



TANTRA BEAT SURVEY

Make your voice heard

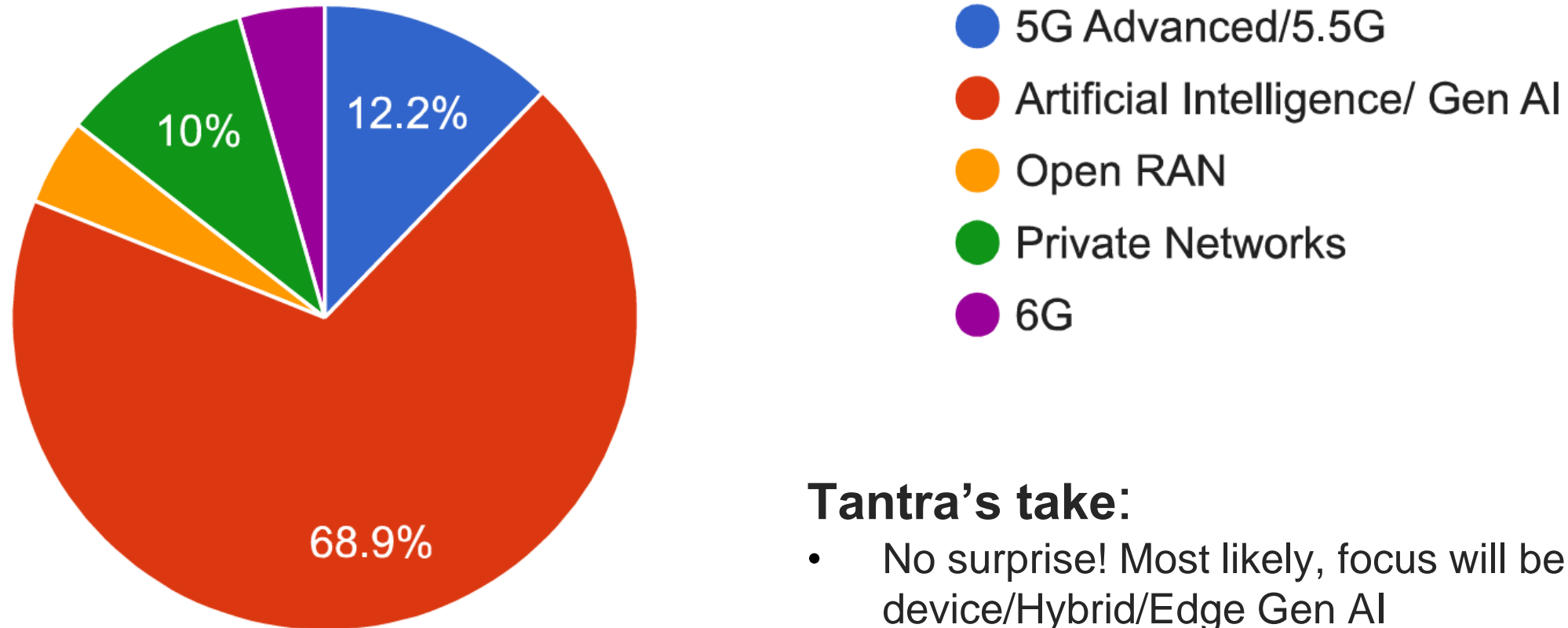


Key Findings and Analysis

MWC25

Industry Sentiment Survey

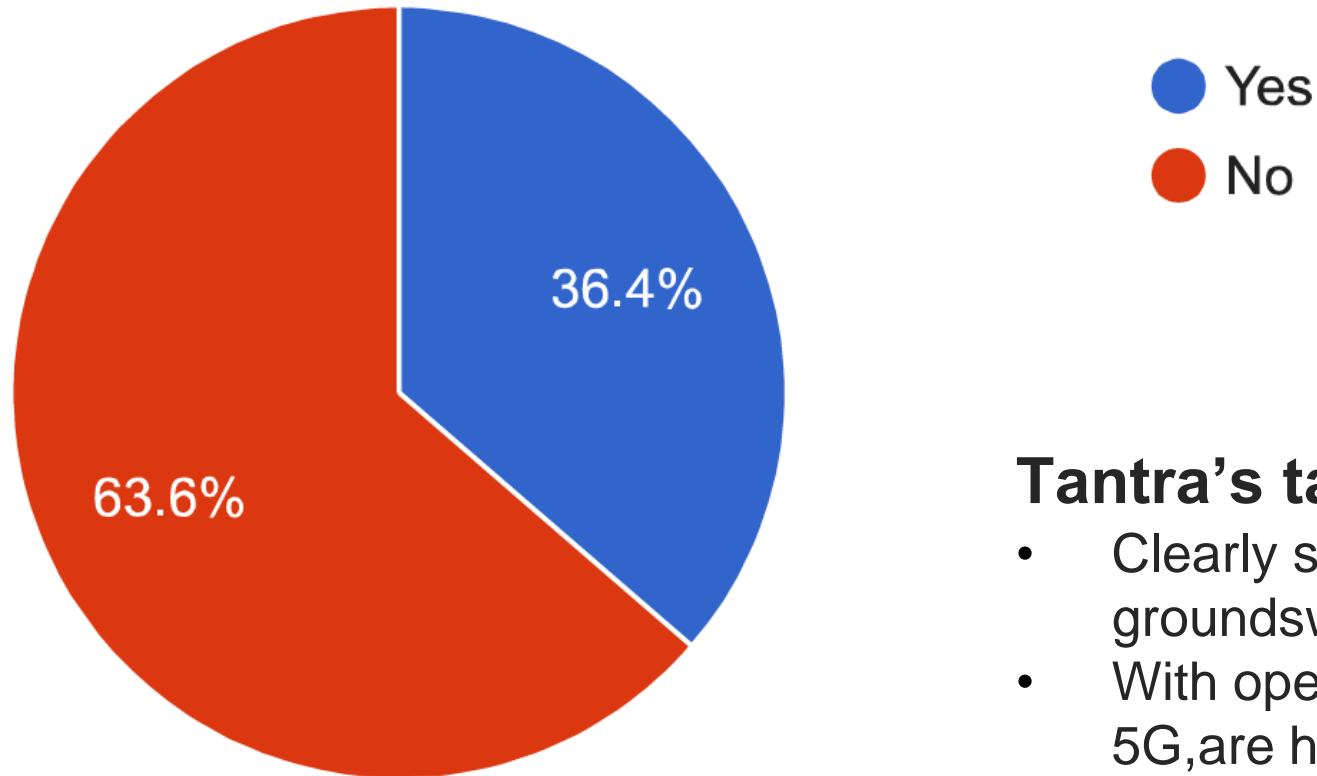
AI / Gen AI will be the major theme of MWC 2025



