

5G Spotlight Service

A Spotlight Service Complementing the Service Providers and Markets Service Area Package

Analysis and data to help service providers, vendors and enterprise understand the status and outlook for the global 5G market and develop the necessary strategies, roadmaps, launch plans and propositions to succeed.

“ As consumer 5G develops into a mass-market reality, the arrival of 5GSA flicks the switch for business and societal modernization. ”

Dario Talmesio
Research Director

5G Spotlight Service

A Service Complementing the Service Providers and Markets Service Area Package

HOW OMDIA HELPS YOU

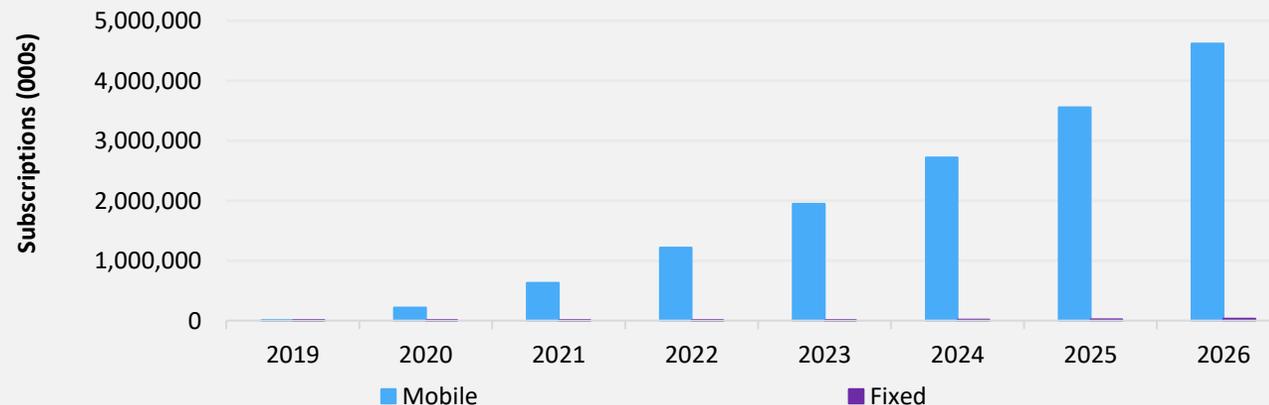
- Identify telcos' strategies for 5G monetization beyond eMBB and FWA
- Understand how service co-creation works and how growth opportunities are exploited in a solution-oriented environment.
- Evaluate the performance of CSPs and markets as their initial 5G experience becomes measurable.

KEY QUESTIONS ADDRESSED

- Which use cases in which markets offer the greatest potential?
- Which strategies and business models will be the most lucrative in monetizing 5G?
- How can 5G transform competitive positioning?
- How is the technology landscape evolving and which solutions are gaining traction?
- How is 5G rolling out in each market and what will be its rate of adoption?

5G mobile subscriptions are set to reach 633 million at the end of 2021, and Omdia expects this number to grow to over 4.5 billion by the end of 2026

Global 5G mobile and fixed subscription forecasts (2019 – 2026)



Source: Omdia

© 2021 Omdia

5G Markets: Our Expert Analysts



Dario Talmesio
Research Director
Service Provider Strategy and
Regulation



Paul Lambert
Principal Analyst
Service Provider Strategy and
Regulation



Michael Philpott
Research Director
Digital Consumer Services



Camille Mendler
Chief Analyst
Service Provider Enterprise



Pablo Tomasi
Principal Analyst
Private Networks



Nicole McCormick
Practice Leader
Broadband and Bundling

5G: Service Deliverables



MARKET DATA

— Semiannual —

Five-year forecasts for 5G subscriptions for 88 country markets, 8 sub-regions, 4 regions and globally.



MARKET TRACKING

— Quarterly —

Monitoring global 5G auctions, commercial service provider 5G network operator launches, and 5G network-sharing deals



MARKET REPORTS

— Ongoing —

Addressing the evolving market dynamics and impact of 5G including regional outlooks, consumer, and enterprise business cases



TRACKER REPORTS

— Quarterly to Annual —

Reports analyzing the latest activity in 5G consumer pricing and cellular private networks



ANALYST INSIGHTS

— Ongoing —

Analyst commentary on market shifts, technology and regional developments, vendors, events, and more.



ANALYST ACCESS

— Ongoing —

Prompt responses from Omdia's analyst team to urgent and unique questions.

5G: Market Data

5G Mobile and Fixed Subscription Forecast (2021 – 2026)

Five year forecasts for 5G mobile subscriptions and 5G fixed subscriptions worldwide, split by region and country.

DETAILS

Frequency: Semiannual

Measures

- Subscriptions

Geographies:

- Global total
- 4 regions and 8 sub-regions
- 88 countries

COVERAGE

- 5G mobile subscriptions
- 5G fixed subscriptions

5G: Market Tracker and Market Developments Summary

5G Market Tracker

Tracks service provider 5G launches, operator 5G service announcements, and 5G initiatives across countries/regions. It includes 5G spectrum used for commercial services as well as 5G network-sharing agreements..

