprehensive research on the consumer service provider market from a team of expert analysts with decades of collective experience.

This research covers the biggest and most important within the consumer service provider area, from 5G and broadband pricing, though to TV & video and other media go-to-market strategy, to advanced messaging and smart home markets and strategy.

Omdia’s expert team of consumer strategy analysts provides thoughtful analysis and discussion of technologies, trends, and key market drivers both in written reports and data tools, as well as in service to clients. Its knowledge of service provider consumer strategy and the wider digital consumer market is second to none.

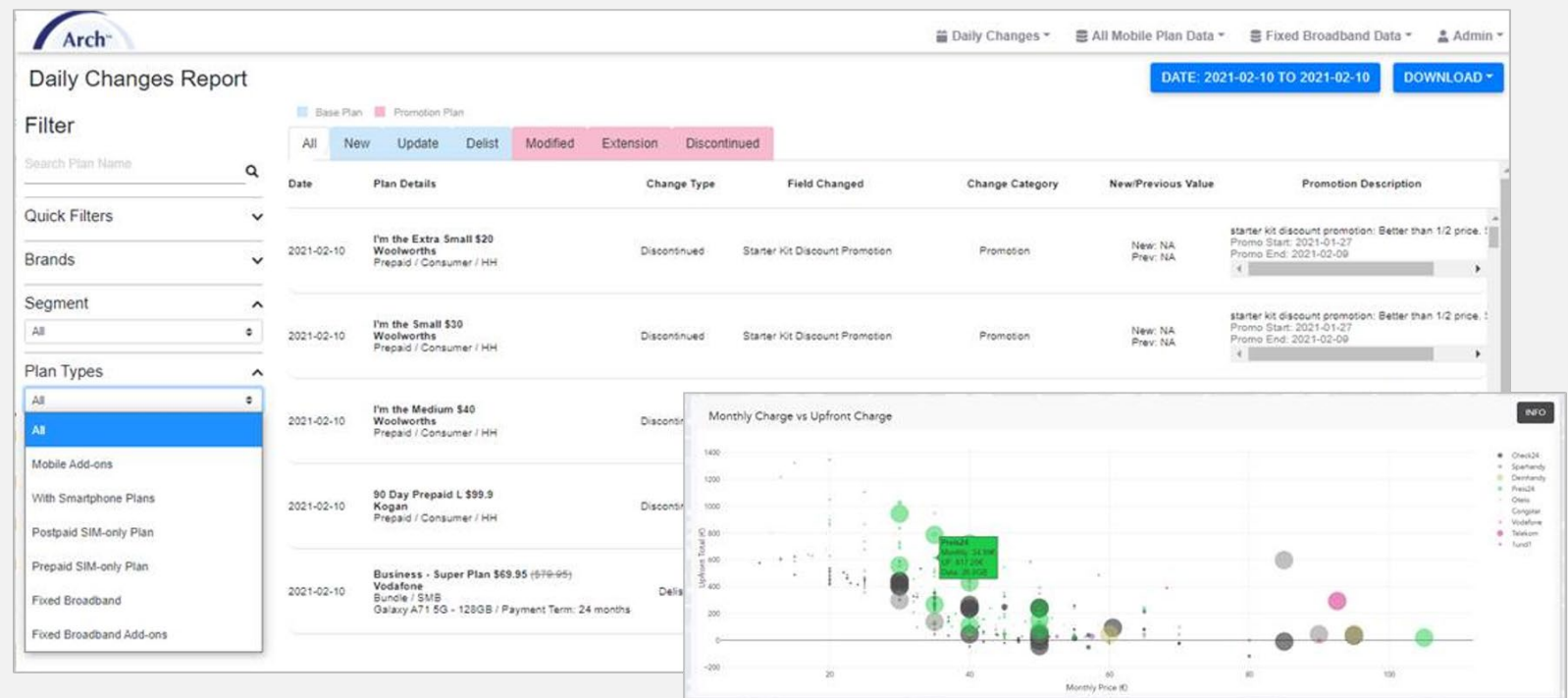
The Consumer team provides market analysis in the form of comprehensive market trackers and data sets, consumer market forecasts, and strategic reports and case studies, as well as personalized consulting and advice. The research is organized into four key areas of research: Digital Consumer Operator Strategies, 5G & Broadband Pricing and Strategy Intelligence Service, Advanced Messaging & Communications, and Smart Home, as well as consumer and service provider survey data tools and analysis.

Gain unparalleled insight into daily price movements in your market

ARCH – Omdia Tarifica Pricing Spotlight Service provides daily tracking of telecoms pricing and tariffs across consumer and B2B fixed, mobile and multi-play plans globally. Options include competitor alerts, machine-learning based price optimization, advanced visualizations, promotional image retrieval, and more.

The ARCH data platform, provided by Tarifica in partnership with Omdia, helps you optimize your device and pricing strategies, enabling you to:

- Establish how competing operators are adjusting the price of their mobile and fixed plans over time
- Identify the add-ons and services that are the most compelling
- Develop and evolve differentiated plans for each segment



ARCH delivers efficiencies that will transform how you track and analyze large volumes of dynamic plan and pricing data – contact us to learn more.

Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

Draw on our expertise

- Make the right decisions
- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:



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ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.