Differentiated connectivity: Monetization journey from best effort to premium FWA

Fixed Wireless Access handbook 2026

ERICSSON 150 years

Insight

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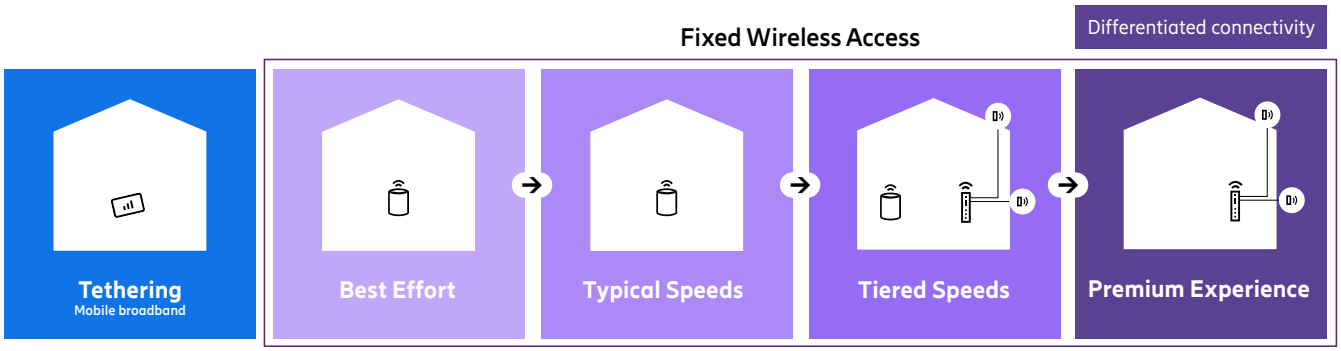
Capture value of FWA customer journey

To put FWA properly in context and its full monetization potential, it is important to distinguish between a few different products for home broadband services using wireless and its implementation.



Tethering /MiFi – Mobile broadband

- MiFi device
- Volume based price plans, incl. data-SIMs
- Buckets, often prepaid (e.g., 10 GB, 30 GB)
- 4G and 5G, No location planning, No/low priority

While this service is not included in the FWA segment, it is important to describe it as there are many connections in this segment that could be migrated to FWA. In this case, a battery power pocket router (often referred to as a hotspot) provides WiFi connectivity to home appliances. In some cases, consumers create their own solution, buying a data-only SIM card and acquiring a pocket router separately in retail channels (i.e., not from the CSP). The data plans are typically volume-based (prepaid or recurring), with no or low priority over other mobile services.

Best Effort – Fixed Wireless Access

- Indoor CPE
- Volume based price plans
- Monthly buckets (e.g., 50 GB, 100 GB)
- Primarily 4G, No location planning, No/low priority

Here, the household typically utilizes a home internet service based on an indoor CPE with WiFi to connect home appliances and other local devices.

The CPE and subscription are normally nomadic, meaning the user can take the router elsewhere. Many CSPs launched this with 4G including large data allowances to cater to the household's needs. Device handling is inherited from MBB in terms of retail setup, provisioning, and fault management. It is like a mobile phone without a screen.

Despite the nomadic character of this case, we include it in the definition of FWA since, from the household perspective, it resembles fixed broadband. However, it is labeled as 'best-effort' as no committed speeds or service levels exist.

Typical Speeds

- Indoor CPE
- Price plan based on sold data rate
- Average or typical speeds (50-100 Mbps)
- Primarily 5G, Eligible location, No/low priority

Similarly to the best-effort case, the household typically uses an indoor CPE. The price plan is based on sold data rates, with average or typical speeds provided (e.g. 50-100 Mbps). The marketed speed levels are only valid on subscribed locations, which are informed using address checks and/or speed coverage maps. The advertised speed levels have been implemented, so it is possible to achieve these even with indoor devices. The network capacity and performance are designed and monitored to deliver the sold data rate, similar to the sold data rate from fixed broadband offerings.

Tiered Speeds – Opportunity for large-scale offering

- Indoor, flexi, or outdoor CPE
- Price plan based on sold data rate
- Speed tiers (e.g., 200, 500 Mbps), max speeds
- Primarily 5G, Eligible location, Priority

This case has grown significantly as service providers are monetizing the FWA opportunity. The price plan is specially designed for the service, typically inheriting the focus on sold data rate from fixed broadband offerings, such as 100, 200 or 500Mbps.

