

Leading Change
Inspiring Progress



MWC 2025 5G Innovation and Monetization. NWDAF Potential

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5G has brought new perspectives for network monetization

It has been a long time since the industry did not bring so much focus on generating new revenues opportunities out of network capabilities

Tailored connectivity

Network slicing allowing tailored connectivity per use cases or customer based. Technically possible thanks to technologies such as radio resource partitioning and E2E orchestration. Further enhanced by supporting protocols such as L4S

Network exposure

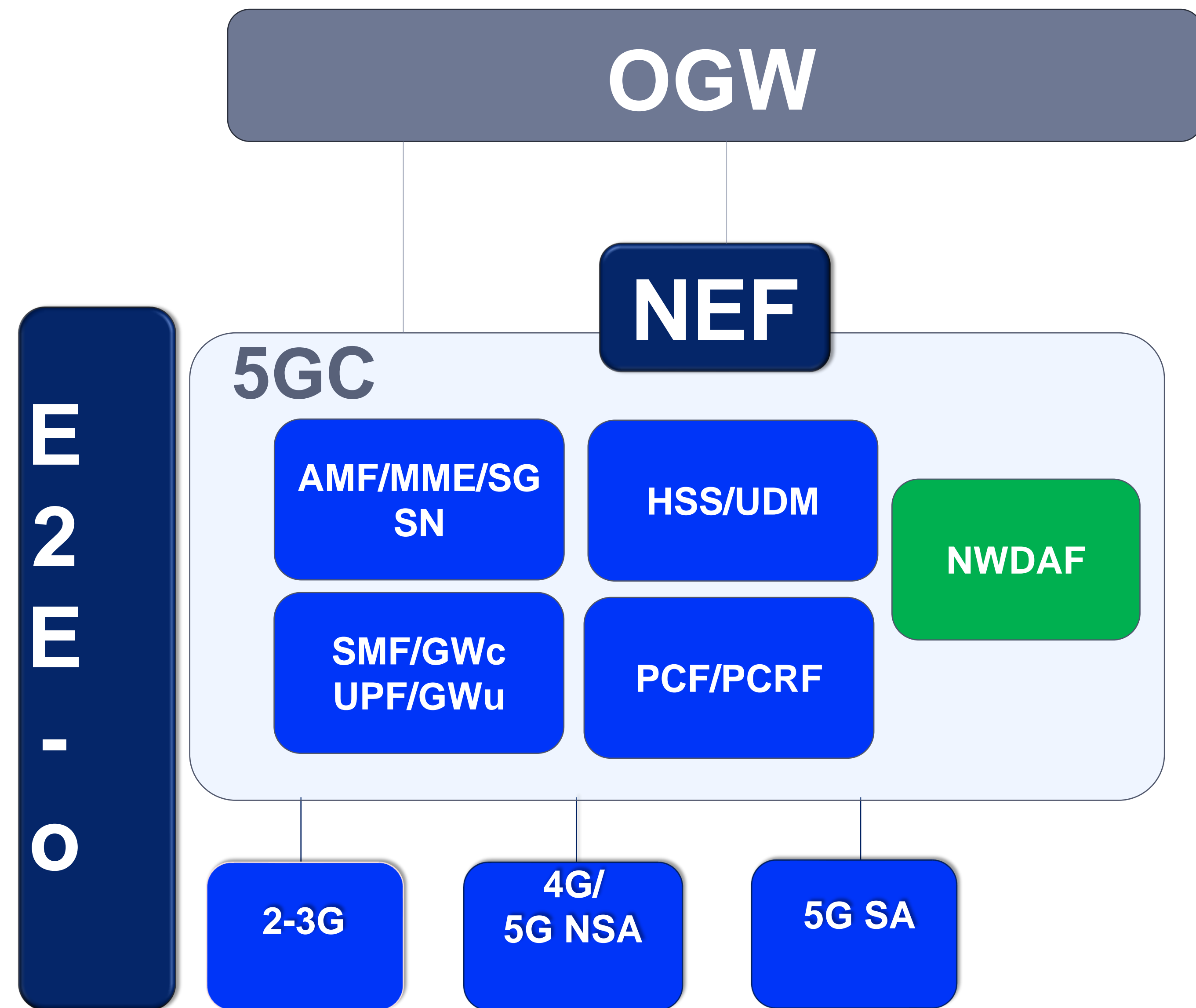
Open Gateway leveraging exposure of network APIs to developers, aggregators, B2B customers to enhance their digital services based on network capabilities

Telco edge computing

Edge platform tightening network capabilities and edge computing to create differential values against traditional Data Centre distribution. Offering our customers data sovereignty and low latency.

