

5G mobile service revenues to double over next 4 years

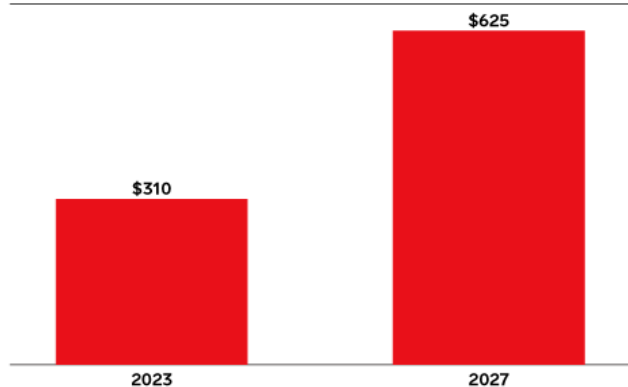
Article

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5G mobile service revenues will reach \$310 billion globally this year, according to Juniper Research. In 2027, that figure will rise more than twofold to \$625 billion, as the world upgrades from 3G and 4G.

5G Mobile Service Revenues Worldwide, 2023 & 2027

billions



Note: operator revenues

Source: Juniper Research, "Operator Revenue Strategies: Business Models, Emerging Technologies & Market Forecasts 2023-2027" as cited in press release, Feb 6, 2023

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Beyond the chart: 5G had an **underwhelming rollout** and delayed expansion in the US due to issues with spectrum rights, lower-than-expected speeds, and aircraft interference. But the tech will still change the game for marketers.

As 5G adoption grows worldwide, more people will engage in mobile AR shopping. And as video speeds get faster, expect both social media platforms and the ads served on them to pivot further to video.

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