



# People Are Excited about the Future 5G Enables Despite Knowledge Gap

New Intel survey reveals most people don't know what 5G is, but this is not curbing their enthusiasm for its potential benefits

Conjuring up images depicted from the silver screen, from “Minority Report” to “Mission: Impossible,” people imagine a future where devices seamlessly talk to each other, where every surface becomes a screen, and congestion becomes a thing of the past as self-driving cars pass safely through our cities.

This is a 5G-enabled future people are ready to embrace – and the fifth-generation wireless technology is poised to help this vision become a reality in the decades ahead. But a knowledge gap exists. Yes, people want the improved technology benefits and new experiences, but they do not understand that 5G is the key to unlocking them. The survey found that most American’s admit they don’t know what 5G is.

5G is the foundation for communications and computing of tomorrow. It will bring to bear three key innovations: greater speed (to move the increasing volumes of data we produce), lower latency (to be more responsive), and the ability to expand beyond computers and phones to encompass the cloud and all devices attached to the network. 5G will be powerful enough to deliver smart factories and real-time virtual reality, yet practical enough to replace wired home broadband.

## People believe the impact and benefits of 5G will be felt most in three key areas:

- Disaster and emergency response services (36 percent)
- Classroom education (30 percent)
- Entertainment experiences (27 percent)

## What do people want in entertainment, and are they willing to pay?

Intel further delved into the area of entertainment experiences. The Intel 5G Economics of Entertainment Report forecasts that media and entertainment companies

stand to benefit to the tune of \$1.3 trillion in new 5G-generated revenues over the next decade. As part of the study, Ovum and Intel also fielded a nationwide consumer survey to understand people’s appetites toward 5G entertainment services.

### Who

- 58 percent of Americans admit to not being knowledgeable or ever having heard of 5G
- 74 percent express excitement about 5G potential; rises to 91 percent among tech elites
- Men slightly top the enthusiasm barometer: 53 percent are very/interested vs. 46 percent of women

Source: *The “Next 50” Study* sponsored by Intel and developed by PSB Read the full report.

### What

- 54 percent of Americans are willing to switch to 5G for all their connected home needs
- The top drivers are: faster speed (64 percent), reliability (43 percent) and responsiveness (36 percent)

Source: *Economics of Entertainment Report, Consumer Survey*, sponsored by Intel and fielded by Ovum.

### How Much

- Household income has no bearing on willingness to pay
- 40 percent of Americans would pay >\$10 per month
- 27 percent of Americans would pay >\$20 per month
- 72 percent of Gen Zers (aged 16-25) would pay >\$20 per month

Source: *Economics of Entertainment Report, Consumer Survey*, sponsored by Intel and fielded by Ovum

Digital disruption is eroding the borders that once separated entertainment, media, technology and telecommunications companies. Business models are being reinvented as companies tap into new revenue streams and attempt to create relevance with their audience at scale. In the golden era of television, having the best content in the world will cease to be enough if it gets snarled up in an inevitable communications traffic jam. The next generation of media and entertainment growth is not just about what content companies create but how seamlessly customers can access it and the unique ways they can interact with it.

The new consumer data is good news for the industry. People expressed that they are ready to switch to 5G for all their connected home needs. Respondents also shared their excitement in the future experiences 5G will enable with next-gen TV, augmented instructions and immersive live events topping the wish list.

But are people willing to pay? The answer is also yes. 42 percent would pay north of \$10 – and up to \$20 per month – extra for the service. A staggering 70 percent of Gen Zers – the true digital natives<sup>1</sup> – would pay upward of \$20 per month.

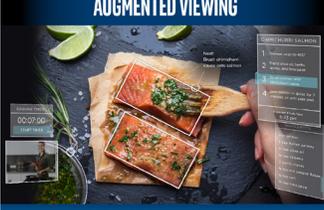
**What is Intel's role in delivering on the 5G promise?**

Intel is collaborating with the ecosystem and vertical industry partners to define, prototype, test, and deliver 5G standards and solutions, now. Not in the lab but in the field, in real-world trials across the globe. From connected factories and car connectivity to AR/VR, smart homes, industrial applications, and cities. Intel is uniquely placed to power the entire 5G tech ecosystem, from 5G modems to new base stations in cities, flexible networks and data centers to support the flood of new data.

**5G Media Use Cases Available Here** ➤

**intel 5G MEDIA USE CASES**  
Explore the future of 5G Media and the growing interest among Americans.

**AUGMENTED VIEWING**



% OF AMERICANS SURVEYED WHO DESIRE AUGMENTED VIEWING:

**41% AUGMENTED INSTRUCTION**  
Follow recipes from your favorite cooking show in real time, step-by-step, via AR glasses—hands free and voice controlled.

**38% VIDEO THAT COMES TO LIFE**  
New technology that uses augmented reality—the projection of moving virtual objects layered on the top of the real world—allows objects and characters to jump out of the screen.

**NEW ENTERTAINMENT EXPERIENCES**



% OF AMERICANS SURVEYED WHO DESIRE NEW ENTERTAINMENT EXPERIENCES:

**36% SELF-DRIVING CAR ENTERTAINMENT**  
Watch TV in high def, participate in a video conference call or finish up a work presentation. Tomorrow's autonomous vehicles will become productivity and entertainment pods, making time draining commutes a thing of the past.

**40% FRONT ROW SEATS**  
Hover above the event crowds and enjoy an artist's view, all from an app on your smartphone. Immediately and simultaneously share the experience across social media with no buffering or network failure.

**36% 3D HOLOGRAPHIC ENTERTAINMENT**  
No glasses required: interact with a 3D image of your favorite character, musician or even wild animal, directly in your living room.

**NEXT GEN ENTERTAINMENT**



% OF AMERICANS SURVEYED WHO DESIRE NEXT GEN ENTERTAINMENT:

**54% NEXT-GENERATION INTERNET - TV**  
One plan covers it all: Watch TV whenever with no data limits, or receive live public alerts. No signatures or time slots to install, fix, or upgrade your connection—everything works over the wireless network that supplies your phone.

**35% INTERACTIVE TV**  
Don't just passively watch a movie, pause and explore the scene from multiple camera angles, access enhanced information, or even purchase the clothes the actors are wearing.

**THIS IS 5G MEDIA ON INTEL**

Intel is working with partners across the globe to develop, test, and deploy the 5G technologies and networks today that will support the 5G smart media experiences of tomorrow. With proven leadership in wireless, computing, and the cloud—Intel is introducing a new, virtual 5G reality.

Visit [Intel.com/5G](http://Intel.com/5G) to learn more

Source: Intel® Will Feature 5G Business Media & Communications, September 2018

<sup>1</sup>A person born or brought up during the age of digital technology and therefore familiar with computers and the Internet from an early age.