Tantra's take:

- No surprise! Most likely, focus will be on on-device/Hybrid/Edge Gen AI
- 5G Advanced less attractive,
- No appetite for 6G

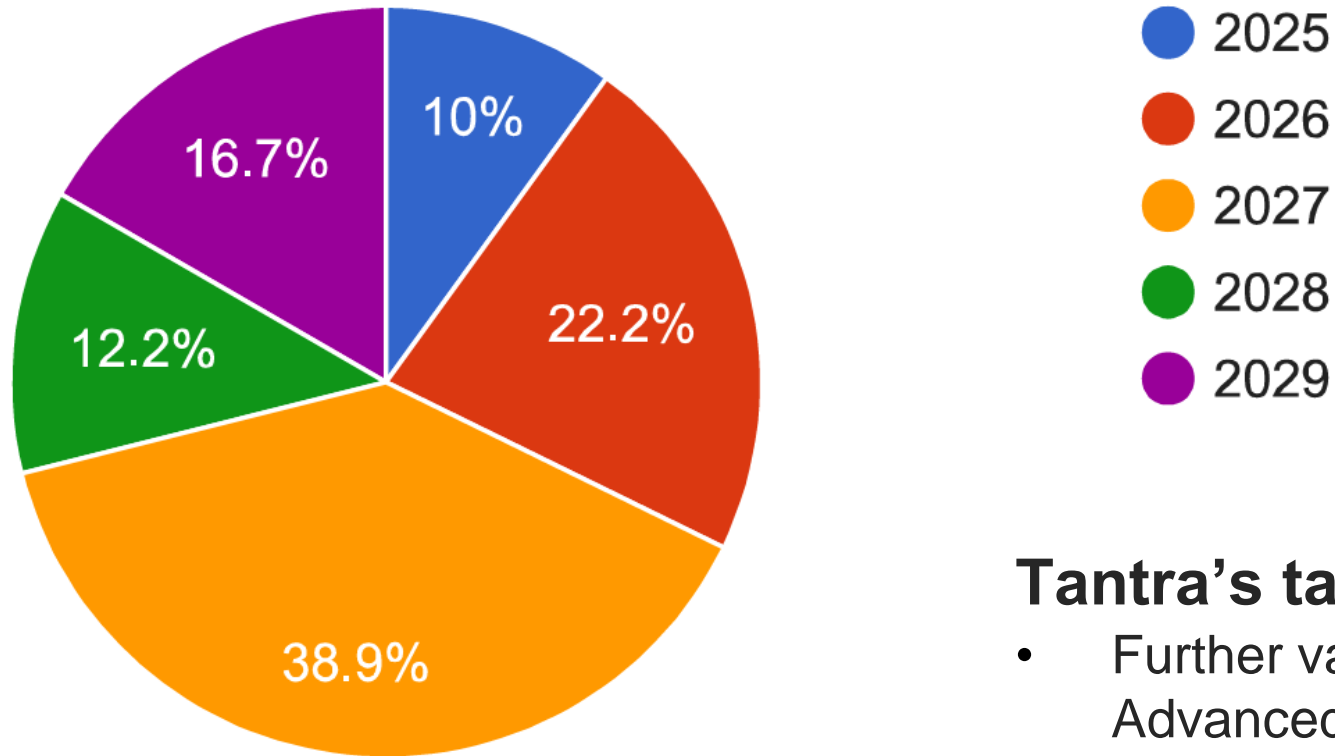
5G Advanced hasn't yet found a clear "business driver"



