

Will Consumers Care About 5G

By [Jonathan Chaplin](#) | November 15, 2021

Three national carriers have deployed 5G networks covering 240MM-310MM POPs. It's not clear that consumers have noticed any difference. It is also not clear that the carriers are making any extra money for their efforts.

We will explore the impact of 5G deployments on the consumer wireless and broadband markets in detail at the **New Street Research and BCG Global 5G Conference**, on November 15th (agenda [here](#), and registration [here](#)).

The early deployments were all on low-band spectrum. T-Mobile has covered 190MM POPs with 2.5GHz and recent [OpenSignal data shows](#) close to a 10x improvement in network speeds. We will ask **Neville Ray** from **T-Mobile**(1:00PM) how network speeds will improve further as they increase the 2.5GHz spectrum allocated to 5G. More importantly, we will explore what will get consumers to notice.

Verizon and AT&T spent \$80BN on C-Band spectrum. We will explore with **Adam Koepp** from **Verizon** (8:40AM) and **Andre Fuetsch** from **AT&T**(3:10PM) whether the network speed gap with T-Mobile matters, and how they plan to close it. We will inquire whether having 40-60MHz of C-Band compared to T-Mobile's 100MHz of 2.5GHz will impact relative performance across networks. We will also ask **Stephen Bye** from **Dish** (3:50PM) whether 20MHz of CBRS will be sufficient to meet their needs given the advantages their unique network architecture might afford.

We will be doing one-on-one and small group meetings with most of these executives. Please submit all **one-on-one requests** before the end of the day on **Friday November 5th**(register for one-on-ones [here](#)).

Conference speakers and agenda [here](#).

Register for the conference [here](#).

One-on-one requests [here](#).

Full 12-month historical recommendation changes are available on request

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