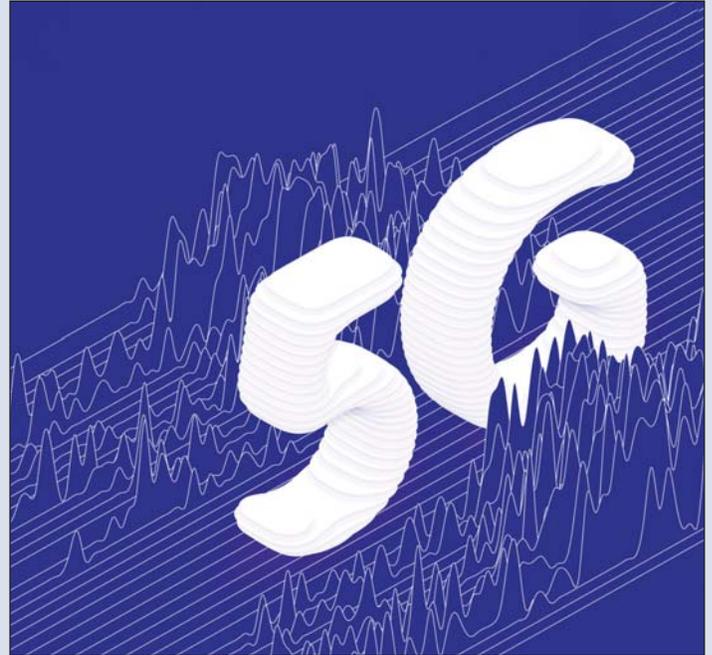


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Signing Up for 5G

Auctions set the stage for service roll-outs

The 5G spectrum auctions that took place in July 2022 have added a new dimension to the Indian telecom industry. The auction concluded with the government garnering Rs 1,502 billion by putting 72 GHz of spectrum, with a validity period of 20 years, on the block. The surprise entry of the Adani Group in the auctions was a key highlight. With the bidders having acquired spectrum, it will now be interesting to see how the battle unfolds as the telcos compete with one another to become the frontrunner in offering 5G services.



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Cutting-edge technologies such as artificial intelligence, data analytics and AR/VR are enabling enterprises in the media and entertainment industry to offer experience-driven services. In the future, adopting the metaverse is expected to further enhance the bouquet of services offered by them. However, high production costs, adaptation challenges and dearth of high-speed connectivity remain challenges.



Telefocus: Focus on 5G 50



With 5G spectrum auctions coming to a close, telcos are now focused on accelerating the roll-out of 5G networks. The 5G era not only promises significant business opportunities, but also opens up avenues for new use cases, many of which have already been tested by telecom operators. The 5G device ecosystem is also maturing. The coming months are set to witness widespread action in the 5G space.

takes centre stage in the 5G ecosystem

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