

# Growth opportunities in 5G



## Monetizing 5G

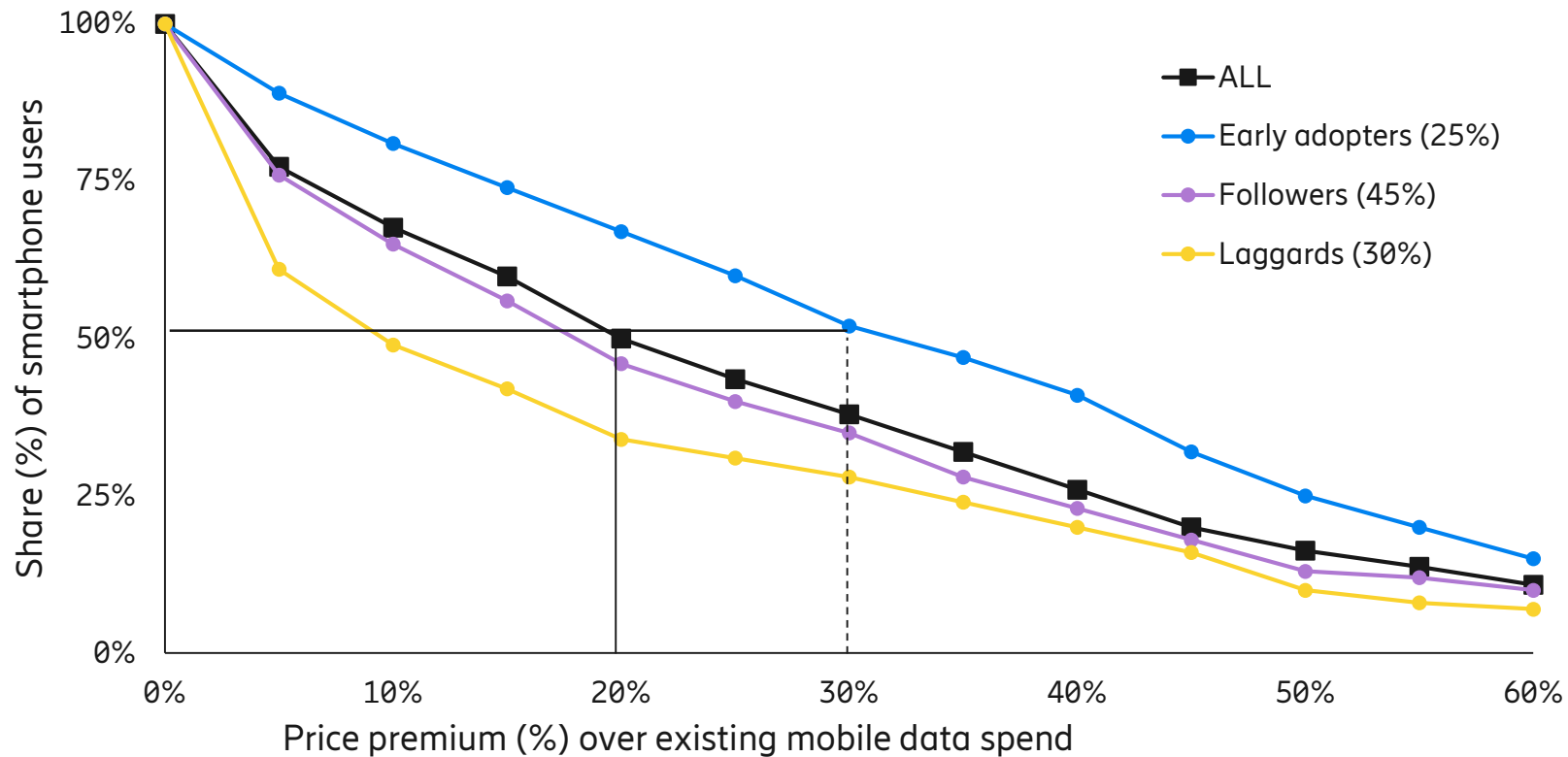


Greger Blennerud - Ericsson

# Half of early adopters willing to pay 32 percent more for 5G



Share of smartphone users and price premium on 5G