There are primarily two scenarios for the home solution: indoor solution (i.e., using indoor CPEs with in-build WiFi router) and an outdoor solution. The indoor solution is based on a fully integrated design, similar to a standard router, or with a more advanced antenna arrangement to improve performance. The outdoor solution (often referred to as "outdoor CPEs") has two components: one receiver (i.e., "antenna") that is placed outside the home and a gateway (i.e., WiFi router) that is placed inside the home. The outdoor receiver can have multiple placements, such as mounted on a roof, wall or even a window and it can be self-installed by the end user (often supported by a self-installation app). These solutions are managed according to the fixed broadband paradigm, enabling remote configuration and fault management from a customer service center over standard protocol.

Regarding pricing positioning, tiered speed offerings typically have higher ARPU than best-effort or typical speed offerings, given their superior performance. The speed tiers are eligible for a selected location/address in this case.

Premium Experience – an emerging opportunity for differentiated connectivity

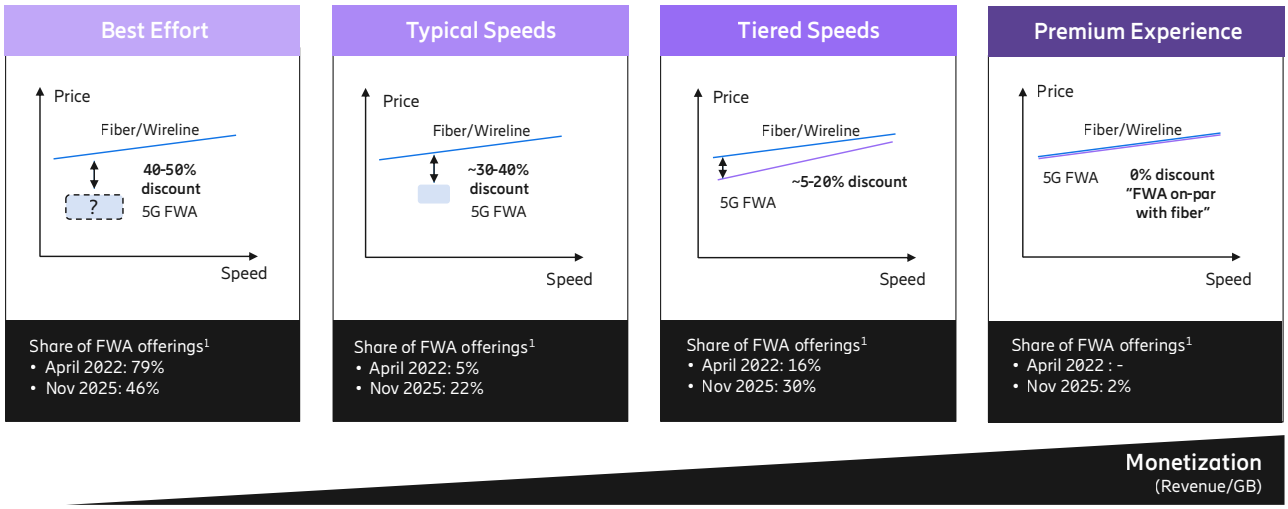
- Flexi or outdoor CPE
- Price plan based on content and speed
- Deterministic experience (e.g., min speed, latency, 8K TV)
- 5G advanced with SA, Eligible location, Slice, Partition, Priority

Premium Experience offerings are emerging as the networks evolve towards differentiated connectivity.

To deliver a premium experience with guaranteed QoS, service providers utilize a combination of factors powered by 5G SA/Advanced and network slicing, and it is common to utilize outdoor CPEs, which enable better reception and antenna gains.

These offerings are expected to evolve further, with emerging gigabit speeds and enhanced experience features such as uplink and latency. Such price plans would focus on specific needs for residential services such as gaming and enterprise services.