Tantra's take:

- Clearly shows the reason for lack of groundswell support for 5G Advanced/5.5G
- With operators already invested heavily in 5G, are hesitant commit to another round of investment

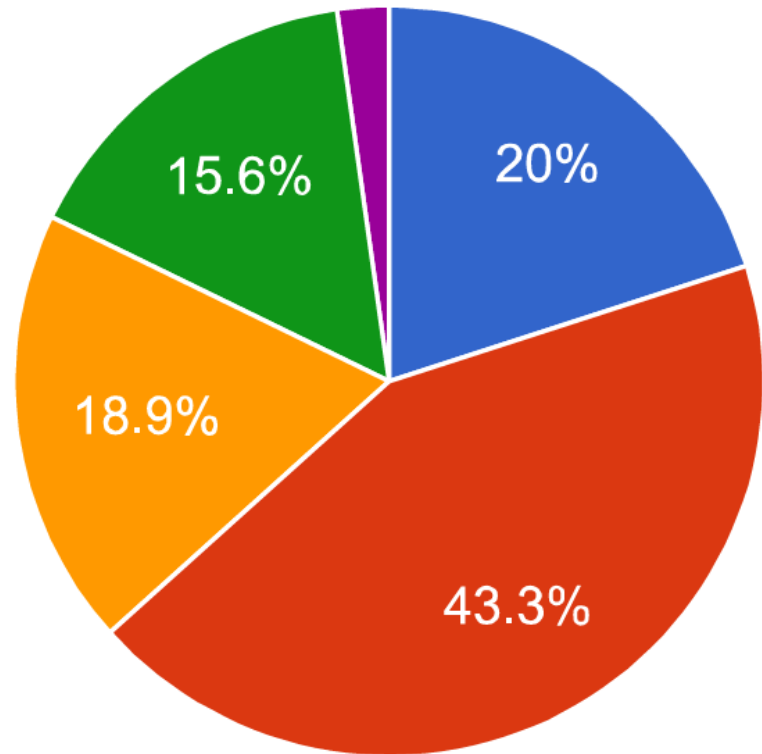
5G Advanced becoming mainstream: ~70 think 2027 or later



Tantra's take:

- Further validation that quick adoption of 5G Advanced is not given and will see challenges
- There will be repercussions of this on 6G timelines

