



# 10 Ways to Make Money with 5G

A Playbook for Digital Leaders

Consumers are starting to get excited about 5G. The speed tests show tremendous promise and the new service demos look really attractive, but what's the plan for turning the hype into revenue?

Proven 4G pricing strategies such as metered connectivity, multi-device plans and packing popular apps into service passes will remain part of the monetization toolkit. But with 5G, things are going to get more interesting. Service providers will experiment with speed-based tiers, premium pricing for low-latency applications and new charging models for slicing up dedicated enterprise connectivity.

# → Show Me the Money

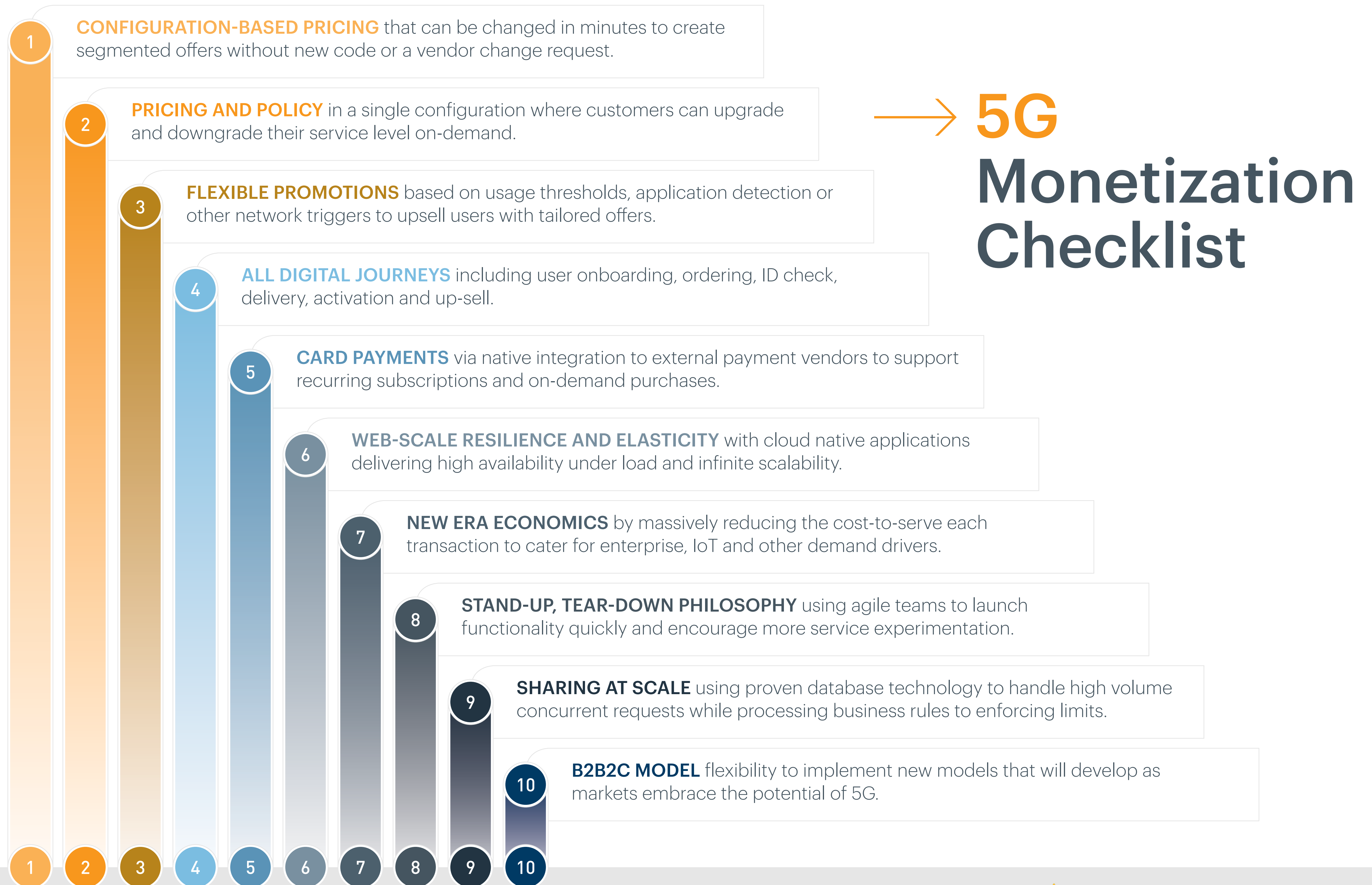
In this playbook, we map out some of today's most promising monetization opportunities and the key capabilities that digital leaders are putting into place to prepare.