Full monetization with differentiated 5G FWA offers



The image presents an evolving framework for monetizing 5G FWA services through differentiated offerings, focusing on varied price and performance tiers. It identifies four categories of 5G FWA service differentiation:

Best Effort: positioned as the entry-level offering, this offering type has no speed levels. It is priced at low prices, often with 40-50% discounts compared to average fiber/wireline services. It represented the largest share of FWA offerings in April 2022 (79%), which has declined to 46% by November 2025 as service providers successfully shift customers toward higher-value tiers.

Typical Speeds: these offerings are advertised using typical or average speed levels, with a price positioning 30-40% lower than fiber/wireline offerings within the same speed level. This offering type targets customers seeking a balance between performance and price. The share of such offerings has increased from 5% in April 2022 to 22% by November 2025.

Tiered Speeds: these offerings are advertised using tiered speeds similar to fixed broadband services; however, the price positioning is 5-20% lower compared to fiber offerings within the same speed level. Its share has grown significantly from 16% in April 2022 to 30% in November 2025.

Premium Experience: Positioned as the high-end option, these offerings have speed levels on par with fiber services at the same price as fiber. This category reflects the most advanced monetization strategy, accounting for 2% of FWA offerings by November 2025. This offering is emerging with pioneer service providers successfully launching commercial services, including among others, Elisa Finland, COSMOTE TELEKOM, Jio India, Telstra Australia and Telia Lithuania.

Overall, the progression from "Best Effort" to "Premium Experience" highlights the evolution of FWA offerings towards enhanced service differentiation, enabling telecom providers to maximize revenue and network efficiency while addressing diverse customer needs.

Source: [1] Ericsson analysis based on public service providers information

Maximizing revenue and profit with FWA service evolution

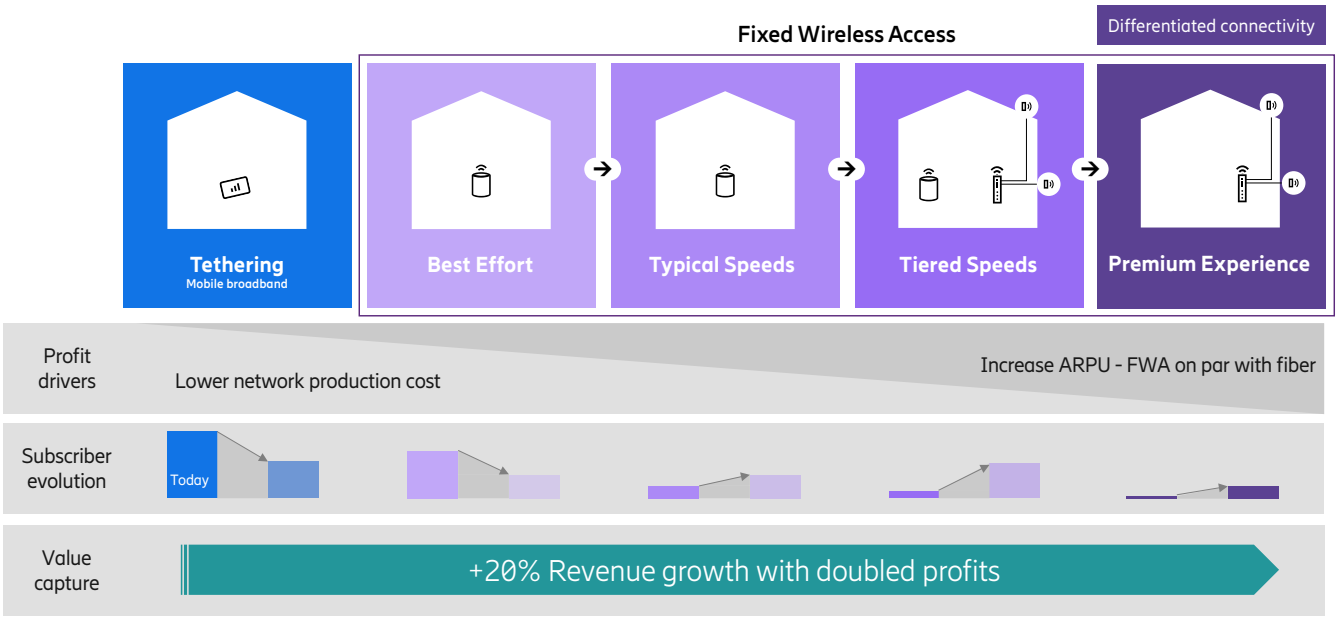
For converged service providers (CSPs), there is a significant opportunity to increase revenue and double profits without necessarily growing the total subscriber base.

