

While I've been at CTIA for almost 5 years, I still feel very much at home in this room.

So -- in thinking about today, I went back to what I talked about the last time.

4 years is forever, particularly in our industries.

In 2015, I was hardly breaking new ground when I said the future of media is mobile and vice versa.

In retrospect, I was actually underselling how intertwined our industries have, in fact, become.

Video will soon represent 80% of all mobile traffic.

Even more improbable to me, the amount of video traffic on mobile is 25 times more than it was just 4 years ago.

One of the big changes—thanks to greatly improved 4G services—is the rapid growth of live video on mobile.

You will be surprised to hear that I want to talk about what 5G means for media and for the United States.

5G is the next generation of wireless.

Looking around, you all know the basic benefits of the technology. Faster, lower latency, real IoT and automation.

I'll focus on where we are on 5G.

A year ago we trailed China and South Korea for global 5G leadership.

Why were we behind?

We had no 5G deployments ... siting rules designed for 200-foot towers ... and not a single spectrum auction on the books.

Fast forward to today.

Let's take these one by one:

We have more 5G commercial deployments than any country.

Consumers in 10 states are the first to experience 5G, which will ultimately be 100 times faster and 5 times more responsive.

To help accelerate these deployments, the FCC and 21 states modernized siting rules for 5G infrastructure.

Thanks to those reforms, one provider is going to double the number of small cells on its network this year alone.

And, the FCC is now in the middle of a *second* spectrum auction since last year.

We like to complain that not much happens in DC.

But, to the great credit of Chairman Pai and the Commission, the Administration, and leaders in Congress - - last year was a really great year for wireless policy.

We are delivering on the policy reforms we need to lead in 5G, leveraging the remarkable and very competitive U.S. wireless industry.

With all this positive momentum, you may wonder where do we rank internationally a year later?

Well, we asked the same firm that did last year's report, ranking us third, to see where we stand today in the 5G global race.

And we are now in I'm not telling!

You will have to come to our 5G summit next week to find out.

So when you come next week... you will hear that we have the winning playbook for 5G..

And you'll hear a lot about spectrum, particularly mid-band spectrum.

Spectrum is the building block for everything we do.

There are 3 types of spectrum, and we need all 3 to deliver 5G.

Low-band spectrum goes miles, which is what your wireless service relies on today.

High-band spectrum packs a punch, but only goes a block or two. It will be key for bandwidth-intensive applications, and the FCC has greatly expanded access this year.

That leaves mid-band...

I like to think of it as the Goldilocks of 5G spectrum. It mixes both capacity and coverage - just right.

The challenge is -- we are behind globally for mid-band.

Our key global rivals will soon have 4 times the amount of mid-band spectrum as the United States.

The good news is the FCC and the Administration have identified the right target bands.

The trick is we need to act now to free up hundreds of MHz ... and fast.

The best opportunity is C-band.

The satellite industry has proposed making available 180 MHz of spectrum.

That's a great start, but risks a missed opportunity. Our rivals are delivering more for 5G.

For too long the satellite industry has had no true incentive to use spectrum efficiently.

This creates a unique opportunity if we act quickly to get more spectrum, and modernize how the video services all of you rely on are delivered.

Putting it all together, the wireless industry's challenge is we don't know when ... and how much ... spectrum we will have to support our 5G ambitions.

As a nation, we lack a clear schedule for future spectrum auctions.

President Trump's call for a National Spectrum Strategy gives the U.S. the perfect opportunity to provide both the certainty and clarity we need.

A five-year schedule of spectrum auctions would create a significant spectrum stimulus to our economy.

1.8 million new jobs and \$391 billion dollars in economic impact.

This stimulus number does not even capture what innovators will do to leverage 5G for the industries of today and tomorrow.

And the future 5G entrepreneurs certainly include media.

Disney announced a 5G partnership with Verizon to support their StudioLab's work.

They'll invest in 5G to unlock new consumer applications and distribution.

It's exciting to see companies betting on their 5G future.

5G will also simplify your operations.

Take the 2018 U.S. Open at Shinnecock Hills. Fox had to have 38 miles of fiber to provide every camera-view, across all 18 holes...

38 miles.

They had to install all of that for a 4 day tournament and then tear it all up again.

That's the equivalent of running fiber all the way up 270 to Frederick.

Last year, Fox partnered with Intel and Ericsson to see if and how 5G could handle 4K video ... without laying fiber on one hole.

And it worked. 5G can handle it.

That is the type of use case that just wasn't possible with 4G. It is too much data. And too many devices.

5G also promises to unlock new platforms for you to create on.

You will no longer necessarily have a flat display with 5G-powered AR and VR solutions.

AT&T's partnership with Magic Leap is one start up I'm watching. If you haven't seen what Magic Leap can do with augmented reality—blending the real world with animation—it is a must see.

To help foster investment in these new technologies, AT&T is constructing a 5G zone in Florida to support innovation around AR.

That zone may be one of the best examples of why 5G global leadership matters.

We need tomorrow's inventors—whether in health care, transportation or media—to have access to the best wireless technology in the world, 5G.

A year ago, there was some doubt if that would be here in the United States.

Thanks to the competitive U.S. wireless industry and key policymaker actions, I'm more confident than ever... it will be.

And, I can't wait to see what our industries do together with 5G.

The power of wireless and U.S. content is unmatched.

Thank you.