

CANADIAN
MOBILE WIRELESS COMMUNICATIONS & 5G
SERVICES MARKET REPORT



2021 EDITION

NBI / MICHAEL SONE
ASSOCIATES INC.

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***CANADIAN MOBILE WIRELESS COMMUNICATIONS &
5G SERVICES MARKET REPORT, 2021 EDITION***

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About this Report

With NBI/Michael Sone Associates having published this report for almost 30 years, the now-renamed **Canadian Mobile Wireless Communications & 5G Services Market Report, 2021 Edition** is the most comprehensive, independent study published on this industry. As the title suggests, new for this year is expanded analysis within the report's front sections and service provider profiles of the advent of 5G and its eventual impact on all aspects of personal and business wireless communications.

In remarking that 2020 will be remembered mostly for the COVID-19 pandemic and the widespread disruption caused to personal and business activities, the report is suffused with analysis on the massive impacts (some permanent, some temporary) wrought by the pandemic on wireless usage and adoption.

Section 1, Market Overview, examines in detail the Canadian mobile wireless market by focusing on the service providers, their networks, market position and performance. Of particular importance is the introduction of 5G and its promise of new applications, the continued growth of data communications, and the effect of these on service providers' growth.

Sections 2 and 3 examine the policies, decisions and reviews of ISED & the CRTC that affect the mobile wireless industry and discuss the important spectral and technological developments occasioned by 5G.

Section 4 contains detailed profiles of nine wireless service providers including revenue & subscriber analysis, a look at their marketing & sales activities, competitive tactics as well as predictions for future performance.

The final section presents seven comprehensive Exhibits that illustrate service provider-specific data including projections to 2023 for total, flanker-brand and 5G subscribers, provincial segmentation of subscribers, voice & data revenues, including ARPU & ABPU measurement, as well as a break-down between prepaid & postpaid accounts.