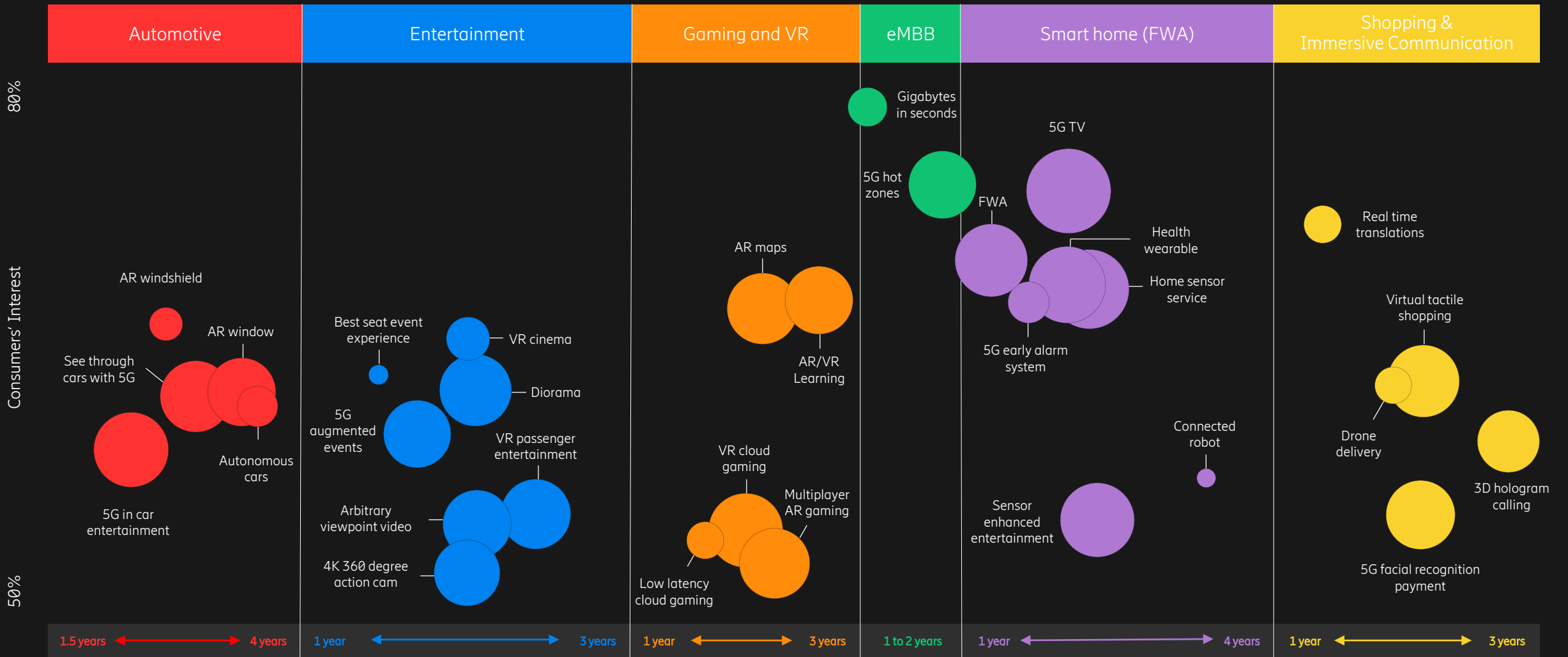


## Median Price premium across markets

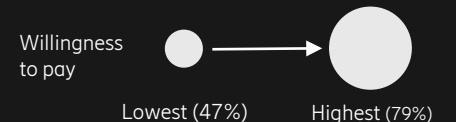
Globally	20%
South Korea	10%
US	15%
Finland	15%
Canada	15%
Italy	30%
Brazil	30%
UAE	35%
Argentina	35%