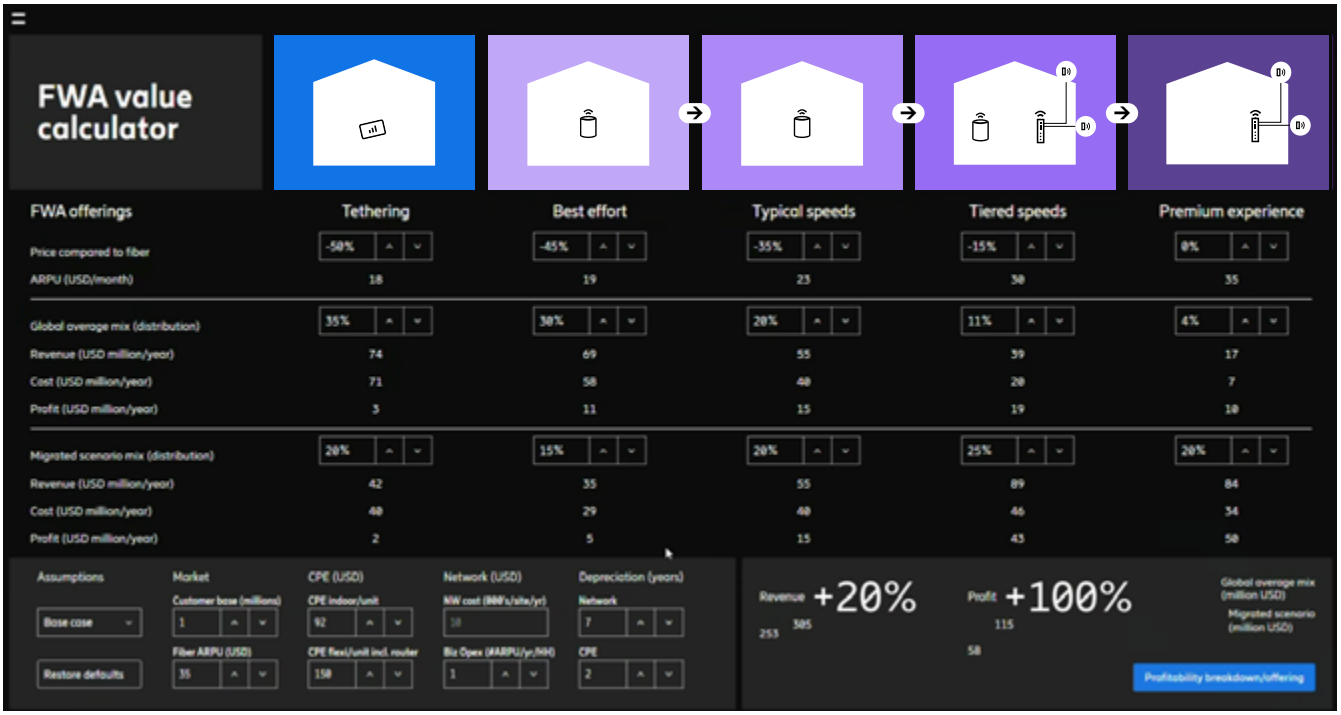
By shifting the subscriber base from tethering/MiFi and best-effort services to typical speeds, tiered speeds, and premium experiences, CSPs can unlock the full potential of Fixed Wireless Access (FWA).

This shift is built on several profit drivers:

1. Increase ARPU so FWA is on par with fiber: By moving customers from basic, best-effort plans to higher-tier speeds, CSPs can achieve a significant increase in Average Revenue Per User (ARPU). This makes FWA services competitive with fiber, traditionally seen as the high-performance broadband solution. The tiered speeds and premium experience offerings introduce differentiated service levels that justify higher pricing, improving both revenue and customer lifetime value.
2. More efficient utilization of radio resources: With these higher-tiered services, CSPs can lower network production costs by optimizing network performance. More efficient use of spectrum and resources enables a higher number of subscribers per cell, reducing the per-subscriber cost of delivering service. This improves both margins and overall network efficiency.
3. Service differentiation at varying price points: Offering differentiated services at multiple speed levels enables CSPs to cater to a wider customer base, providing value-driven options for price-sensitive users while maintaining premium offerings for users who demand higher performance. This tiered approach ensures that service providers can deliver the right service at the right price, maximizing revenue opportunities across different market segments.

