

# Factors affecting the Market Adoption and Evolution of Private 5G Networks: The Affordable5G case

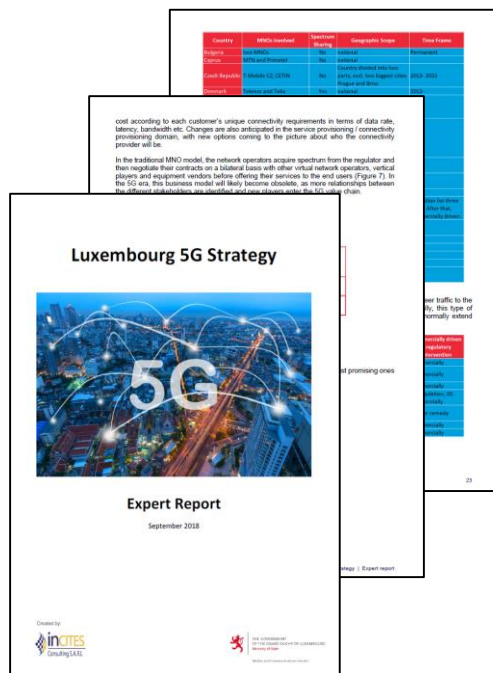
**Dr. Ioannis Neokosmidis, CEO**

Infocom World 2022, 29 November 2022

Research Projects for creating the Future and Innovative Telecoms Market

# What we do

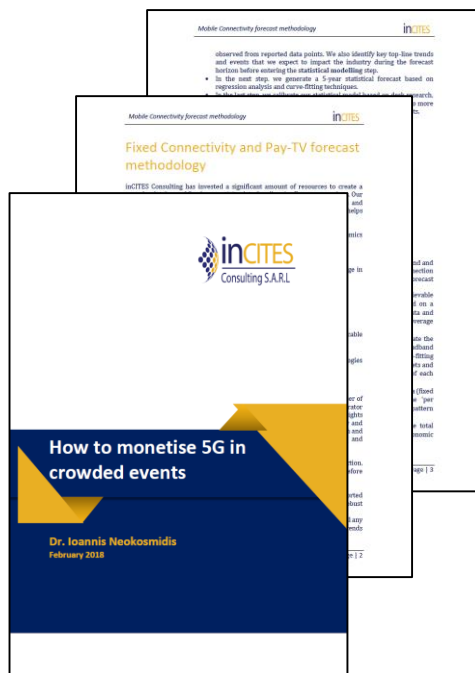
Consulting 



**Luxembourg 5G Strategy**  
Expert Report  
September 2018

**How to monetise 5G in crowded events**  
Dr. Ioannis Neokosmidis  
February 2018

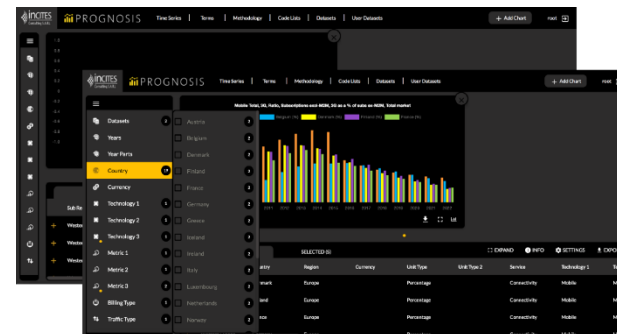
Research 



**Mobile Connectivity forecast methodology**

**Fixed Connectivity and Pay-TV forecast methodology**

Prognosis 



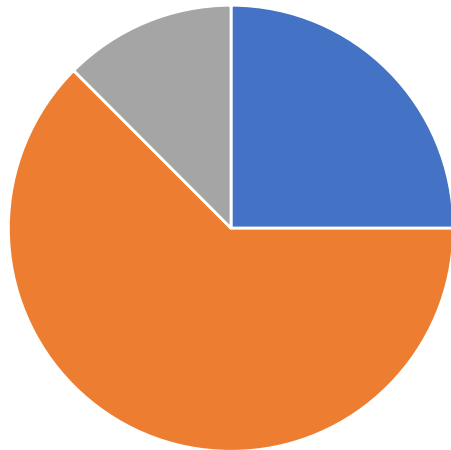
# Survey - Introduction

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- **Purpose:** Derive the factors that will facilitate the market adoption of Affordable5G
- The Analytic Hierarchy Process (AHP) method was used
- A questionnaire has been prepared and distributed
- Twenty (20) fully filled questionnaires were collected
- Sixteen (16) questionnaires were valid based on the consistency test