5G for beyond eMBB: Many challenges for growth

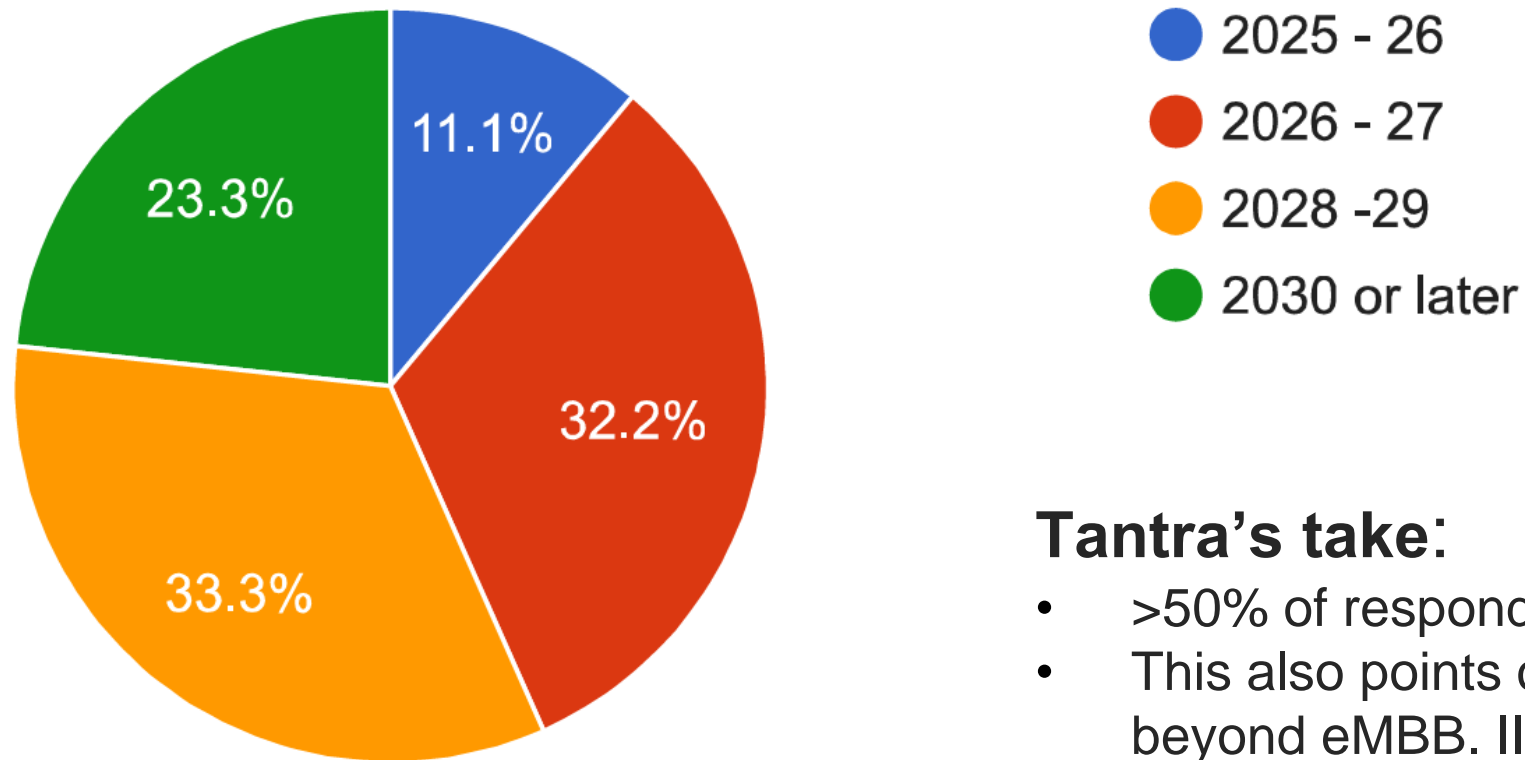


- Limited SA deployment
- Lack of viable apps/use cases/ RoI
- 5G Operators being risk averse
- Cost of 5G devices (non-smartphone)
- Other, specify

Tantra's take:

- Surprised to see lack of SA deployments is not a major reason
- Lack of use cases with good RoI continues to be the challenge

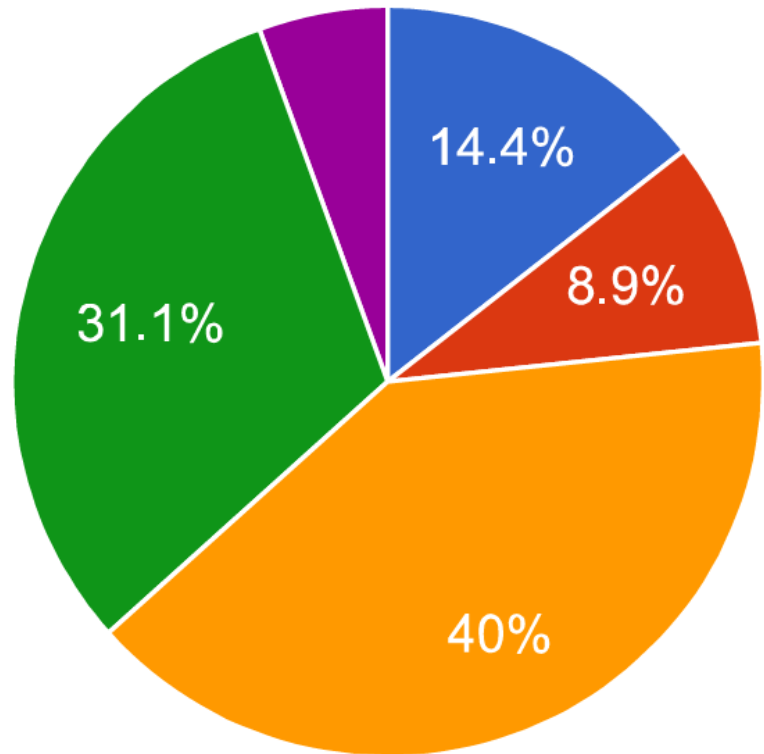
Large IIoT deployments: ~90% expect 2026 or later



Tantra's take:

- >50% of respondents think it is 2028 or later
- This also points out the challenges of 5G beyond eMBB. IIoT was projected as a major opportunity for 5G
- There is a good chance, that true large-scale deployments might occur with 6G