Frequency: Quarterly

This tracker provides a detailed and comprehensive view of concrete 5G plans to aid the industry in understanding the status of service providers' 5G launch plans and the 5G-specific services they expect to deliver. It includes 5G launches, operator 5G service announcements, 5G initiatives across countries and regions, and 5G spectrum used for commercial services as well as 5G network-sharing agreements.

5G Key Market Developments

Key global 5G developments, which saw service providers update on 5G market reaction, spending plans, and upgrades to their existing networks.

Frequency: Monthly

As 5G networks gain commercial traction, early signs are that operators have been successful at signing up and migrating consumer users to 5G price plans, although the impact on revenues is currently hard to gauge, not least because of the effects of the COVID-19 pandemic. This research tracks the key global 5G developments during the quarter, where service providers update on 5G market reaction, adjust spending plans, and make upgrades to their existing networks.

5G: Market Tracker Reports

5G Consumer Broadband Pricing Report

Quarterly summary report providing a view on new and evolving 5G price plans worldwide, utilising data from Omdia's quarterly 5G Consumer Broadband Pricing Tracker.

Frequency: Quarterly

A summary report identifying the latest 5G price plans, pricing trends and innovation as service providers globally roll out and seek to monetize 5G consumer services. This report utilises the latest quarterly update of Omdia's 5G Consumer Broadband Pricing Tracker which has captured over 900 5G plans from over 120 operators. It includes the Omdia view and provides recommendations.

LTE and 5G Private Networks Tracker Report

This report leverages the *LTE and 5G Private Networks Tracker* to provide insights, trends analysis, and strategic guidance for companies involved in private networks.

Frequency: Annual

This annual report is for companies with a stake in private networks and provides summary recommendations, a review of market activity overall and by region with a focus on the top 10 countries. It provides an analysis of the state of the industry and the position of key stakeholders, with analysis of deals and evolving business models. The report utilizes Omdia's LTE and 5G Private Networks Tracker.

Market Reports

Market Reports, Case Studies & End-user Insights

The 5G Spotlight Service brings together analysis addressing 5G technologies, strategies and opportunities from across the Omdia Service Provider research pillar, including reports addressing:

- **5G Trends to Watch**
- **5G proposition**
Network, marketing, pricing, and service strategy by CSPs
- **Platforms**
Required to manage 5G ecosystems
- **Strategies**
Evaluating leading approaches by service providers
- **Use cases**
By vertical and solution

Recent Market Reports:

Market Landscape 5G fixed wireless access services (May 21) – Operators are rolling out 5G networks, and 5G fixed wireless access shows promise in overcoming the limitations of its FWA predecessors. As operators introduce 5G FWA offers and use cases, SME interest in the technology is growing. This report explores the implications for service providers as 5G FWA for businesses settles into their role among multiple access technologies.

Middle East and North Africa 5G Market Outlook (April 21) – Market report overview analyzing the progress of and prospects for 5G in the Middle East and North Africa. This report is based on Omdia's market data, forecasts, and analysis for service provider markets in the MENA region.

Related Content: Service Providers & Markets Service Area Coverage



Service Area Package: **Service Providers & Markets**

Service Provider Strategies
Intelligence Service

Service Provider Markets
Regulation Intelligence Service

Service Provider Markets –
Americas Intelligence Service

Service Provider Markets –
Asia Intelligence Service

Service Provider Markets –
Europe Intelligence Service

Service Provider Markets –
MEA Intelligence Service

World Information Series –
Service Provider (WIS-SP)

5G Spotlight Service

World Cellular Information
(WCIS) Series Spotlight Service

World Cellular Investors
Spotlight Service

World Broadband Information
(WBIS) Series Spotlight Service

About Omdia's Service Providers & Markets Services

Omdia provides expert analysis and data on service providers, their markets, and the strategies for success. We can help you assess which markets and services will drive future growth, understand the changing digital landscape, navigate market regulation, benchmark competitors, and select the appropriate partnerships and business models to exploit new technologies, services and segments.

Our global team of domain and local market experts, leveraging the most comprehensive industry dataset available, will help you unlock value in entirely new and profound ways.

Custom Solutions

Omdia's consulting services offer a true end-to-end service capability across all aspects of your product lifecycle, from concept and product development, to go-to-market and sales effectiveness. **Contact us** if you have a project that you would like to discuss with a member of the team.

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:



Tom Coate
Customer Success
Manager



Kâren Dyer
Customer Success
Manager



CONNECT WITH US

 @OmdiaHQ | [omdia.com](https://www.omdia.com)

Customer success

E: InformaTechContact@informa.com

SALES

US: +1 (212) 652 5335

APAC: +61 (0)396 016 700

EMEA: +44 (0)7771 980 316

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.