

Towards a 5G consumer future: Six calls to action from consumers

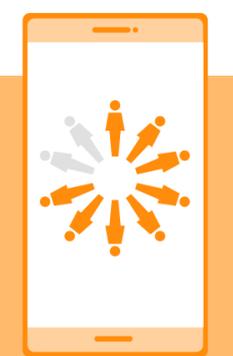


A 5G future ultimately depends on whether operators act on six consumer calls to action.



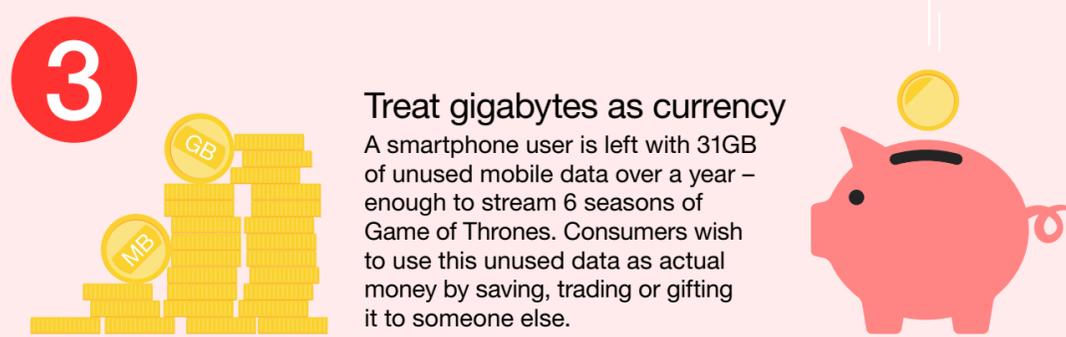
1 Provide us with an effortless buying experience

6 in 10 users find mobile data plans too complicated and only one-third are satisfied with operators' ability to help when buying online – they want a streamlined purchase process and greater transparency over usage.



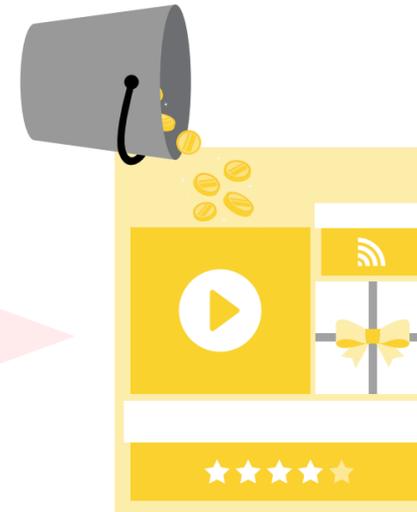
2 Offer us a sense of unlimited

Rather than unlimited data plans, 8 in 10 consumers would prefer a plan with features offering a sense of unlimited, so they feel they have enough data to cater to their needs.



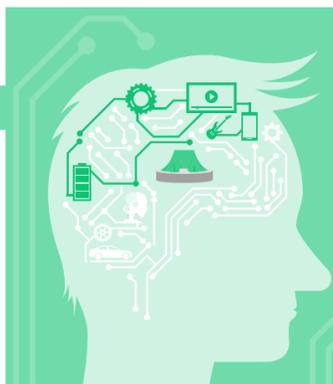
3 Treat gigabytes as currency

A smartphone user is left with 31GB of unused mobile data over a year – enough to stream 6 seasons of Game of Thrones. Consumers wish to use this unused data as actual money by saving, trading or gifting it to someone else.



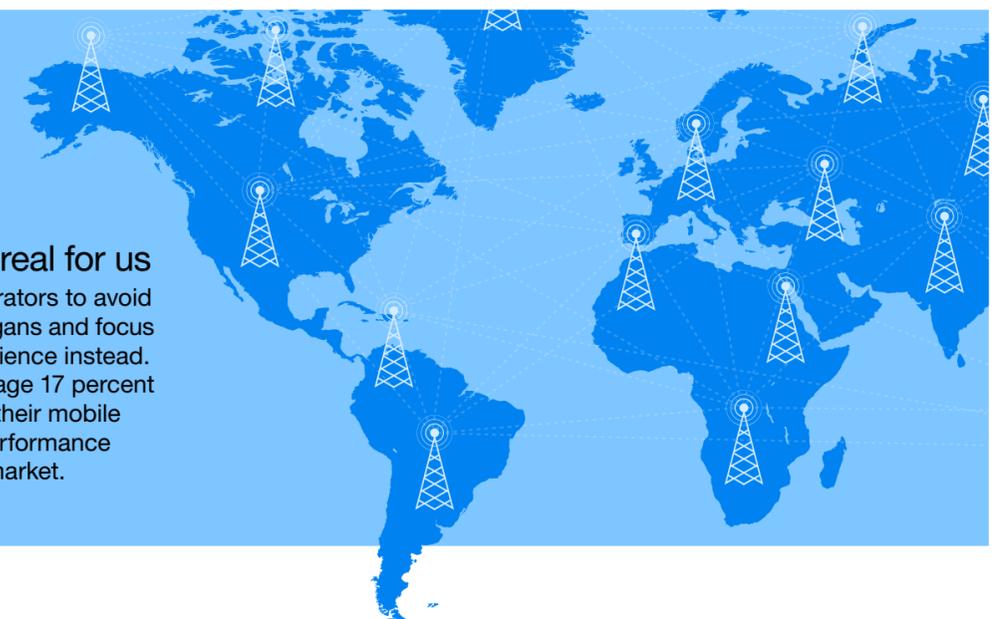
4 Offer us more than just data buckets

Consumers want operators to move beyond data buckets to plans catering for their diverse needs. Video-centric users want video content bundled with data plans, while browser-centric users want no overage fees and monthly flexibility to change data allowances.



5 Give us more with 5G

Consumers predict most 5G services will go mainstream within three to four years of launch. Despite 5G being a few years away, one-third already expect better battery life, higher-quality video streaming, guaranteed network quality, and the ability to connect not just devices but also things.



6 Keep networks real for us

Consumers want operators to avoid empty advertising slogans and focus on real network experience instead. Many will pay on average 17 percent more if they perceive their mobile operator's network performance to be the best in the market.