

5G to 6G Spotlight Service

Design profitable 5G strategies while preparing for the 6G future.

Key Questions Answered

- How can you identify and capitalize on the most profitable 5G use cases across different markets?
- Which business models will generate the highest returns in 5G monetization?
- How will 5G-Advanced set the foundation for 6G implementation and success?
- How are governments, regulators, and communication service providers (CSPs) positioning themselves for the upcoming 6G standardization process?

What We Offer

- Comprehensive telco strategies and monetization insights for 5G consumer and enterprise markets
- Realistic market expectations and opportunities assessment for 5G-Advanced implementation
- Expert tracking of industry developments toward 6G standardization process
- Direct access to analysts via Omdia's "Ask An Analyst" support service



6G starts to take shape and non-terrestrial networks (NTN) become integral parts of mobile networks, the 5G market continues to develop with 5G-Advanced and 5GSA. As AI traffic promises to revitalize the connectivity market, QoS and uplink become focal points of connectivity monetization.



Dario Talmesio

Research Director

**Service Provider
Strategy**

SPEAK WITH OUR EXPERTS

Delivering 5G-to-6G evolution expertise

Key Deliverables



Market Data

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



Market Tracking and Reports

Monitoring and analysis of the 5G ecosystem, tracking global auctions, network launches, and market dynamics while examining regional outlooks, business cases, and the evolution towards 5G-Advanced and 6G.



Tracker Reports

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



Analyst Insights and Analysis

Analyst commentary on market shifts, technology, events, and more.

Scope of Research

Coverage

- 88 country markets, 8 sub-regions, 4 regions, and global coverage
- Reports on service provider 5G networks, commercial launches, network-sharing deals, consumer pricing, and cellular private networks
- 5-year forecasts for 5G subscriptions, market tracking, and analysis

Key Areas Covered

- Consumer and enterprise business cases
- Technology and regional developments
- Service provider strategy and regulation
- Private networks
- Market shifts and vendor developments
- Journey to 5G-Advanced and 6G

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