By focusing on these profit drivers, CSPs can not only optimize the network but also increase profitability while delivering a broader, more tailored range of services. The shift from basic mobile broadband (MBB) and best-effort services to premium experience offerings is essential for maximizing the monetization of FWA. This will lead to more competitive market positioning and a superior customer experience, further strengthening the CSP's business model in the rapidly evolving 5G era.





The FWA Value Calculator model (developed by Ericsson), illustrates how a service provider can increase both revenue and profitability by evolving its existing customer base toward higher service levels.

The model compares FWA pricing against fiber across different service tiers. It also reflects the global average mix of FWA connections and contrasts this with a migrated scenario in which subscribers move to higher-value service levels.

The calculator includes several configurable assumptions that can be adjusted to reflect different market conditions. These include, for example, the fiber ARPU used as a baseline, CPE costs for indoor and flexible units, network and business operations costs, as well as depreciation periods for network CAPEX and CPE.

As an illustrative example, the model shows that by evolving the subscriber mix—reducing MiFi subscribers from 35% to 20%, lowering best-effort subscribers from 30% to 15%, maintaining typical-speed subscribers at 20%, increasing tiered-speed subscribers from 4% to 25%, and growing premium-experience subscribers from 1% to 11%—a communications service provider can achieve approximately 25% revenue growth while doubling profitability.

This model highlights the significant revenue and profit potential unlocked through service-level evolution of the existing customer base. In addition, service providers can further grow revenue and profit by attracting new customers and connections to their networks.

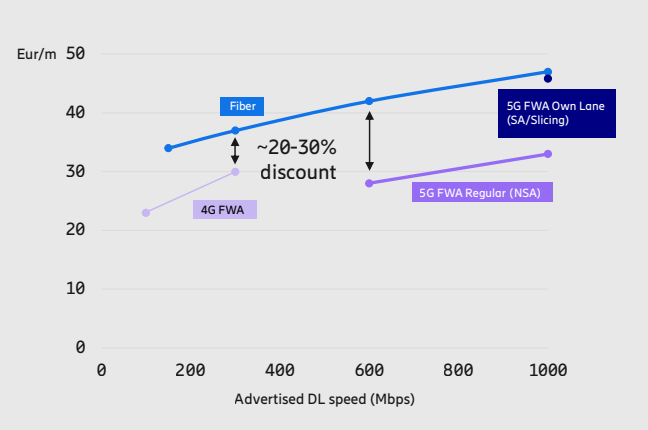
The FWA Value Calculator is available and can be shared and used in workshops with Ericsson customers.

Elisa offers 5G FWA on SA with fiber-like performance

Fiber like home internet with network slicing
(Own Lane 5G for secured bandwidth and reduced latency)

Elisa Netti home XXL Omakai (Own Lane)	
Elisa´s best 5G home connection	All home internet users simultaneously
Multi-user online gaming	For all home appliances and screens
8K movies and series	Fixed 5G
1000 Mbit/s Min. 100 Mbit/s	

5G FWA on SA priced at same level as fiber
(closed pricing gap to fiber)



