



Differentiated Experiences to Boost 5G Monetisation

Globe Telecom is adjusting network parameters to provide consumers with premium packages that support faster speeds and better user experiences.



Globe



HUAWEI



Executive Summary

CASE STUDY LEAD: GLOBE TELECOM, HUAWEI

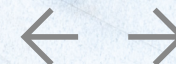
Within Manila, Makati Central Business District, Bonifacio Global City and Ortigas Center are home to numerous office buildings, residential complexes, commercial facilities, and hotel and leisure amenities, attracting a large number of business professionals, tourists and consumers. Competition between mobile operators in this area - known as Golden City - is particularly intense, as the residents and visitors tend to have high spending power and expectations for network performance.

Globe Telecom, the largest mobile telecommunications company in the Philippines, is working with Huawei to offer its high-value customers in Golden City enhanced 5G connectivity with faster speeds and a better user experience. To that end, the operator is adjusting multiple network parameters, such as the QCI (quality-of-service class identifier), ARP (allocation and retention policy) and RAN (radio access network) weight, according to how much the customer spends on their mobile tariff and/or whether they buy an add-on package.

At the same time, Globe is exploring how changes to the operator logo displayed on the home screen of a handset can

highlight the differentiated connectivity to consumers. For example, when a user is enjoying premium access, their handset display could show "Globe VIP" or "Gaming VIP" instead of "Globe", depending on their tariff plan and the application being used. This approach makes the provision of premium connectivity more transparent and obvious to the end-user.

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Challenge - meeting the diverse demands of different consumer groups

A dense commercial and residential area in the heart of Manila, Golden City is a major hub for the finance, commerce and technology sectors. With a large number of offices and residential buildings, shopping malls and hotels, the area is home to a large population of white collar workers, consumers, tourists and expatriates.

Many of the people who live or work in Golden City have high demands of mobile networks and could be willing to pay more for better services. For example, high-income business executives may be prepared to pay a premium for optimal connectivity at all times and locations, so that they can reliably access video conferencing, online work, social media or entertainment.

While many consumers focus on cost-effectiveness, some user groups, such as gaming enthusiasts, social media users

and video fans, have varying preferences and different needs at different times. On weekdays, an individual might use mobile devices for video conferencing and online work, while during holidays and weekends, they might use their mobile devices to access social media and online videos.

To meet these varying demands, Globe Telecom, the largest mobile telecommunications company in the Philippines, is aiming to provide enhanced experiences for high-end users anytime and anywhere, while also offering more flexible options for ordinary consumers.





Solution - adjusting network parameters to enhance the experience

Globe Telecom is working with Huawei to offer consumers diverse services that fully unlock the potential of 5G mobile networks, while improving users' experiences and perceptions, and therefore, monetisation. To that end, Globe is adding "experience privileges" to certain tariff packages by configuring its 5G networks to offer faster speeds and a better user experience to specific customers. To deliver differentiated connectivity, the operator is adjusting multiple network parameters, such as the QCI (quality-of-service class identifier), ARP (allocation and retention policy) and RAN (radio access network) weight.

At the same time, Globe is exploring how changes to the operator logo displayed on the home screen of a handset can enhance the user perception, enabling consumers to more intuitively experience the differentiated benefits. For example, when a user is enjoying premium access, their display could show "Globe VIP" or "Gaming VIP" instead of "Globe", depending on their tariff plan

and the application being used. Globe is employing the access mobility and policy control function (AM-PCF) to deliver these differentiated logos, which it believes will enhance its brand, attract more 5G users and drive traffic growth.

QCI	ARP	RAN Weight	NORMAL	CONGESTED	USER EXPERIENCE
	Highest		Fastest and top priority	Most guaranteed access and speed	VIP-level speed and access in all conditions
	Middle		Balanced performance	High admission priority	Reliable access with strong balance of speed and priority
	Lower		Moderate speed	Low admission priority	Entry-level performance with minimal network priority
	Best Effort		Best effort only	Lowest admission priority	Basic service; lowest access and speed priority across all conditions

