



Mobile Market Development

Specifying & Building a Commercially Sustainable Network for the Future

Program: Maximising Wireless Profit

Price: 2500.00 EUR

Author: Robert Harrison

Description: The demand for mobile data continues to grow rapidly, driven by the increasing use of streaming video, higher quality video images and applications incorporating augmented reality (AR) and virtual reality (VR). Mobile operators need to find a commercially sustainable way of handling the increase in traffic. 5G offers mobile operators the promise of additional capacity which will handle up to 20 times the peak data rate of 4G LTE and provides the ability to support new applications owing to a ten times lower latency. However, the capital cost of building a complete 5G network to replace existing 3G and 4G networks is considerable, and operators need to establish a means of meeting market demand for data whilst keeping their capital costs to an affordable level consistent with their revenues and profitability. This report looks at the practical issues that will need to be addressed in the deployment of 5G networks to meet market demand, and the opportunities for reducing costs by sharing network elements or deferring them by building and operating combined 4G and 5G networks. This report examines the options available to operators that will enable them to meet users' demands whilst containing costs. It also looks at the initial deployments of some of the major players in the industry, including AT&T, Sprint, T-Mobile, Verizon, EE, Elisa, Ooredoo, Zain, KT, SKT and LG, and identifies the reasons for their choices.