AI's biggest opportunity in telecom is lowering OpEx

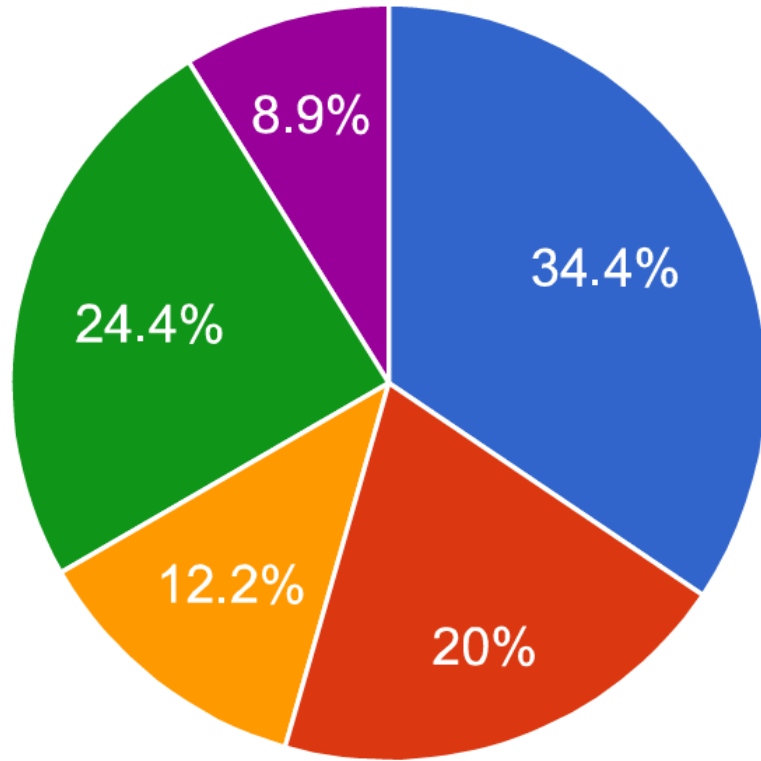


- Improve wireless link
- Better demand forecasting
- Lower network operations cost
- Improve customer operations/marketing
- Other, specify

Tantra's take:

- No surprise! Early use cases like energy savings are already being implemented.
- Makes sense, as network operations is the biggest cost for operators

Private Networks: Lack of viable use cases is the challenge

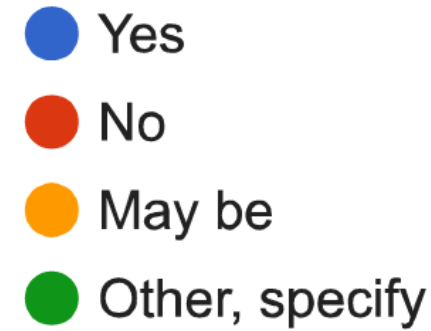
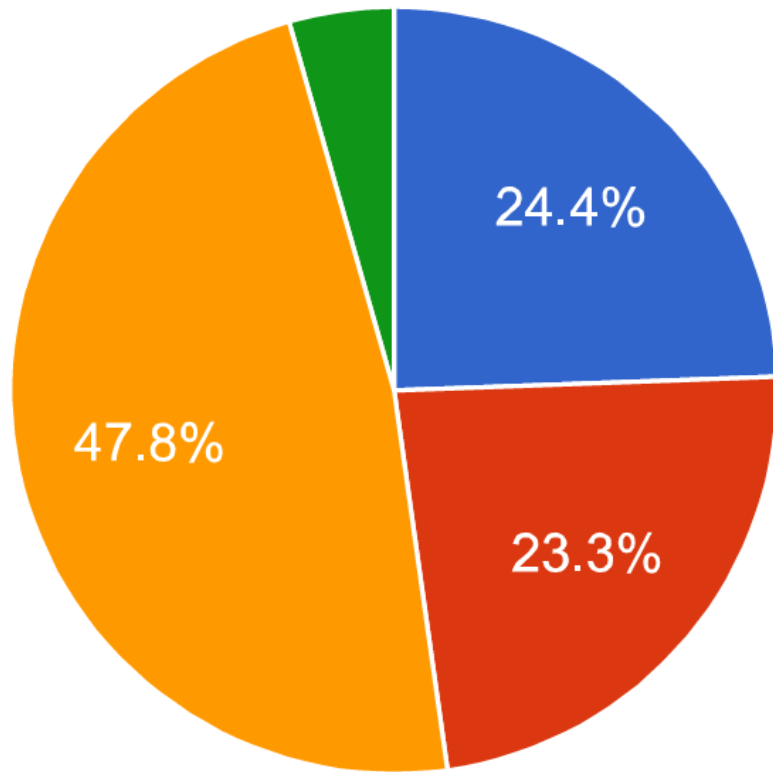


- Limited use cases (Wi-Fi serves most needs)
- Lack of large enough viable use cases
- Lack of dedicated spectrum
- High cost of deployment
- Other, specify

Tantra's take:

- Lack of large enough viable use cases, not addressed by Wi-Fi is still the challenge
- Interesting to see lack of spectrum is not a major hurdle
- There could be regional differences in each of these aspects

