

Samsung Lit the Path for 5G, Now It's Leading in Global Sales



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Samsung didn't just help introduce 5G to the world – they've been setting new records.

An October 2020 report from Strategy Analytics revealed that the Samsung Galaxy S20+ 5G was the best-selling 5G device by revenue for the first half of 2020, accounting for 9 percent of global revenue. The Galaxy S20 Ultra 5G was second, accounting for 8 percent of global revenue, and the Galaxy S20 5G was third, accounting for 5 percent during the same period. Together, Samsung's S20 trio were the top-selling 5G smartphones in the world, accounting for 22 percent of global 5G sales revenue.

In addition to leading sales records, Samsung has also launched a series of new devices and network solutions to bring 5G to more people across the world. In the last two years, Samsung has introduced a full portfolio of Galaxy 5G phones, from mid-range devices like the Galaxy A51 5G, to category-changing devices like the Galaxy Z Fold2. Samsung has also released 5G enabled PCs and tablets. In addition, Samsung has worked closely with leading mobile operators around the world to advance 5G through a wide array of network solutions, including 5G RAN, Core and Network Automation tools.

"Samsung has established itself as a leader in the 5G space, and played a key role in the development of 5G around the world," said Neil Mawston, Executive Director at Strategy Analytics. "With global 5G smartphone shipments expected to exceed 660 million devices by the end of next year, we believe the company will continue to play a significant role in growing the next-generation mobile network.¹"

The success is a testament to Samsung's pioneering vision for 5G that started over a decade ago.

For more than 10 years, Samsung has been laying the groundwork for 5G by investing in the creation of meaningful innovations and building a strong network of partners. From chipsets to network solutions and devices, Samsung has been developing the critical components of 5G from the technology's inception.

Samsung's leading research and development teams, as well as collaborations with standardization groups and carriers, enabled the technology to deliver faster data speeds and higher bandwidth promised by 5G. In 2009, it started research into ultra-high frequency mmWave technology. By 2013, it reached speeds above 1Gbps in test trials and a year later, broke its own record by using mmWave to reach 7.5Gbps. Since 2018, Samsung's various 5G network solutions have played a key role in the commercial launches of 5G services in Japan, Korea, and the United States.

"Samsung has achieved outstanding technical breakthroughs in 5G and this is a reflection of our continuous research and development spanning over a decade," said Wonil Roh, Senior Vice President and Global Head of Product Strategy, Networks Business at Samsung Electronics. "Powered by our in-house chipsets and software, Samsung's 5G RAN and Core solutions have been delivering competitive performance to the operators, and we will continue to lead the forefront of the global 5G market by bringing unparalleled experiences to customers around the world."

To ensure consumers get the best 5G experience, Samsung has also expanded collaboration with IT firms and mobile operators to push 5G technology forward, particularly for 5G Standalone networks, private 5G networks, and mission-critical networks. Moreover, its 5G network solutions portfolio includes the latest advanced 5G network solutions, such as RAN, Core, and Network automation tools.

Beyond network solutions, Samsung introduced the world's first commercially available 5G smartphone and tablet in

2019: The Galaxy S10 5G and the Galaxy Tab S6 5G. For the past 2 years, Samsung has continued to fine-tune the 5G experience for consumers in 5G-ready markets, defined by intelligent connections and optimal performance available on Galaxy devices.

Partnerships with Xbox, for example, provide Xbox Game Pass Ultimate members with console-quality graphics and access to their favorite titles on the go via cloud gaming (Beta) with devices like the Galaxy Note20. With social distancing and workplaces going remote, optimizations for Google Duo have ensured high-quality video chats connect people to family, friends, and co-workers. Together with various industry partners, Samsung has also been helping enterprises harness the true potential of 5G in private networks. It has collaborated with public cloud leaders to simplify the deployment of private 5G networks for enterprises to bring intelligent solutions into factories and offices.

These innovations are available on Samsung's full portfolio of 5G devices, which includes affordable mid-range devices in the Galaxy A series, laptops like the Galaxy Book Flex, high-end tablets like the Galaxy Tab S7/S7+, and more. But this is just the beginning of Samsung's plans for 5G.

Samsung has its sights set on bringing next-gen connectivity to more people in more markets. A key part of this plan is to roll out more device options beyond the high-end segment and introduce 5G connectivity to a wider range of entry-level devices. Another key element is to expand Samsung's 5G network footprint across the globe, delivering immersive 5G experiences to more customers and markets around the world.

"Our goal has always been to put the power of 5G into as many hands as possible and push the industry forward with pioneering innovations," said Won-Joon Choi, EVP and Head of Flagship Product R&D Team at Mobile Communications Business, Samsung Electronics. "The early success of Galaxy 5G devices is proof that Samsung is offering users one of the best experiences 5G has to offer, and we will continue to do that by developing a broader range of Galaxy 5G devices at a

variety of price points.”

In addition to expanding its portfolio, Samsung is making groundbreaking discoveries to make the 5G experience even better.

This year, Samsung introduced the power of network virtualization by bringing its fully virtualized 5G RAN (vRAN) to the market, providing mobile operators with flexible, scalable, cost-efficient 5G networks with superior performance. It also unveiled Samsung’s Link Cell, a 5G indoor solution which enables operators to provide enhanced, seamless 5G experiences for their users. Additionally, the C-Band Massive MIMO radio solution Samsung introduced in October will give even more people access to immersive 5G experiences.

These advancements are a continuation of Samsung’s extensive work to develop 5G technology in collaboration with major global operators to showcase virtualized Core solutions and to test 5G end-to-end network slicing, advancing and unlocking the full potential of 5G.

Samsung is also continuing its decades-long work with organizations like the 3GPP to develop standards for 5G that will help shape the future of the technology, from Industrial IoT (IIoT) to faster data transfer speeds and improved security.

With the success of the Galaxy S20 series, Samsung has already set the pace for 5G adoption and shaped consumer expectations for next-gen connectivity. As it continues to play a critical role in refining the technology and making it more accessible through a broader range of devices, including standalone 5G smartphones, the future of 5G looks more promising than ever.

2 5G availability and network performance, including but not limited to download and streaming speeds, may vary based on market, network and/or content provider, data plans, and other factors.

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Press Contacts

1. **Samsung UK**

Press Manager

seuk.pr@samsung.com

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Samsung Global

Newsroom: <https://mediapigeon.io/newsroom/samsung-global>

Website: <https://www.samsung.com/global/>

Primary Email: lon-samsungpr@ketchum.com