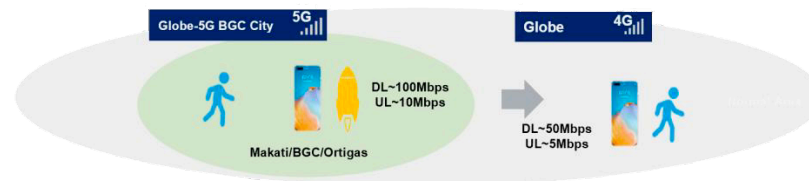
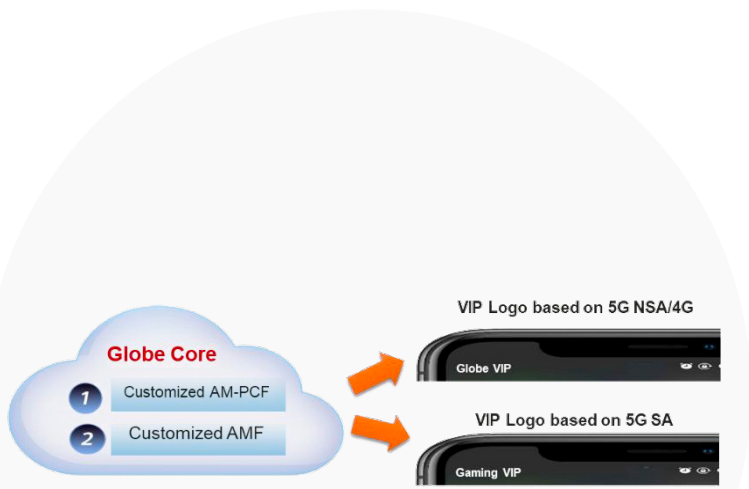


“In terms of enhancing user perception, the differentiated display of user equipment logos clearly conveys to consumers the unique network service capabilities, constantly reminding users that they are enjoying upgraded network services,” explains Gerard Ortines, Vice President of Core Network Planning and Engineering at Globe Telecom. “Globe has already completed the design of its user equipment logo solution based on 5G SA/5G NSA/4G networks, and pilot live trial is underway.”

Globe has even designed a location-based logo to display when customers are in Golden City. When a device enters the Golden City area, the on-display logo changes to the area logo and when users leave Golden City, the logo reverts to its original form. The goal is to provide a clear and visible identifier that establishes Golden City as a benchmark area.

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Gerard Ortines - Vice President of Core Network Planning and Engineering at Globe Telecom





Impact - Globe can charge a premium for enhanced connectivity

Globe is now offering enhanced network experiences for different customer groups through a combination of mainstream plans and add-on packages. For high-value customers, the upgraded network experience will be included in their main plan to improve user loyalty.

Ordinary customers can flexibly subscribe to add-on packages that best suit their specific needs. Through this approach, Globe is able to offer enhanced network experiences to more consumers who have the need and willingness to pay, thereby boosting revenues.

Globe is offering postpaid packages that includes unlimited 5G, as well as differentiated experience enhancements. Having subscribed, users can enjoy an upgraded network experience for all applications.

For prepaid users, add-on packages are also available to further enhance the network experience across applications and meet the diverse needs of different users. For example, Globe offers a high-definition video add-on package called GoWATCH for some applications, such as YouTube and Netflix, improving the smoothness of watching HD videos. It has also launched the Go5G UNLI50 package, enhancing the network experience for consumers in Bonifacio Global City.



A playbook for other operators?

Given the need for greater monetisation of 5G networks globally, Globe's approach to providing differentiated connectivity may be emulated by other mobile network operators in other markets.

By making the provision of a premium service more obvious and transparent (by changing the operator logo on the handset accordingly), Globe is raising the profile of 5G and highlighting the value of this technology for end-users. Ultimately, this approach could help operators better customise their connectivity and monetise the growth in 5G traffic.

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About the GSMA

The GSMA is a global organisation unifying the mobile ecosystem to discover, develop and deliver innovation foundational to positive business environments and societal change. Our vision is to unlock the full power of connectivity so that people, industry, and society thrive. Representing mobile operators and organisations across the mobile ecosystem and adjacent industries, the GSMA delivers for its members across three broad pillars: Connectivity for Good, Industry Services and Solutions, and Outreach. This activity includes advancing policy, tackling today's biggest societal challenges, underpinning the technology and interoperability that make mobile work, and providing the world's largest platform to convene the mobile ecosystem at the MWC and M360 series of events.

For more information, please visit the GSMA corporate website at gsma.com

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About the GSMA Foundry

The GSMA Foundry is the go-to place for cross-industry collaboration and making positive change happen, supported by leading technology organisations and companies. By bringing together members and key industry players, engaging, and unifying the end-to-end connectivity ecosystem, the GSMA is solving real-world industry challenges.

Our vision is to unlock the full power of connectivity so that people, industry, and society thrive. This enables the mobile industry's mission: to connect everyone and everything to a better future.

Find out more, or submit a new project idea, at gsma.com/Foundry

About Globe Telecom Globe

Globe Telecom, Inc., commonly shortened as Globe, is a major provider of telecommunications services in the Philippines. The company operates the largest mobile, fixed-line and broadband networks in the Philippines. As of November 2025, Globe has 63.1 million subscribers.

For more information, visit: www.globe.com.ph

Huawei HUAWEI

Founded in 1987, Huawei is a leading global provider of information and communications technology (ICT) infrastructure and smart devices. We have 207,000 employees and operate in over 170 countries and regions, serving more than three billion people around the world. We are committed to bringing digital to every person, home and organization for a fully connected, intelligent world.

For more information, visit: www.huawei.com

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