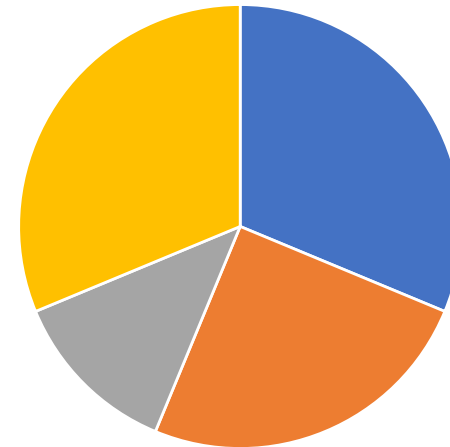
# Survey – Statistics 1/2

Type of organization



■ Academic/Research Institute ■ SME ■ Industry

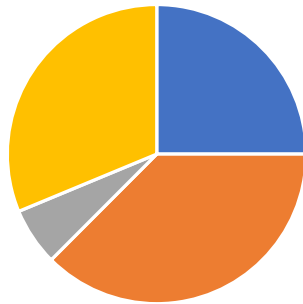
Business sector



■ Vendor/manufacturer ■ Academia ■ IT services ■ Other

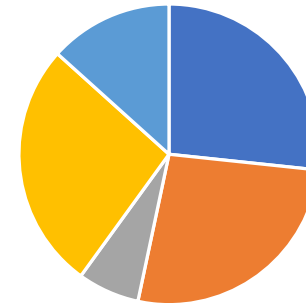
# Survey – Statistics 2/2

## Size of organization



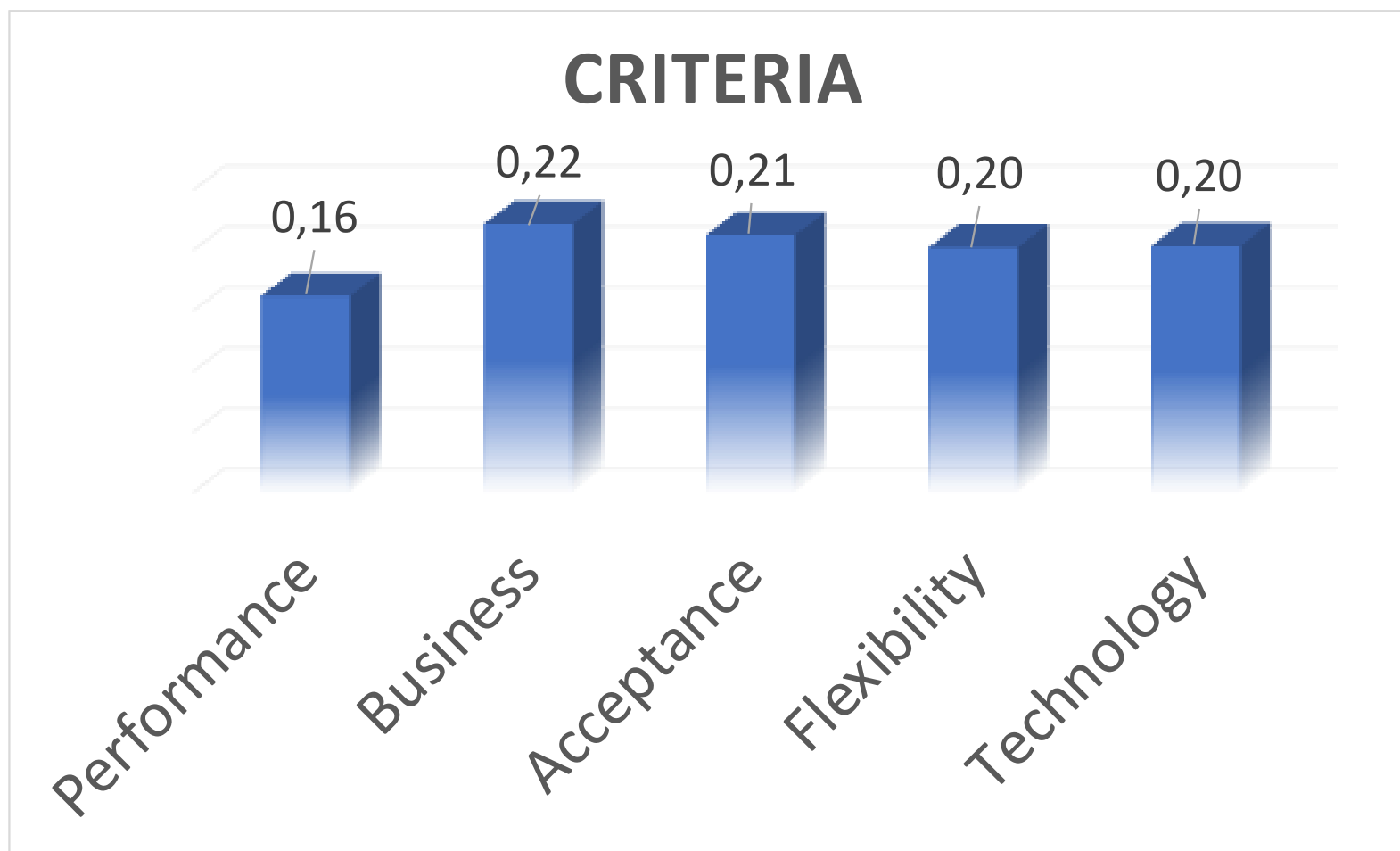
■ Less than 10      ■ Between 10 and 20  
■ Between 50 and 100      ■ More than 100