Base: Smartphone users aged 15–69 in Australia, Argentina, Brazil, Belgium, China, Canada, Chile, France, Finland, Germany, India, Indonesia, Ireland, Italy, KSA, South Korea, Singapore, Thailand, Uruguay, the UAE, the UK and the US  
 Source: Ericsson Consumer & IndustryLab, 5G consumer potential

# We identified 30+ consumer 5G use cases

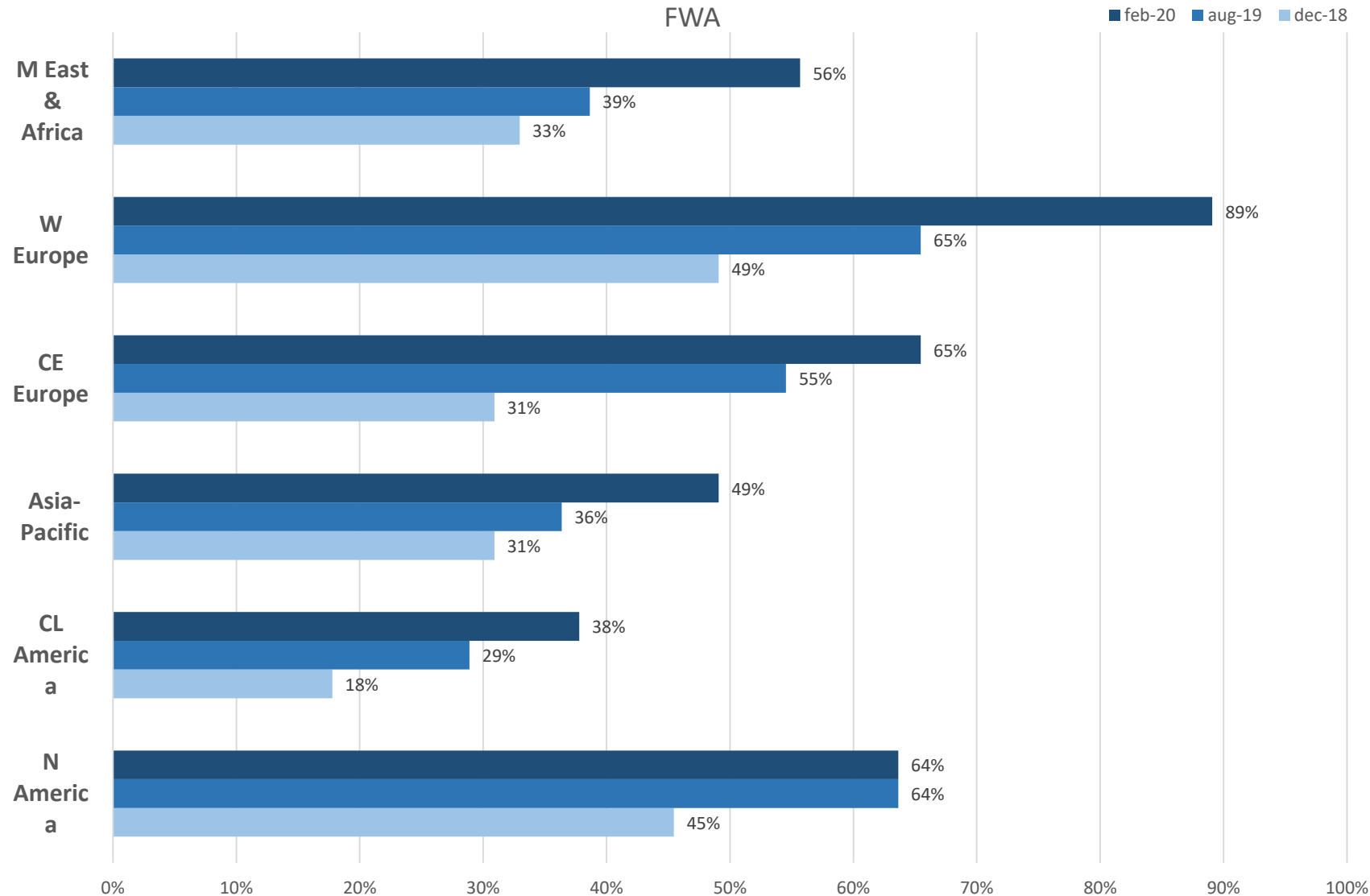


Timeline to go mainstream from 5G launch



Base: Smartphone users aged 15-65 in 22 markets  
 Source: Ericsson Consumer & IndustryLab, 5G Consumer Potential