## Content

<b>5G Monetization Checklist</b>	4
<b>Enhanced Mobile Broadband</b>	5
<b>Fixed Wireless Access</b>	6
<b>Cloud-Based Gaming</b>	7
<b>Consumer IoT Devices</b>	8
<b>Hyper-Segmentation</b>	9
<b>Vertical Applications in Healthcare</b>	10
<b>Enterprise IoT Connectivity</b>	11
<b>Enterprise SD-WAN</b>	12
<b>Small Business Mobile Office</b>	13
<b>New Distribution Model for Content</b>	14







# Download Gigabytes in Seconds

Let consumers access the fastest network speed when they need it most, e.g., downloading a 4K UHD movie in seconds before they get on a flight.

The Opportunity

→ **Enhanced  
Mobile Broadband**

Price and Promote  
to Stimulate Demand

1

2

3

4

8

# Home Broadband On-Demand

Disrupt legacy cable and fixed providers with an all-digital proposition that customers will love; rapid delivery, no contracts and better app-based care.

The Opportunity

→ **Fixed Wireless Access**

An Instantly Seamless Digital Experience

1

4

5



# More Gaming with More Players

Cloud-based computing resources combined with high speed, low latency connectivity will deliver rich gaming experiences to a much wider audience.

The Opportunity

→ **Cloud-Based Gaming**

Performance that Scales with Demand

1

2

6

7

# Every Consumer Has a Dozen Devices

Encourage users to connect all their SIM and eSIM devices through multi-device discounts, shared balances, real-time alerts and usage controls.

The Opportunity

→ **Consumer IoT Devices**

Connectivity Is Not Just for Phones

1

2

3

4

7

9



# Service Experimentation at Scale

New service propositions that appeal to specific segments can be created quickly and scaled to meet demand or discarded if unsuccessful.

The Opportunity

→ **Hyper-Segmentation**

Spin Up and Tear Down Services

1

3

6

7

8



# The Best Care Without Leaving Home

There is growing consumer demand for remote health as public and private health-as-a-service models are emerging in many markets.

The Opportunity

→ **Vertical Applications in Healthcare**

Low Latency, Highly Secure Connectivity



# Everything Comes with Connectivity

Enterprises are looking for connectivity solutions to enable real-time product diagnostics, telemetry and other machine-to-cloud use cases.

The Opportunity

→ **Enterprise IoT Connectivity**

Web-Scale Resilience and Elasticity

1

6

7

10



# Dedicated Enterprise Connectivity

5G-based SD-WAN can provide rich application-level QoS, latency and bandwidth controls that are crucial for mission-critical enterprise apps.

The Opportunity

→ **Enterprise SD-WAN**  
Secure Enterprise Connectivity

1

2

4

6

8



# All the Connectivity Your Start-Up Needs

Offer small businesses and start-ups packages that are easy to buy and give them visibility and control of their usage and spend.



The Opportunity

→ **Small Business Mobile Office**

Business Sharing with Control

1

3

4

5

9



**MATRIXx**  
SOFTWARE

/ 10 WAYS TO MAKE MONEY WITH 5G / 13



# Sponsored Connectivity

Let content creators find audiences and acquire customers through sponsored connectivity as an alternative to advertising-based models.

The Opportunity

→ **New Content Distribution Model**

Sharing at Scale

1

8

9

10



## About MATRIXX

MATRIXX Software provides next-generation, cloud native digital commerce solutions that transform how companies do business. Serving many of the world's largest communications companies, IoT players and emerging digital service providers, MATRIXX is committed to delivering a modern commerce platform that easily scales to support global marketplaces and consumption-based services. Through its relentless commitment to product excellence and customer success, MATRIXX empowers businesses to reinvent themselves and succeed as digital leaders.



[matrixx.com](https://matrixx.com)

© 2019 MATRIXX Software Inc.