## Position

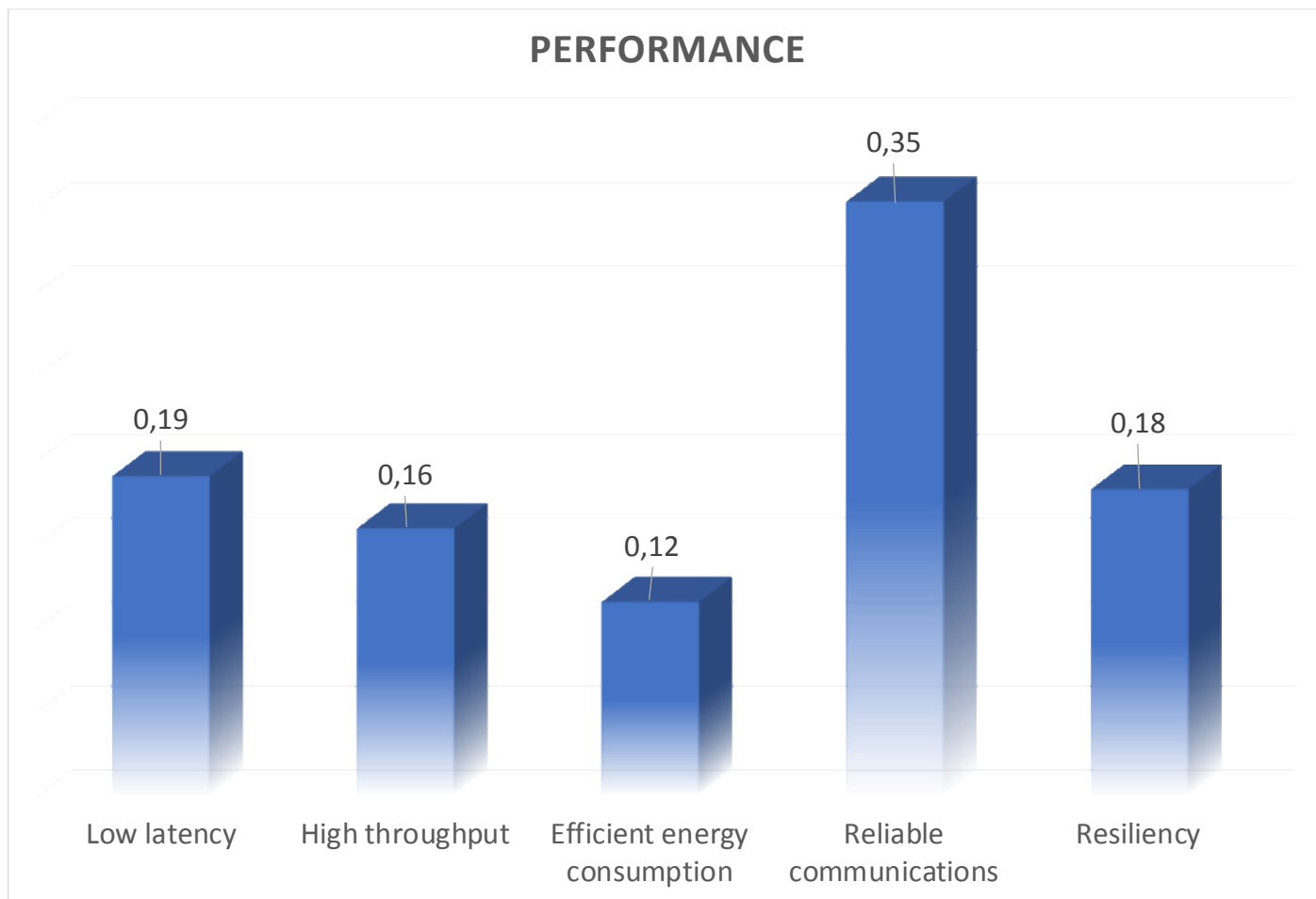


■ Researcher      ■ Manager      ■ R&D Engineer  
■ CxO      ■ Other

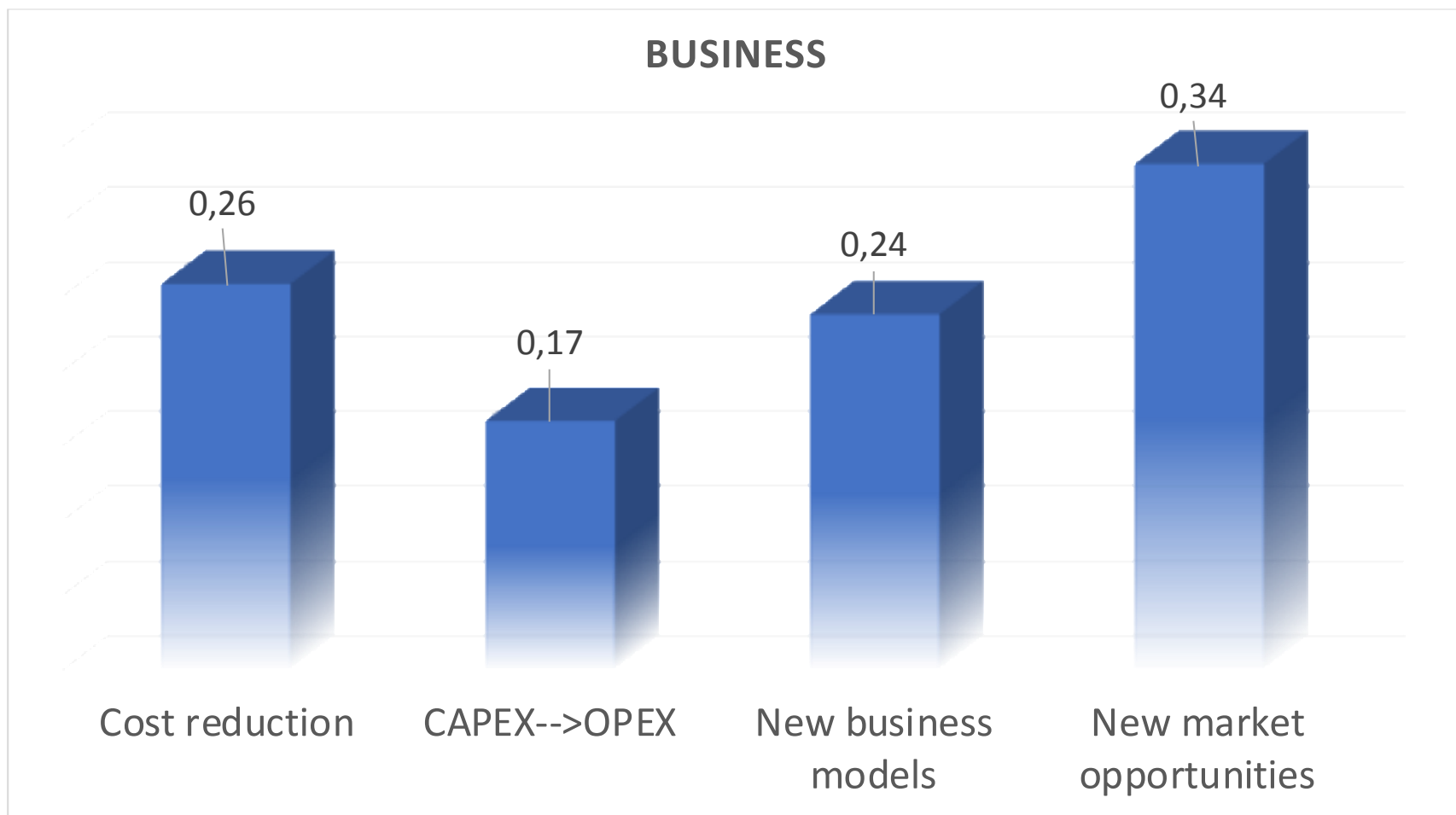
# Survey – Results - Criteria



# Survey – Results - Performance



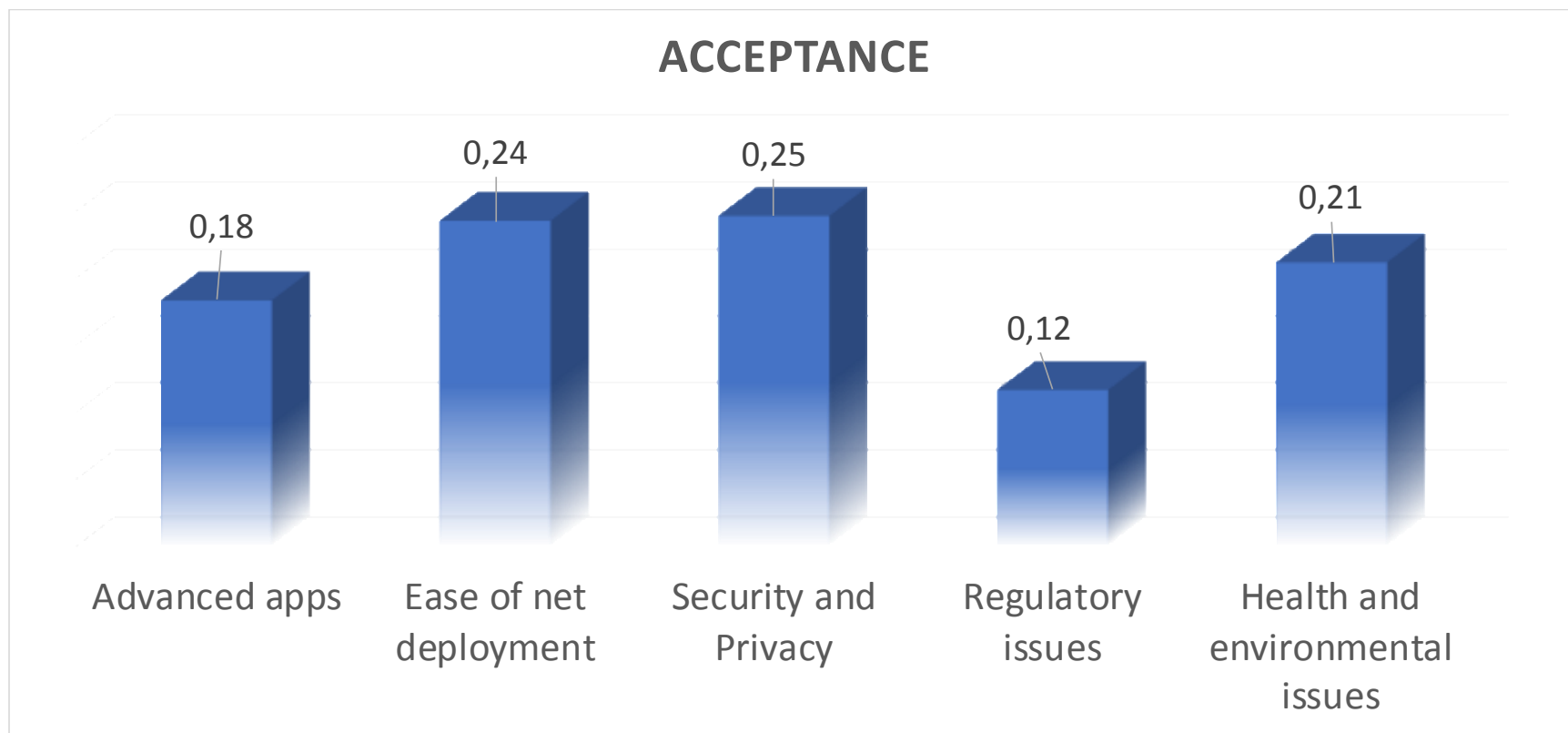
