



# Mobile Market Development

## **SK Telecom 5G Initiatives**

Program: Maximising Wireless Profit

Price: 2500.00 EUR

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Description: Key Infographic Introduction By September 2019, within months of commercial launch, South Korea Telecom (SKT) had acquired 1.54 million 5G customers, even though only two handset types were initially available. SKT showcased future service capabilities possible with a 5G connection to achieve that success. This report examines SKT's successful promotion of 5G to consumers and to enterprises, drawing conclusions and making recommendations to other MNOs wishing to develop their own 5G approaches. Three i3