



# Marketing Futures

INNOVATE. ACCELERATE. GROW.

2019 Edition

## CMO Trend Brief

# 5G

**ANA Marketing Futures** focuses on the innovations and trends that will shape the future of marketing to prepare brands for the challenges and opportunities that lie ahead.

### What is 5G?

5G is the latest generation of cellular network technology. Tracing the evolution of wireless, 1G enabled voice calling, and 2G introduced us to texting. The introduction of 3G made internet browsing and music streaming possible. Today's most widely available network, 4G LTE, ushered in the smartphone era. Users of 5G will benefit from unprecedented speeds, low latency, and virtually unlimited connectivity to support an ever-growing Internet of Things (IoT). However, the network is not yet widely available. It may take years to put the infrastructure in place to enable widespread adoption.

## Why Should Marketers Care?

5G will revolutionize wireless performance and bandwidth to make all connected devices faster, paving the way for a slew of new services and functionality. 5G will open the door to the proliferation of IoT devices at scale.

The performance characteristics of 5G will enable more cloud-based, untethered Augmented Reality (AR) and Virtual Reality (VR) experiences, as well as multi-angle and 360-degree video for gaming and sporting events. The device that virtually all consumers carry with them at all times – the smartphone – becomes an even more powerful marketing and advertising channel with 5G.

## Key 5G Stat

5G creates tremendous opportunity for numerous industries, but also sets the stage for large-scale disruption.

**Major 5G network deployments are expected by 2020, and a projected 4.1 billion IoT cellular connections will use 5G worldwide by 2024, according to Ericsson.**





## Alicia Hatch

Principal at *Deloitte Consulting LLP*  
CMO at *Deloitte Digital*

“Every time we have a system upgrade like this, it spurs changes in the way you reach and service your customers, and the way you pull insights that lead to new product development. For our marketing, [5G] will unlock all kinds of new experiences that we can create.”





## CASE STUDY

# Verizon and the NFL

Verizon partnered with the NFL to reimagine mobile gaming in a 5G world. To blaze the trail for the type of gaming 5G will enable, Verizon and the NFL launched a challenge to search for the next big idea for a football-themed mobile game that leverages the power of Verizon 5G Ultra Wideband.

**The winning studios – Colorfiction and Juncture Media – will see their games debut during Super Bowl LIV Week in Miami.**

These game developers will each receive \$400,000 and access to Verizon 5G Labs and 5G technology to prepare their games for release during one of the biggest U.S. sporting events. The games will show the power of 5G and other next-generation technologies to enhance the NFL fan experience.

The Colorfiction game, “Endzone,” allows a player to navigate a series of mazes in order to reach the end zone. The player is about to score a touchdown when suddenly the field transforms and the player must navigate shape-shifting mazes.

Juncture Media’s “NFL Ultra Toss” is a large-scale multiplayer experience in which players digitally throw a football towards a pick-up truck parked on the 50 yard line at a sold out NFL stadium. The first player to land a football in the bed of the truck earns the title of Super QB.

These games will showcase the ability for 5G infrastructure to take gaming to a whole new level. The high bandwidth and low latency of Verizon 5G Ultra Wideband will enable technologies like cloud gaming, massive multiplayer experiences with near-zero lag, and more.

**Want to learn more?**



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