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I do NOT think this argument about 5G versus Wi-Fi is valid.

By **Keith Parsons, CWNE #3** · 2026-03-16 · originally on LinkedIn

They both have their positives and negatives - tied to costs, physics, RF spectrum, etc. - They both have places where they work much better than the other. As well as totally distinct business models.

Those trying to 'monetize' Wi-Fi are swimming upstream, fighting against the tide, and will be on the wrong side of history.

Leave the Cellular folks to focus on ROI and leave Wi-Fi to be freely shared and accepted.

I'd love to see this same percentage analysis comparing Fast, Free, and Frictionless Wi-Fi traffic against those trying to 'monetize' Wi-Fi - I bet the results would even be WORSE than the comparison with Cellular/5G!

It might not be the differences between technologies, but more about the differences between who's hands are reaching into the customers pockets the most...

By Keith Parsons, CWNE #3, Wireless LAN Professionals. Free to read and share. Facts