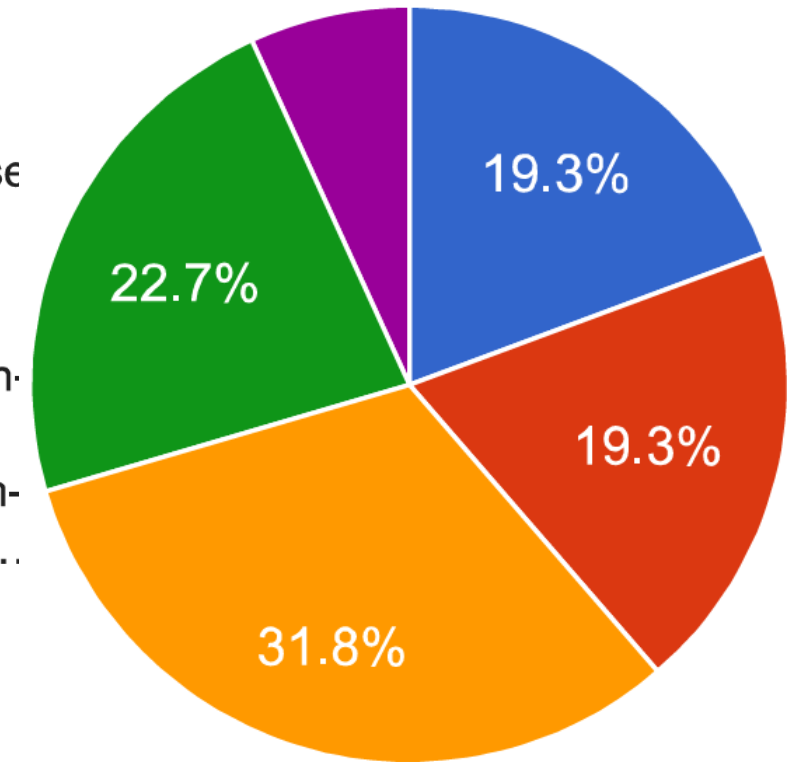
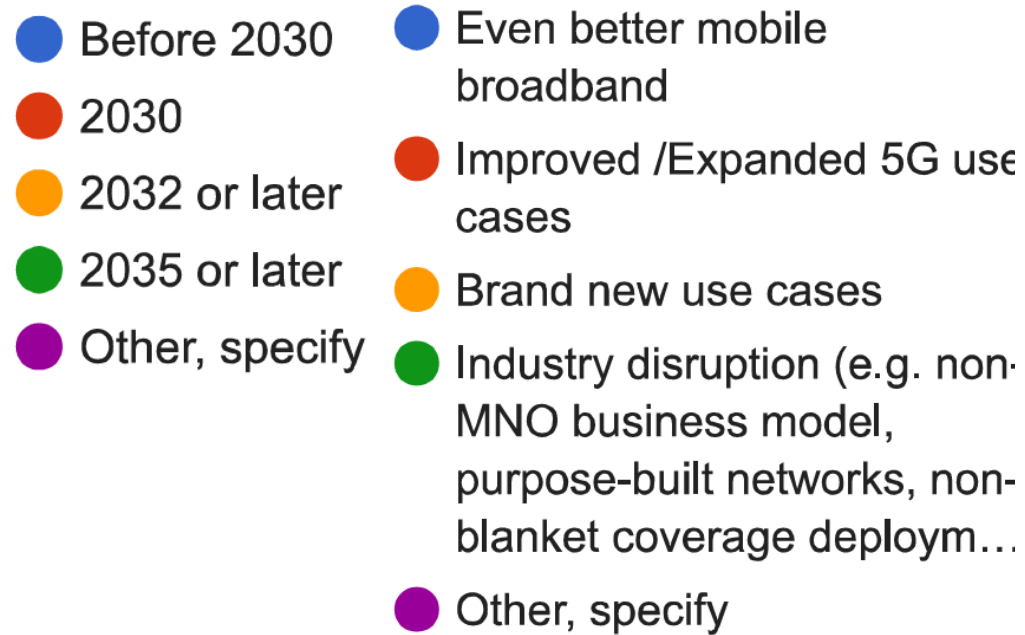
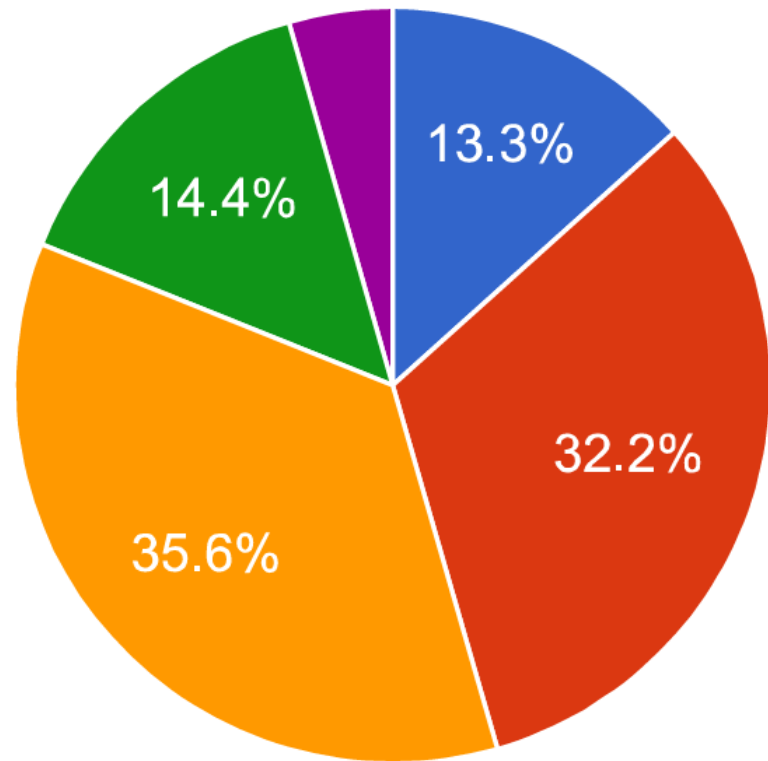
Network APIs: Uncertainty on whether “Game Changers”



