

# Make it memorable

Capitalize on elevated 5G  
customer experience

A photograph of swimmer Léon Marchand at the edge of a pool. He is wearing a blue swim cap with the French flag and his name 'L. MARCHAND'. He is holding onto a metal rail with his right hand and has his left hand raised. The background shows a yellow wall with 'OMEGA' and 'WEST' logos. A large white text overlay '1,86 TB/s' is centered in the image. A hamburger menu icon is in the top right corner.

1,86 TB/s

Léon Marchand

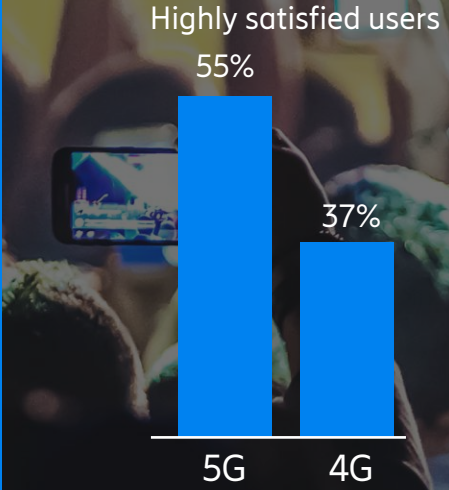


I want the connectivity

# Impact of 5G



**20%**  
5G had 20% more highly satisfied users than 4G



# Monetizing Customer Experience



Improve Loyalty

**3x**

more users churn if they experience network issues at event venues

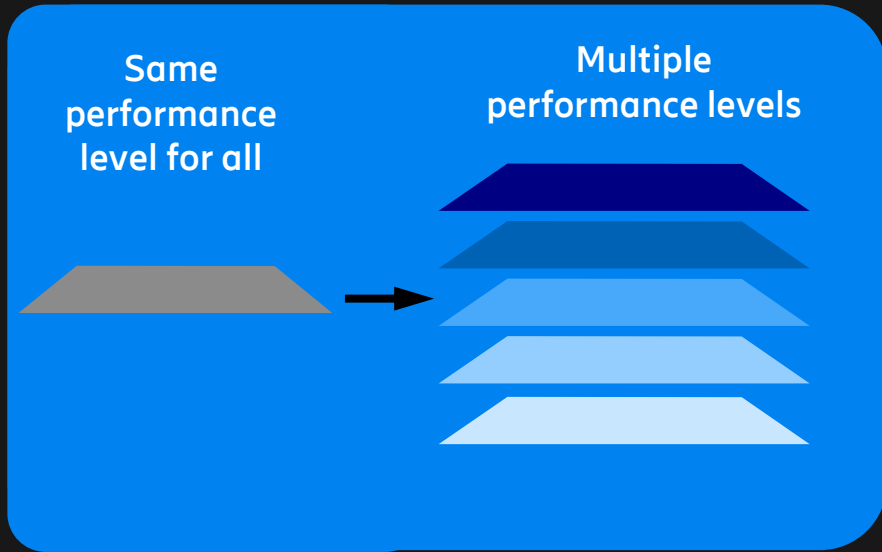
Charge Premium

**11%**

is the premium that smartphone users are willing to pay for performance-based offerings

# Elevating Customer Experience

## Introducing Differentiated Connectivity



	Cloud gaming	2-30Mbps DL   0,5Mbps UL   50-80ms e2e latency
	AR	3-20Mbps DL   0,5-1Mbps UL   50-100ms e2e latency
	VR	10-80Mbps DL   0,5-5Mbps UL   <80 ms e2e latency
	Live broadcasting	~1Mbps DL   6-20Mbps UL   <200ms e2e latency
	Video conferencing	8-30Mbps DL   0,3-4Mbps UL   <100ms e2e latency
	etc ...	

# Key elements of Differentiated Connectivity



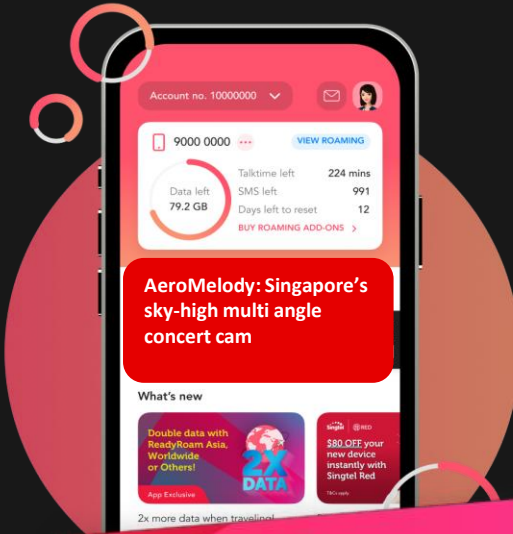
What service...	For whom...	Where...	When...	On what...	Service KPI
File Transfer	Content Creators	Road, Railways	24/7	Tablets	Latency
Mobile Gaming	Fans	Office Buildings	Weekends	Drones	Jitter
Live Streaming	Working Professionals	Stadiums/Arenas	Rush-Hour	Dongle	Prioritised Uplink
Video Conferencing	Heavy Gamers	Shopping Malls	After-School/Work	M2M Device	Time to Content
Video Streaming	Video Streaming users	Public Indoor Location	Business Hours	Car	Bounded Latency for XR
Multi-user AR Gaming	Frequent Travelers	Commuting	Event Weeks	Smartphone	4k streaming
Payment/Banking/ Transactions	Roamers	Airports Transportation Hubs	Special Occasions		Security/Authentication Dynamic Edge Selection
Volumetric XR Streaming		Fan zones			

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# It's happening...



## Be Your Own Boss

**5G LIVE** Outpace the Rest

### New "5G LIVE Up" Broadcast Solution

- High Speed, High Definition
- Seamless Live Broadcast
- Online Ticketing

### TAYLOR SWIFT THE ERAS TOUR

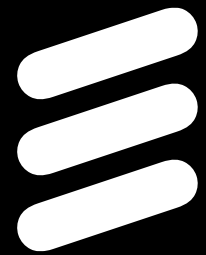
THE ONLY STOP IN SOUTHEAST ASIA!  
March 2, 3, 4 & 7, 8, 9, 2024  
National Stadium, Singapore

### Be the STAR with 5G drones

- 5G drone slo-motion videos ✓
- 5G exclusive drone videos ✓
- 5G drone capture in the crowd ✓

### 5G Concert Pass

### 5G+



#makeitmemorable