



# Monetizing 6G

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# Market Changes with 6G



## Enhanced Connectivity

- 6G will provide unprecedented speed, ultra-low latency, and massive connectivity, enabling new applications and services.



## New Use Cases

- Highlight emerging applications such as holographic communication, immersive augmented reality (AR) and virtual reality (VR), and advanced IoT (Internet of Things) solutions.



## Industry Transformation

- Industries like healthcare, automotive, manufacturing, and entertainment will be transformed by 6G capabilities.

# Customer Segments in 6G

Customers are changing



## Enterprise Customers

- Businesses will leverage 6G for smart factories, autonomous vehicles, remote surgeries, and more. These enterprises will seek reliable, high-performance connectivity solutions.



## Consumers

- Enhanced mobile experiences, including high-definition streaming, real-time gaming, and immersive social media interactions, will attract individual consumers.



## Non-Traditional Providers

- Satellite and IoT providers will be players, either standalone, or as part of solutions to Enterprises, Consumers, Traditional Service Providers.



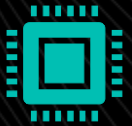
## Public Sector and Smart Cities

- Governments and municipalities will use 6G to build smarter, safer cities with improved public services and infrastructure management.



# Monetization Opportunities

How will you make money?



## Service Differentiation

- Telecom operators can create tiered service packages based on speed, latency, and data volume, offering premium services for high-demand applications.



## Vertical Solutions

- Develop industry-specific solutions that cater to the unique needs of different sectors, such as healthcare, automotive, and manufacturing.

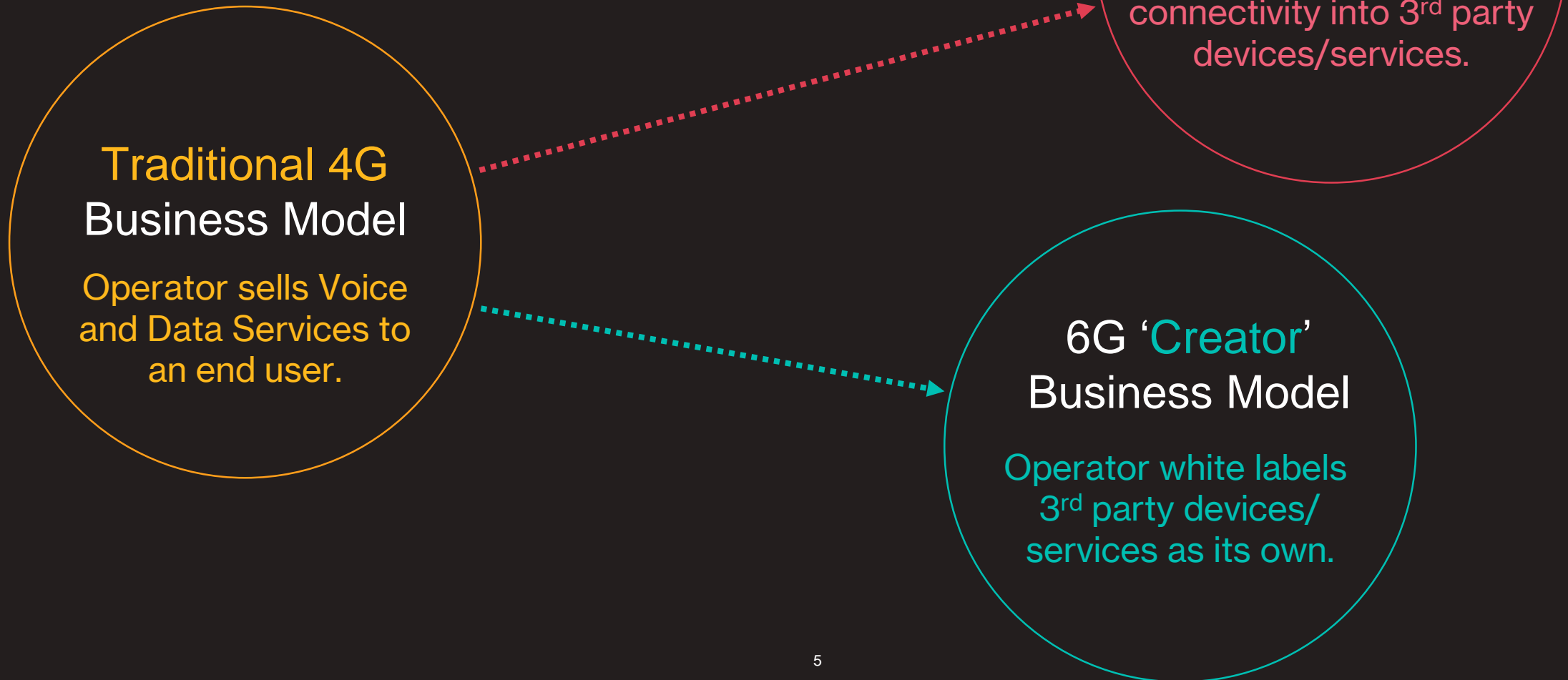


## Partnerships and Ecosystems

- Collaborate with technology providers, application developers, and other stakeholders to build comprehensive ecosystems that drive innovation and customer value.

# Operator Business Models are Changing

Network evolution leads to a revenue revolution





# Future of Telco Billing and Rating

Speed, Flexibility and Innovation will rule



## Dynamic Pricing Models

- Dynamic Pricing Models: Transition from traditional flat-rate billing to dynamic, usage-based pricing models that reflect the real-time demand and quality of service.



## Microtransaction & Subscription Models

- Microtransaction options for specific services and flexible subscription models that adapt to changing customer requirements



## AI Driven Rating and Billing

- Utilize artificial intelligence to analyze usage patterns, predict customer needs, and optimize billing processes for personalized customer experiences.

It will be critical that you're billing and rating system start to merge – speed and low-cost to change are going to be the key to the 6G revolution

# 6G Monetization Conclusions



Use Cases  
are Key

Innovation  
and Growth

Speed and  
Change



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