# Survey – Results - BUSINESS



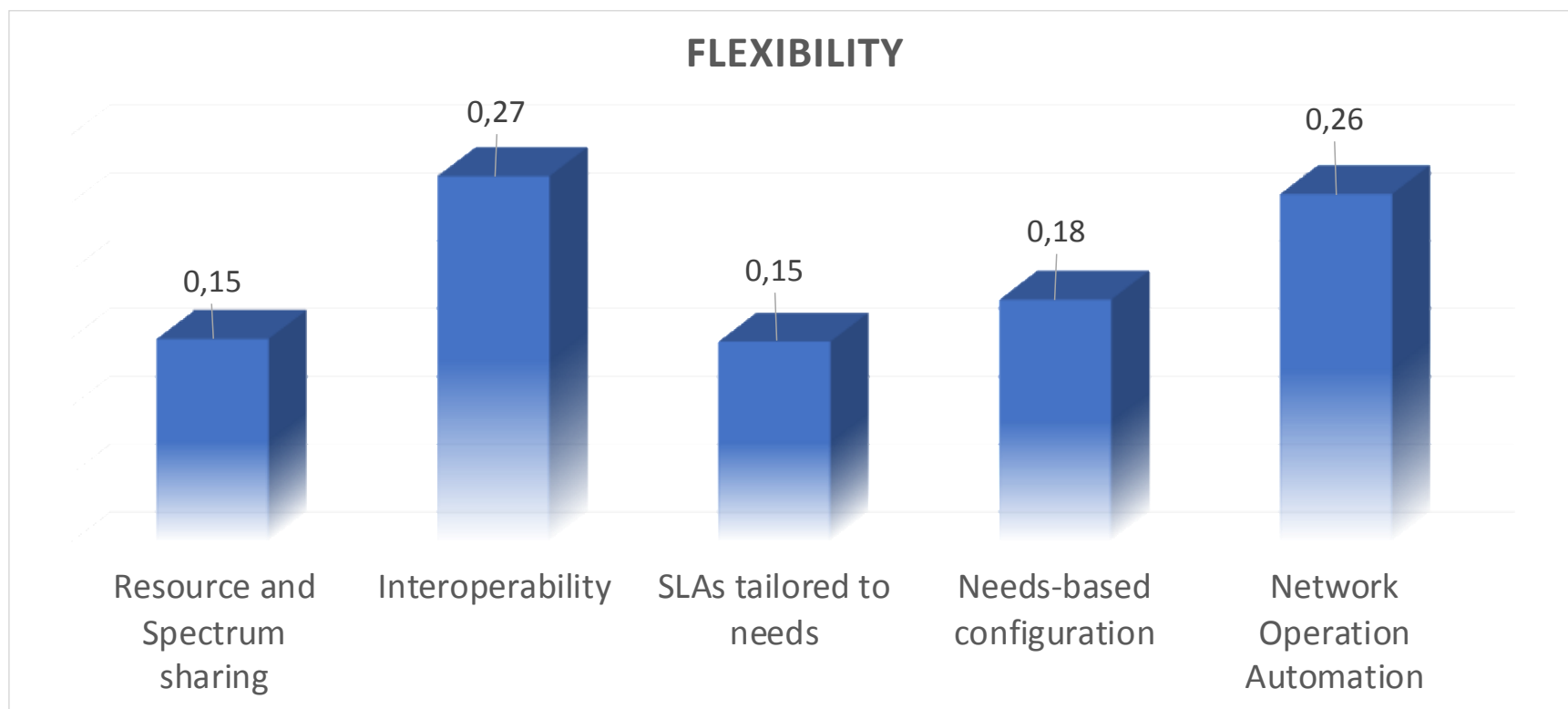


# Survey – Results - Acceptance

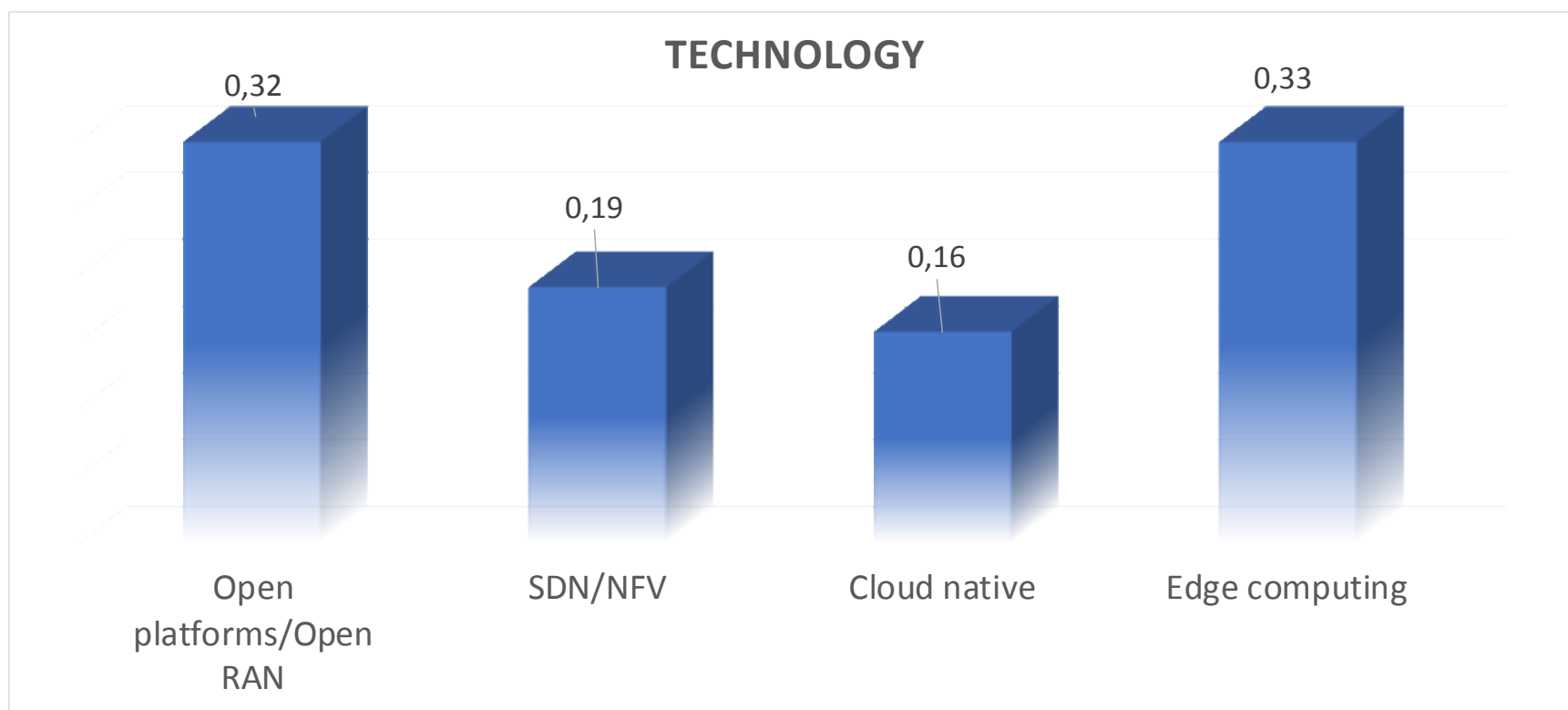
## ACCEPTANCE



# Survey – Results - Flexibility



# Survey – Results - Technology



# Key Takeaways

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- Business, Acceptance, Flexibility and Technology criteria are of equal importance
  - Vendors/providers should give the same attention in the development of their solution.
- Performance ranked as the less important criterion for the market adoption & evolution of Affordable5G.
- Sub-factors related to ease of deployment, flexibility and interoperability as well as to new market opportunities are expected to be the main drivers behind 5G solutions.
- Study's findings can be a valuable tool for decision/policy makers in the area of 5G private/enterprise networks to accelerate their deployment.

Thank you!



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