

Three Ireland first to join Ericsson's global Startup 5G program

- Ericsson Startup 5G will introduce communications service providers to technology innovation partners as part of a program to develop next-generation 5G consumer use cases
- Three Ireland is the first communications service provider to join the global initiative
- Latest Ericsson 5G consumer research reveals seven-in-ten global 5G users expect more innovative services and apps to be available on 5G networks

Ericsson (NASDAQ: ERIC) has launched Startup 5G, a program designed to help communications service providers (CSPs) to capture the consumer potential of 5G. Three Ireland is the first CSP to join the global initiative.

[Ericsson Startup 5G](#) aims to help CSPs to accelerate the commercialization and monetization of 5G by introducing them to consumer innovation partners and supporting the development of a Go to Market strategy to address part of an estimated global [USD 3.7 trillion business opportunity within the 5G consumer market](#).

Three Ireland will be able to tap Ericsson's consumer research and analytical data, as well as gaining exclusive access to a worldwide network of 5G startups. The collaboration strengthens the [partnership](#) between Ericsson and Three Ireland, with both companies working together to research and develop new 5G consumer offerings such as augmented and virtual realities, digital education, esports and other immersive media experiences.

Elaine Carey, Chief Commercial Officer (CCO), Three Ireland and UK, says: "At Three Ireland we are committed to providing our customers with a better connected life and we are building a 5G network that delivers the very best experience regardless of where you are in the country."

She adds: "In supporting this, the collaboration and partnership with Ericsson in our 5G consumer offerings has been established, grown and developed over the last two years and has now reached a new level as we join their Startup 5G program. Three Ireland will now be in a fantastic position to introduce exciting new partners and offerings to customers in the Irish market, demonstrating our commitment to 5G innovation, and our customers."

Jasmeet Singh Sethi, Head of Ericsson ConsumerLab, says: "We are delighted to have Three Ireland as the first communications service provider in the world to join this exciting initiative. With over 20 global 5G startups as part of the program and an ambition to double this by end of 2021, the program offers service providers the ability to deliver exciting new 5G digital services for

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consumers, by collaborating with ecosystem players. Three Ireland will be among the front runners globally to provide these compelling new services to the Irish market.”

Ericsson recently released the largest global 5G consumer study to date – Five Ways to a Better 5G – capturing opinions equivalent to 1.3 billion consumers and 220 million 5G users. The report revealed that 5G is already beginning to trigger new smartphone behaviors, with 5G users spending more time on cloud gaming and augmented reality (AR) apps compared to 4G users.

Read the Ericsson ConsumerLab: [Five Ways to a Better 5G report here](#).

Related links:

[Ericsson ConsumerLab: Ericsson Startup 5G](#)

[Ericsson ConsumerLab Report: Harnessing the 5G consumer potential](#)

[Ericsson: 5G for consumers: unlock a world of opportunities](#)

[Ericsson 5G](#)

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