

# European 5G and Internet of Things Monetization and Adoption Strategies

IDC's *European 5G and Internet of Things Monetization and Adoption Strategies* service provides market-leading data and insights to help communication service providers, technology vendors, device manufacturers, and systems integrators to develop, refine, and effectively take to market winning products, value propositions, use cases, and best practices. This will support their market engagement in Internet of Things (IoT) and business-to-business (B2B) value propositions in the enterprise segment. The service offers data-driven insights on and spending forecasts for 5G-powered services (e.g., network slicing, mobile networks, and 5G-dependent use cases), in addition to guidance on private and public deployments and the capabilities service providers must develop to support such services successfully. It includes strategic perspectives on IoT adoption and monetization, as well as strategic and commercial best practices. Trends and forecasts around enterprise devices and market shares are also covered.

## MARKETS AND SUBJECTS ANALYZED

- Monetization strategies in the B2B mobile domain
- Internet of Things ecosystems and market trends
- Specific product categories explored by key players in Europe
- Private mobile networks and 5G network slicing
- 5G and IoT use cases by sector
- 5G and IoT connections and enterprise device shipments
- 5G network deployments and models
- Specific IoT value propositions that redefine the market
- Open API opportunities related to IoT/5G in the B2B domain
- Key strategic organizational options to optimize monetization
- Partnerships and start-ups
- Key go-to-market options — marketplaces

## CORE RESEARCH

- European 5G and IoT Monetization Strategies MAP
- Mobile Digital Enterprise Business: Business Models and Opportunity Analysis for IoT and 5G
- Europe 5G/4G Private Mobile Network Forecast, 2025–2029
- Europe 5G-Dependent IoT Use Case Forecast, 2025–2029
- Europe 5G and IoT Connections Forecast, 2025–2029
- European 5G and IoT Enterprise Use Case Development
- IDC PeerScape: Developing Enterprise IoT Solutions
- 5G and IoT Surveys
- Europe Enterprise Mobile Device Strategies and Best Practices
- Industrial Case Studies: 5G and IoT

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [European 5G and Internet of Things Monetization and Adoption Strategies](#).

## KEY QUESTIONS ANSWERED

1. How is the market for private mobile networks developing in Europe?
2. Which 5G and IoT use cases/applications are being adopted most rapidly by enterprises in Europe?
3. How are vendors addressing IoT- and 5G-related enterprise opportunities, and why?
4. Which 5G and IoT use cases should vendors develop?
5. How quickly are 5G connections in Europe increasing compared with earlier generations?
6. Who are the most relevant players optimizing monetization in the mobile space and capitalizing on IoT opportunities in different environments? What are their key strategic options?
7. What are vendors doing to develop IoT applications? How are they taking these applications to the market?
8. How are vendors working together to develop 5G use cases?
8. What are the key market trends in enterprise devices?

## COMPANIES ANALYZED

This service reviews the strategies, market positionings, and future directions of several vendors in various European 5G markets, including:

Accenture, Amazon Web Services, Amdocs, Apple, Atos, BT, Capgemini, Cisco, Deutsche Telekom, Ericsson, Google, HCL, Hewlett Packard Enterprise, Huawei, IBM, Intel, Juniper, KPN, Logicalis, Microsoft, Nokia, NTT DATA, Oracle, Orange Business Services,

Proximus, Qualcomm, Samsung, ServiceNow, Swisscom, Telecom Italia, Telefonica, Telenor, Telia, Verizon, Virgin Media Business/O2, VMware, Vodafone, Wipro