# Fixed wireless access on the rise



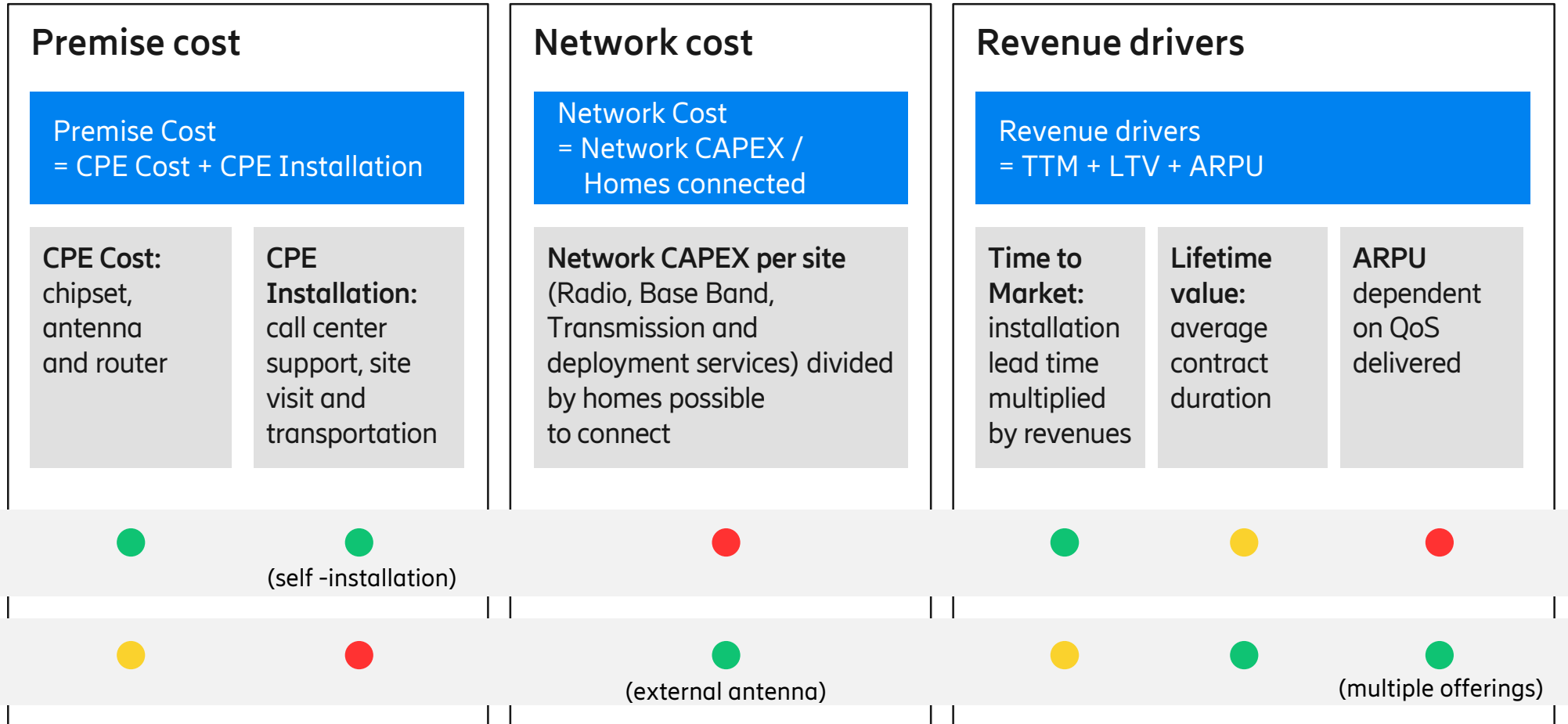
**5G**

The advent of 5G has seen FWA further emphasized by service providers

**60%**

On average 60% of service providers have FWA on offer.

# CPE TCO decision based on three parameters



● Optimal    ● Manageable    ● Pain Point (mitigation)









# 5G service offering by Korean MNOs

## - LGU+



Provide various services that our customers can experience 5G in their daily life

LGU+ to invest 10 Billion Won (8.4BUSD) in AR content.

 U+ Baseball	 U+ Golf	 U+ Idol Live	 AR Entertainment	 VR with HMD
				
<ul style="list-style-type: none"> <li>• Time slicing on batting</li> <li>• Omniscient view</li> <li>• Highlight Replay (Super slow motion)</li> </ul>	<ul style="list-style-type: none"> <li>• Time slicing on swing</li> <li>• 3D Graphic broadcasting</li> <li>• AI Highlight</li> </ul>	<ul style="list-style-type: none"> <li>• Footages by