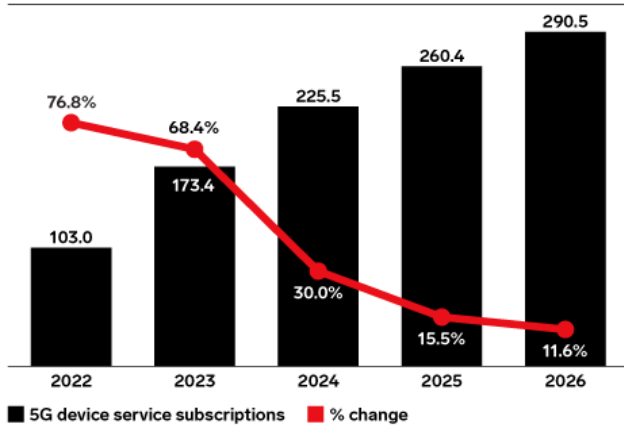


5G hasn't yet revolutionized the way marketers reach consumers—but short-term opportunities are on the horizon

Article

5G is entering a virtuous cycle of growth. As mobile networks grow and improve, consumers adopt more 5G devices. This, in turn, encourages telecoms to continue their 5G investments and try to get an edge over the competitors with services that meet 5G's early hype.

US 5G Device Service Subscriptions, 2022-2026
millions and % change



Note: 5G cellular-enabled devices with an active prepaid or postpaid wireless service agreement that connect at least once per month to a wireless carrier's 5G mobile network
Source: eMarketer, Oct 2022

280298

eMarketer | InsiderIntelligence.com

KEYSTAT: With networks expanding and users jumping on, 5G device subscriptions in the US will grow to 290.5 million by the end of our forecast period in 2026.

Here's how marketers can take advantage of 5G:

- **5G will improve mobile AR immersive experiences.** 5G is making AR experiences on mobile devices run much faster and smoother. Improved data flows will enable marketers to target consumers more directly and create more complex experiences for them.
- **Digital ads will also improve.** Faster speeds will allow consumers to view more content and more quickly change up the type of content they're viewing. This means there will be more digital advertising opportunities on mobile devices. Video and in-game ads will particularly benefit from low-latency connections.
- **Better transfer speeds mean better data for marketers.** In addition to improving the actual content of the advertisement, more 5G connections will also provide better data on the

individual consumer to marketers. This is because consumers will be accessing more content more quickly and creating new digital patterns—giving way to better behavioral interpretations.

Report by Jessica Lis Mar 06, 2023

The State of 5G