Source: Ericsson analysis based on public service provider information

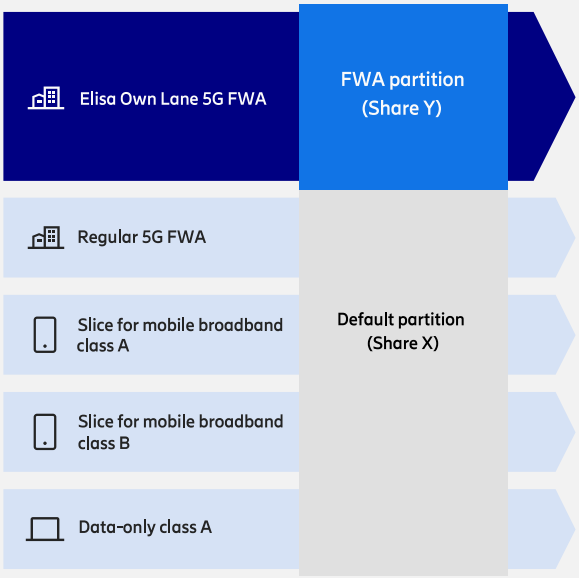
Elisa's premium FWA service is called Omakaista (Own Lane). Elisa's Own Lane is enabled by a 5G SA network that provides the toolbox of capabilities needed to provide a premium FWA service. The performance level of Own Lane 5G FWA is achieved with a specific network slice for FWA, together with radio resource partitioning and relative priority scheduling functionality.

Being a pioneer in 5G non-Standalone (NSA), Elisa Finland launched 5G standalone (SA) powered services early in 2024 with FWA being one of the first services. Elisa's Own Lane 5G FWA service offers a maximum downlink speed of 1,000 Mbps with a guarantee of minimum 100 Mbps, as well as a promise of a typical speed of 500 Mbps. The service is enabled by an outdoor receiver installed by a technician. This service was designed to respond to customers' needs in home environments for heavy and demanding broadband use cases that require reliable connectivity, such as remote working and online gaming.

During trials, the FWA based on network slicing met the needs and expectations of the most demanding customers regarding the need for high capacity, reliability, and simultaneous usage of several services within a household, with a perceived network performance on par with a fixed network connection. Given this performance, Elisa positioned the Own Lane FWA service pricing on par with Elisa´s fiber offering pricing for the same speed level. For comparison, other FWA services based on 4G or 5G without slicing are priced at a discount to the fiber pricing as these have lower performance levels.

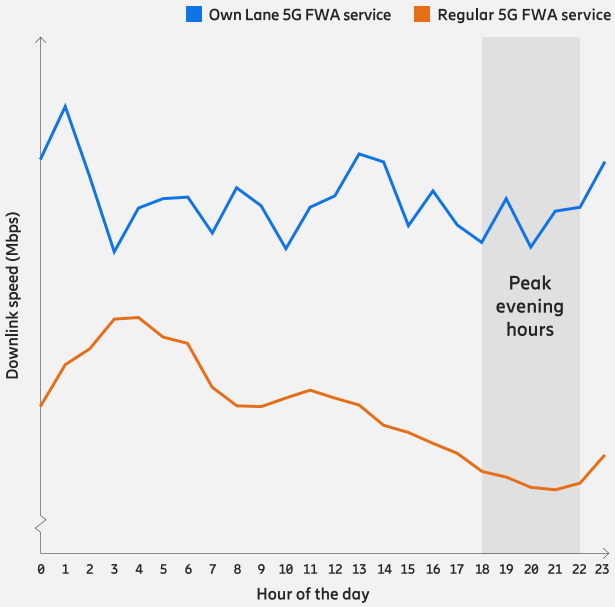
5G FWA on SA radio configuration

(dedicated FWA slice, priority algorithm and partitioned resources)



Stable DL performance for Own Lane FWA

(downlink speeds)



Implementation of Own Lane 5G FWA utilizing a combination of 5G SA capabilities

Typically, the busiest hours of network usage occur in the late afternoon and early evening, when some household members are still working while others might be watching streaming services or playing online games. This can create local congestion in mobile networks and a bottleneck effect in the network.

When examining the network performance of 5G SA and NSA services, it can be observed that Own Lane 5G FWA performs better and succeeds in maintaining higher speeds throughout the day. The Figure to the right demonstrates the development of network performance in one area in the Finnish capital region. While there are some fluctuations in performance for both Own Lane 5G FWA services and regular 5G FWA, the Own Lane services continue to deliver a better user experience, even during peak evening hours. It is evident that demand for reliable and stable broadband connections continues to grow, and it can be expected that the customer 5G SA adoption rate will improve steadily in the near future.

COSMOTE TELEKOM launched Greece's first 5G+ network slicing FWA

COSMOTE TELEKOM is the leading telecommunications provider in Greece. In 2024, it became the first operator to launch a 5G Standalone network (5G+) in the country. 5G+ will offer an overall better connectivity experience, with progressively even higher download and upload speeds, faster latency and better battery management on mobile devices connected to the network. In addition, it will give a significant boost to industry and businesses and offer new possibilities to households through innovative applications such as dynamic network slicing.