Tantra's take:

- Lack of awareness
- Already been tried once
- Questions about “what is different this time?”
- Willingness to give it a chance

6G: No clear view on why and when

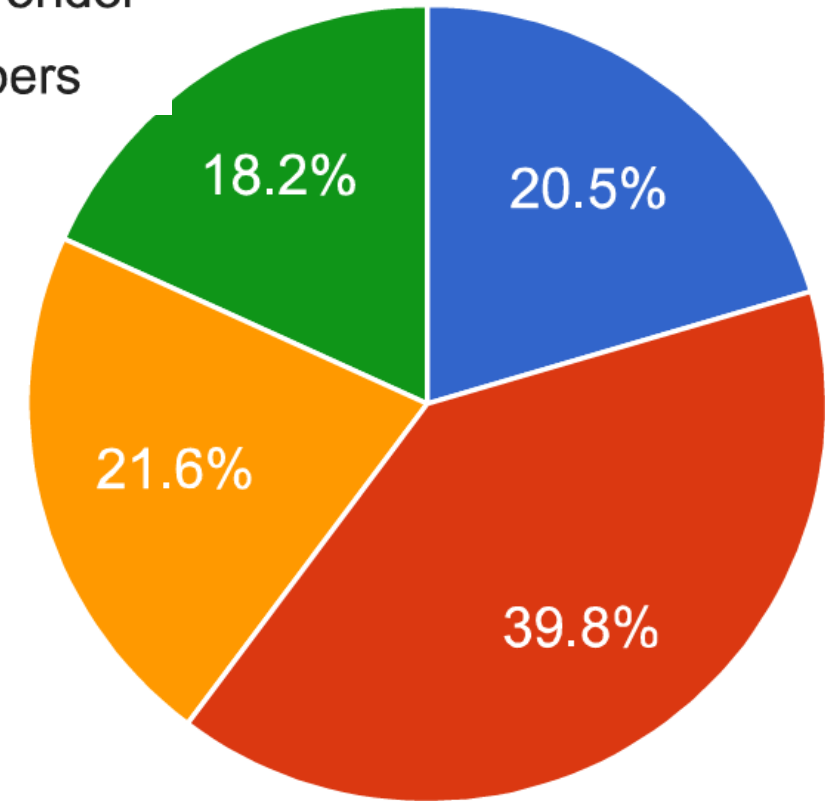
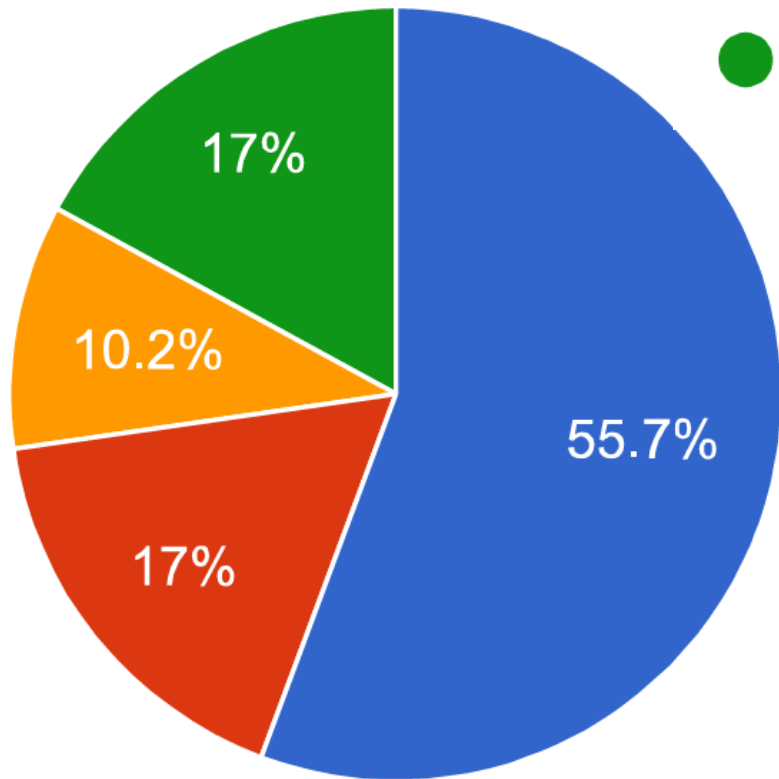