This is sustained by a deep architectural transformation

Service Based Architecture deployed together with our 5G SA access is fostering these monetization pillars



**Converged
Core**

**Cloud
Native**

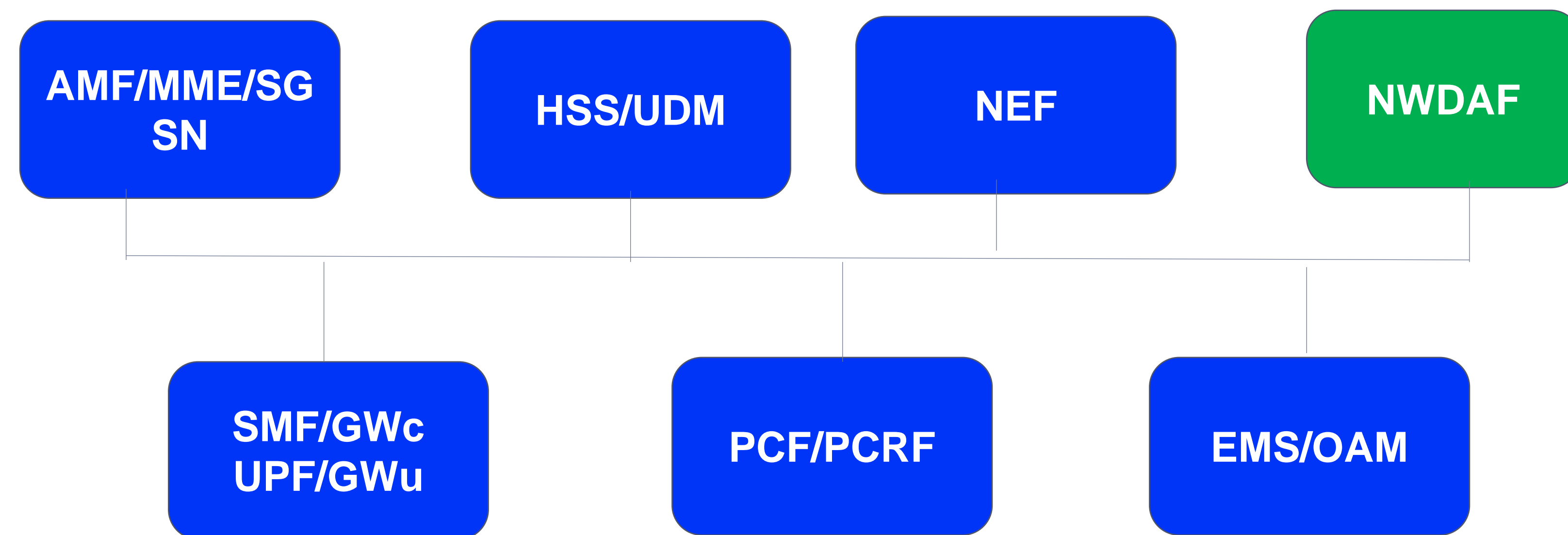
**API based
interfaces**

**Multi
Vendors**

**Fully
Automated**

The NWDAF will further enhance our capabilities

The 5G network Data Analytic Function ease data collection and prediction



Standard data collection and analytics

For the first time in our industry there is a standard capability to gather for gathering data, analyzing it, and generating analytics or predictions.

How does NWDAF work?

- Supports data collection from NFs and AFs.
- Supports data collection from OAM.
- Supports subscription of NFs and AFs to receive analytics and metadata.
- Supports analytics information provisioning to NFs and AFs.
- Supports Machine Learning (ML) model training and provisioning to NWDAFs (containing Analytics logical function).

and offer new commercial use cases

Customer experience

- Customer experience and churn
- Network insights

- Location based context
Customer Experience
Management (CEM)

Marketing and Advertising

- Target Audience Profile
- Context aware target marketing

- Locations and context aware promotions

Security

- Fraud protection enhanced by location and customer behaviour

- Mis used or hijacked UE detection

Priority use cases

but will also enhance our network operation

Planing

- Enhanced capacity planing

Operation

- Predictive maintenance
- Slice monitoring
- Customer experience monitoting
- QoS supervision

Priority use case

Engineering

- Dynamic network provisioming
- Cloud automation
- Customer aware network provisioning

However we still facing maturity challenges

GAPs and priorities

Standard Gaps

- ❑ NF to provide sufficient **KPIs and APIs to improve real-time service assurance and closed-loop automation**
- ❑ **KPIs format** should be **clearly defined by the standard**, avoiding incompatible formats from different suppliers, simplifying processing by higher layers

Suppliers Roadmap Gaps

- ❑ **Lack of roadmap alignment in APIs** exposure in the industry represents an issue in Multi-Vendor environment with **delays in Time-to-Market**
- ❑ **Consensus** between operators **is key to align use cases with APIs availability** in OpenGW, NEF and NWDAF related projects, **improving the influence in vendor's roadmap**

Conclusion and key take away

5G has been designed to enhance network monetization

NWDAF will provide new monetization opportunities through Data Analytics

But will also improve our network operation

We need our industry to priorities its development against proprietary solution