Differentiated Connectivity: 5G FWA Launch

In early 2025, COSMOTE TELEKOM launched its differentiated 5G FWA service on its 5G SA network, leveraging network slicing to ensure consistent performance. Network slicing in 5G SA creates slices adapted to subscribers' needs, aiming to provide reliable services based on dynamic resource allocation. Each slice operates as an independent network, designed for specific bandwidth and speed requirements.

Overall, COSMOTE TELEKOM's service serves as a bridge technology, complementing FTTH to deliver high-quality connectivity, while accelerating broadband access in copper-based areas and serving as an alternative solution to satellite connections.

The service delivers speeds of up to 300 Mbps, combining high capacity, low latency, and stable performance for multiple users.

Dynamic growth

COSMOTE TELEKOM's service, leveraging Fixed Wireless Access (FWA) technology through COSMOTE TELEKOM's advanced 5G and 5G+ network, continues to gain traction and in Q4 2025, the total subscriber base reached 55k. It is worth noting that the subscriber base nearly increased eightfold from Q1 to Q4 2025.

Premium FWA - 5G SA with network slicing

- Plug-and-play installation
- WiFi 6 support for in-home connectivity
- Ideal for areas with strong indoor 5G coverage
- Compact design for easy deployment

- Enhanced signal reception for challenging coverage areas
- Supports higher speeds (up to 300 Mbps)
- Designed for reliability and consistent performance

Note: FBB adds includes FWA.
Source: Ericsson analysis based on public service provider information.

Jio achieved strong growth with Pan-India FWA

Reliance Jio launched the Jio AirFiber in September 2023, and has surpassed 11 million connections since its launch. AirFiber is an FWA service that promises high-speed internet, home entertainment, and smart home services.

Jio AirFiber uses the NR 5G network to bypass the need for last-mile fiber, and Jio says that with Jio AirFiber they can roll out connectivity 10x faster than with Jio Fiber. Jio claims to be committed to connect 100 million premises in India.

Jio AirFiber can be easily deployed in areas with 5G coverage, which Jio already has available in over 7,700 cities across India. Jio AirFiber has a shorter time to market than Jio Fiber, as it does not involve laying down optical fiber cables across the country, which is a costly and time-consuming process. So Jio AirFiber offers more flexibility and convenience to customers, as they can simply plug in and turn on the device without waiting a long time for any installation or wiring hassles to the building – that is much faster deployment.

Both the products, Jio Fiber and Jio AirFiber are meant to provide users with seamless and fast broadband connectivity with the same pricing, speed and digital entertainment bundled. Speed tiers to choose from are 30Mbps, 100Mbps, 300Mbps, 500Mbps and 1Gbps plans.

Jio AirFiber includes a CPE Outdoor Unit (ODU), a WiFi router and 4k smart set top box. The ODU establishes a stable link connection between the 5G tower and the router. The router can then be used to connect devices using WiFi or Ethernet and enable high-speed internet for ubiquitous coverage in the home or business premise.

Jio AirFiber has a clear edge over Jio Fiber in terms of time to market, as it can reach more customers faster and offer similar speed, price and services.

Residential broadband plans

Speed	Channels	Streaming apps	Fiber	5G FWA
30 Mbps	1000+ digital TV channels	Jio Cinema, Netflix, Amazon Prime + 12 more	Yes	Yes
100 Mbps			Yes	Yes
150 Mbps			Yes	Yes
300 Mbps			Yes	Yes
500 Mbps			Yes	Yes
1 Gbps			Yes	Yes

Committed to connect **100m** premises

FWA available in more than **7,700 cities** across India

11.5 million FWA connections as of Dec 2025

46% of fixed broadband connections for Jio (as of Dec 2025) is FWA

Source: Reliance Jio website, Financial Reports

Read all nine insights on capturing the value of 5G FWA

ericsson.com/fwa-insights

Ericsson
SE-164 80 Stockholm, Sweden
Telephone +46 10 719 0000
www.ericsson.com