

# Consumer 5G and Broadband Monetization Intelligence Service

**Optimize 5G and fixed broadband strategies to drive revenue and customer satisfaction.**

## Key Questions Answered

- Does 5G's faster speed still matter the most?
- How does lower latency feed into new monetization?
- What are the early new monetization wins from 5G-Advanced and network slicing?
- How can operators reinvigorate fixed broadband and the bundle?
- How is 5G fixed-wireless reinventing itself around new network technologies?

## What We Offer

- Measure markets for next-gen broadband access and convergent consumers
- Explore new pricing models for 5G-Advanced, network slicing, gigabit broadband and AI
- Uncover strategies for segmentation and personalization
- Use surveys and forecasts to understand consumer priorities and willingness to pay
- Omdia's best in class "Ask An Analyst" support service included in your subscription



Phase 2 of 5G has shifted the monetization dial from lackluster to real tariff innovation. Tier 1 telcos are leveraging enhanced mobile network technologies to give consumers what they want. With segmentation now back in vogue, telcos need to know the new value chain and where to play.



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*Chief Analyst*

**Service Provider  
Consumer**

**SPEAK WITH OUR EXPERTS**

# Delivering actionable 5G and broadband intelligence

## Key Deliverables



### Market Data

5-year forecasts: Consumer mobile subscriptions and revenue, consumer broadband subscriptions and revenue, total internet users forecast.



### Reports

In-depth reports on consumer 5G and broadband pricing, segmentation, and enhanced network monetization opportunities.



### Market Trackers

5G consumer broadband pricing tracker; mobile and broadband pricing tracker; digital consumer insight surveys.



### Analyst Insights and Access

Analyst commentary on market shifts, technology and regional developments, and prompt responses from Omdia's regional analysts.

## Scope of Research

### Data Coverage

- Global coverage, including 67 countries/territories, 7 regions, and worldwide data
- Technologies: 5G, 4G, fixed broadband (xDSL, FTTP, cable, FWA, Satellite), mobile and fixed bundling plans
- Measures: Subscriptions (including 5G consumers), revenues (including voice /data), pricing, speeds, penetration rates.

### Research Themes

- Growing revenue as demand for high-speed services peaks will depend on greater personalization
- In 2025 AI will break out from customer experience to impact consumer service creation, innovation, and differentiation

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