

# 5G Monetisation: A 5G premium at launch, steadily declining in the long run

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## Abstracts

As telcos have been investing huge amounts of money in both 5G licenses and network upgrades, what kind of ROI could they expect from 5G in the consumer market?

This report addresses the following questions:

What kind of pricing strategies have the telcos implemented for wireless services?

What are the main segmentation criteria for their range of wireless services?

How important is quality of service becoming in their offerings?

Where is 5G positioned in their range of services?

Are unlimited packages now mainstream for 5G?

What price levels apply to 5G rate plans?

Is video bundled with 5G?

How are the telcos adding value to 5G? Does this include a 5G premium?

How can premium revenue grow from 5G, compared to 4G?

Over what timeframe?

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#### 5.2. Europe

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France: Bouygues Telecom

Germany: T-Mobile – Vodafone – O2 Germany

Italy: TIM – Vodafone Italia – WindTre

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