Tantra's take:

- 5G looks really far away
- Lack of a strong driver for 5G Advanced, and operator concerns will likely push 5G beyond the projected 2030 timeline

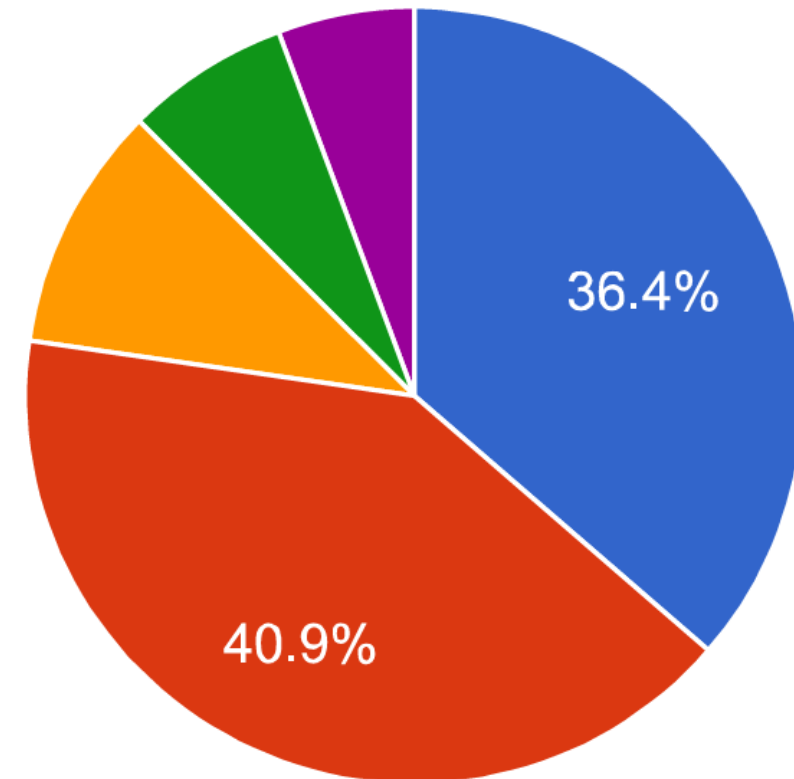
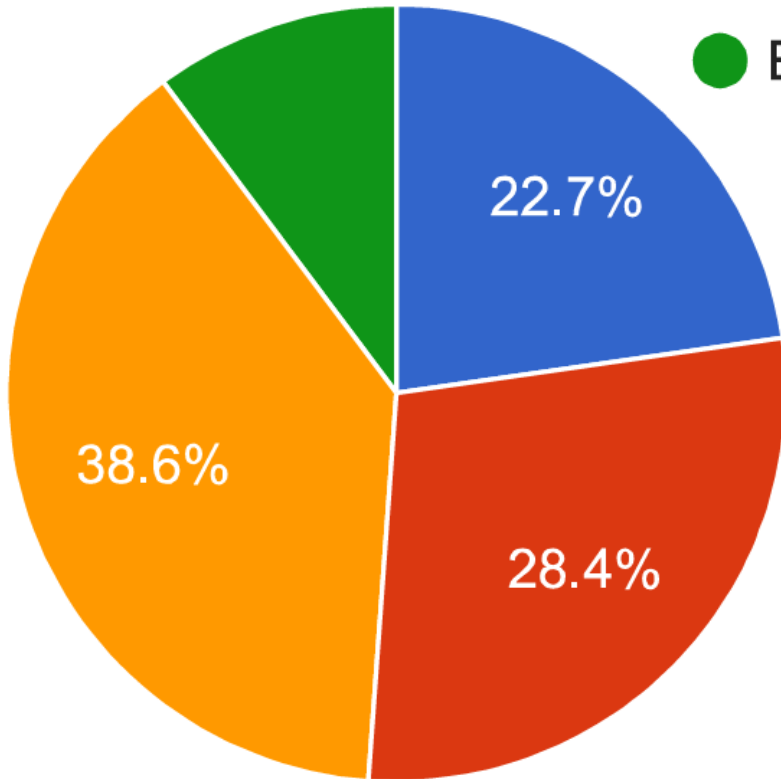
Respondent demography: Locatoin and company

- North America
- Europe
- Asia
- Other, specify
- Cellular Operator
- Network-side vendor
- Device-side vendor
- Apps developers



Respondent demography: Job level & function

- C-level executive
- VP/Senior Director
- Manager
- Entry-level
- Engineering
- Marketing/Business
- Operations
- Finance
- Admin



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