K-pop band member or camera angle (4K with high quality sound)</li> </ul>	<ul style="list-style-type: none"> <li>• U+ AR dance with Star</li> <li>• U+ AR Health &amp; Yoga</li> </ul>	<ul style="list-style-type: none"> <li>• U+ VR "Star date"</li> <li>• VR Idol live performance (w/ U+ Idol Live)</li> </ul>

# Startup 5G program – 10 companies



## Hardware manufacturers



AR multiplayer gaming kit



World's first 5G VR headset

**XRSPACE**



4K live streaming wearable camera

**LINKFLOW**

WIP

XR viewer

## Software and platform developers



The AR lens of media content

**eyecandyLAB**



3D AR edutainment over 5G

**INCEPTION**



Premium eSports streaming

**ZNIPE.TV**



AI driven 5G live sports event streaming

**playsight**  
CONNECTING THE NEXT GENERATION OF ATHLETES



Multiplayer AR outdoor gaming

**forwARdgame**



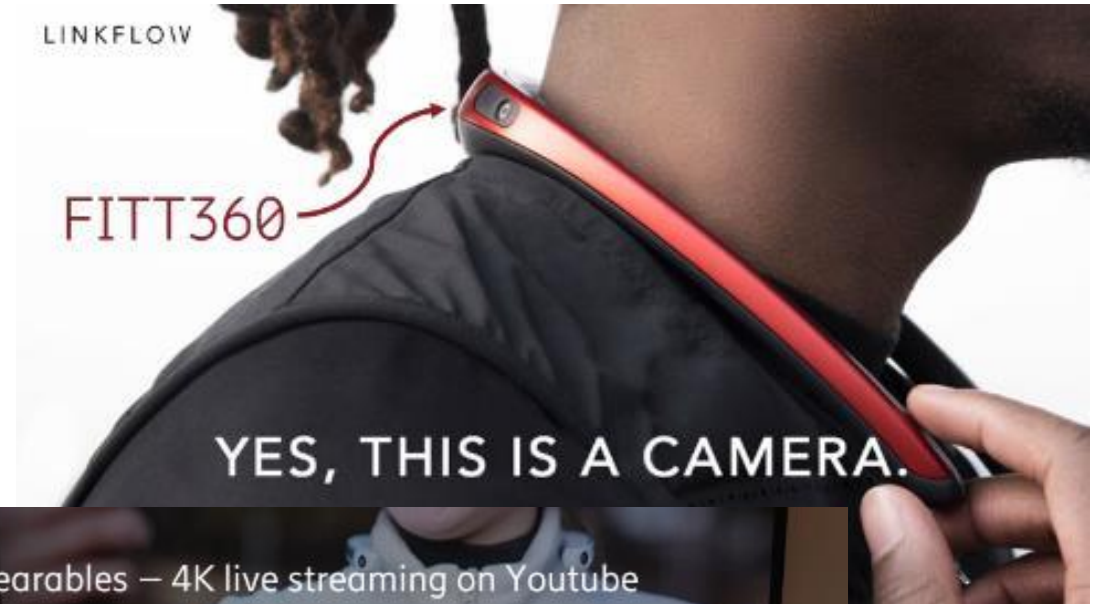
Global edge reflector network for collaborative apps

