
ERICSSON'S 5G GLOBAL SURVEY REVEALS NEW BUSINESS MODELS AND REVENUE STREAMS FOR WIRELESS OPERATORS

- Survey explores actions service providers are taking now and what will be needed to achieve leadership in 5G
- While the consumer is still king, the survey points to unexplored opportunities for operators in the industrial and enterprise markets to monetize 5G
- Selecting a trusted partner to help operators identify and develop new use cases and expand service opportunities is key to assuring a smooth transition to 5G

Ericsson (NASDAQ: ERIC) today unveiled the "[5G Readiness Survey](#)," a global report that examines the actions leading edge services providers are taking now in anticipation of 5G; the priorities that drive their initiatives and how they can accelerate their 5G network deployments. The survey presents a snapshot of the state of the industry in relation to next-generation mobile technology.

The "5G Readiness Survey" was based on input from 50 executives at 29 global operators who had announced their intentions for 5G. Nearly all respondents pointed to growth in revenue and cost savings as the key drivers in their choice of use cases for 5G revenue. While the traditional focus has been on the consumer, the vast majority of those interviewed agreed that to monetize 5G, operators will also need to provide industry-specific services and find new revenue-sharing models. High-potential revenue growth areas are third-party collaboration and the Internet of Things (IoT).

The survey lists the pilots that Ericsson is currently running with a wide range of industry partners in order to identify their needs and construct sustainable digital solutions for whole industry segments.

According to the survey, operators can take steps now to ensure a smooth transition to 5G. Such activities include forging new strategies, investing in development and trials and evaluating and adopting new use cases and business models.

The survey highlights the advantage of having a partner with a strong 5G ecosystem who can help operators make a smooth transition to 5G.

Arun Bansal, Head of Business Unit Network Products, Ericsson says: "Ericsson believes that 5G is the foundation for realizing the full potential of the Networked Society. We are

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partnering with our customers to be early to 5G by driving standards, building the strongest global 5G ecosystem and helping them innovate with 5G solutions that are purpose-built for real-world applications. Our goal is to have our customers minimize risk and ensure success during this critical transformation.”

NOTES TO EDITORS

View the survey results [here](#)

For media kits, backgrounders and high-resolution photos, please visit www.ericsson.com/press

Ericsson is the driving force behind the Networked Society – a world leader in communications technology and services. Our long-term relationships with every major telecom operator in the world allow people, business and society to fulfill their potential and create a more sustainable future.

Our services, software and infrastructure – especially in mobility, broadband and the cloud – are enabling the telecom industry and other sectors to do better business, increase efficiency, improve the user experience and capture new opportunities.

With approximately 115,000 professionals and customers in 180 countries, we combine global scale with technology and services leadership. We support networks that connect more than 2.5 billion subscribers. Forty percent of the world’s mobile traffic is carried over Ericsson networks. And our investments in research and development ensure that our solutions – and our customers – stay in front.

Founded in 1876, Ericsson has its headquarters in Stockholm, Sweden. Net sales in 2015 were SEK 246.9 billion (USD 29.4 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York.

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