

# 5G & Profitability: Market Variables Shaping Rollouts

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## Abstracts

5G is coming at a time when mobile data use shows no signs of waning, in markets where value is not always easy to maintain.

5G also ushers in new rollout constraints, notably with the advent of new (mmWave) frequencies.

This report looks into the following questions:

Can 5G meet expectations tied to heavier use?

Does the economic equation hold up in terms of value in a mobile market that is mature – if not saturated – in some countries?

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