**CROQUET**

# 5G wearables – targeting the "content producers"

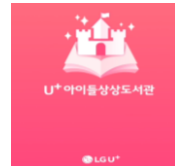


- Package for and promote influencers/ YouTubers – e.g. free uplink.
- Monetize the consumers
- Uplink capabilities for live streaming
- Currently YouTube only  
Linkflow is open to developing proprietary solutions





# Znipe TV- Streaming of e-sports tournaments



Znipe TV's product ProView is an eSports custom streaming platform that wraps multiple eSports tournament titles.

Adaptive bitrate solution enables a limitless scaling of bitrates to fit the network, streaming multiple synchronized player views.

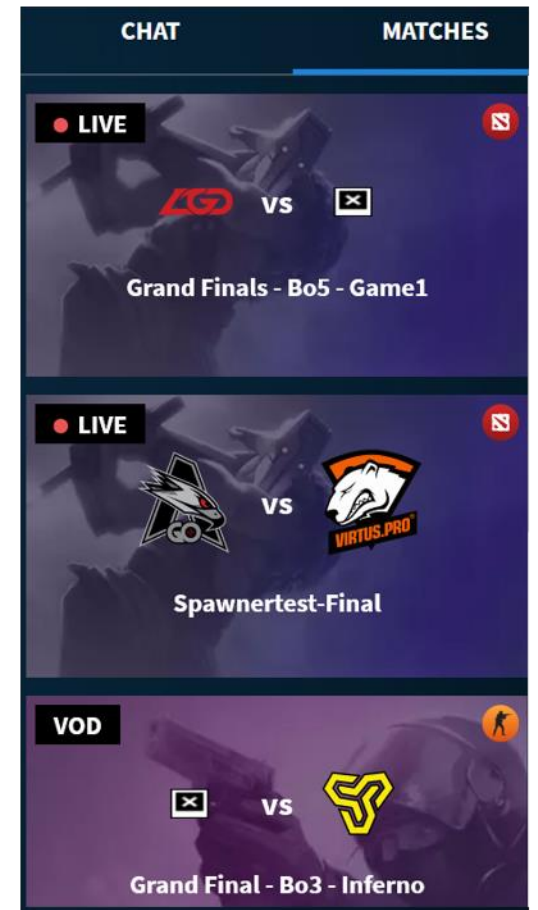
Cloud-based video rendering/processing; exclusive tournaments (e.g. Hearthstone, PUBG);

The platform uses proprietary technology to generate hundred of hours of content

Feature: Synchronized multi-point of view



Feature: Video on-demand highlights and matches



Feature: Synchronised 'watch with friends'



# Remote live sports video production in 4K/8K



Playsight provides end-to-end sports broadcasting solutions, that combines fixed and mobile 8K cameras with powerful cloud algorithms for video processing and a content streaming platform for over 25+ sports.


AI based SmartTracker technology enables automatic production of videos featuring players and game highlights in basketball and tennis.



# Showcase 5G – make it simple



OSCARS  
ALL ACCESS: RED CARPET LIVE

verizon  #5GBuiltRight

