5G Monetization and Adoption Strategies

IDC's *5G Monetization and Adoption Strategies* CIS focuses its research on the impact this next generation of connectivity will have on consumers and businesses over the next 10 years. The program covers how 5G is enabling integration of diverse technologies such as IoT, AI, robotics, cloud, and edge compute in a mobile setting, leading to the emergence of new products and services and how vendors and service providers alike are monetizing use cases. IDC's *5G Monetization and Adoption Strategies* examines the ecosystem implications to device manufacturers, network software vendors, systems integrators, content providers, application developers, industry verticals, and mobile operators as they partner to deliver 5G-enabled services to consumers and businesses and drive increased connectedness globally.

MARKETS AND SUBJECTS ANALYZED

- Mobile device, endpoint, content, and services transformation
- Content, applications, and services enabled by 5G
- Device implications
- Regional adoption of 5G
- 5G impact on the Internet of Things
- Emerging, innovative vendors launching 5G products/services
- Challenges and opportunities of 5G adoption
- 5G use case availability timelines and market opportunity

CORE RESEARCH

- Worldwide 5G Subscriber and IoT Connections Forecasts
- Opportunity for 5G Fixed Wireless Access for Consumers and Businesses
- 5G Content Strategies for Operators
- Profile and Assessments of Specific 5G Enterprise Use Cases in Key Vertical Industries
- 5G Device Evolution
- 5G Consumer and Enterprise Spending and Adoption Sentiment
- 5G Vendor Partnership and Collaboration Ecosystems

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: 5G Monetization and Adoption Strategies.

KEY QUESTIONS ANSWERED

1. How many 5G endpoints (people and "things") will be connected?
2. Which companies are creating innovative software, services, and solutions for 5G?
3. Will 5G fundamentally change the device and content services landscape?
4. How will the deployment of 5G mobile private networks change service providers' operating strategies?
5. What new business models and public-private partnerships will emerge around 5G?
6. What is the market opportunity for critical use cases for 5G in specific industries?
7. How should enterprises look to incorporate 5G in their digital transformation and connectedness strategies?
8. What is 5G's role in the broader enterprise connectivity discussion?
9. Where will revenue and economic value be generated and captured with 5G networks and services?
10. What are the regional differences in 5G use cases?

COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the 5G market, including:

AMD, Amazon Web Services, Amdocs, American Tower, Apple, Aricent, AT&T Inc., Belden, Bell Canada, BT Group PLC, CableLabs, CenturyLink, China Mobile Ltd., China Unicom Ltd., Cisco Systems Inc., Comcast, Deutsche Telekom AG, DISH, Ericsson, Fujitsu Ltd., Google, Huawei Technologies, IBM, Intel Corp., KDDI, KT Corp., Lumen, MegaFon, Meta Platforms, Nokia, NTT DOCOMO, Oracle, Orange, Qualcomm, Rohde & Schwarz, Rogers, Samsung, SK Telecom, T-Mobile, Tata Group, Telefónica, Telenor, Telstra, TELUS, Verizon, Vodafone, Wipro, and ZTE Corp.