

# **2021 Tariff Trend Report: Premium 5G mobile services and bundled in value-added services - A survey of 33 Operators' 5G mobile services**

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## **Abstracts**

As more MNOs launch 5G services worldwide, the use of 5G has started to become a mass-market product. According some of the latest research, there were nearly 300 million 5G subscribers at the end of March 2021, with some forecast predicting the figure to reach just under 5 billion at the end of 2026.

But the relatively high cost of 5G devices does mean that 5G is still being used to support premium post pay bundles with higher download speeds. The premium 5G plans being offered typically provide streaming, mobile roaming or mobile data bundles as the most popular plan. However, to-date there has been no “killer” application associated with 5G services although selected MNOs are now reporting an increase in 5G subscriptions and the number of 5G devices sold.

MNOs are adding a limited number of video or music streaming services with a premium 5G plan. In most cases reveals the survey that the MNO is bundling a similar range of value-added services with 5G as for 4G services (including extra mobile data, music streaming, and most of all video & music streaming services) and there are relatively few 5G-specific services being launched by the MNO – with the main video streaming content being provided by Amazon Prime, Netflix and YouTube Premium.

The survey finds there are expectations like the VR (Virtual Reality) CSL 5G VR music streaming service bundled by CSL Hong Kong which is used for a virtual reality video for K-POP talent. Standard gaming streaming services have also been incorporated (TIMGAMES for the TIM Youth plan as an example) but most MNOs have been slow to introduce gaming services - which of all applications may benefit the most from a 5G experience.

The report covers examples of 5G premium and value added services for 33 operators.

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