

5G for Media Distribution: Walking the path towards deployments

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WSIS+15 FORUM 2020

5G is coming...

- Technology under standardisation
- Networks under deployment
- Being shaped to on-board «verticals»



Services consumed at anytime, anywhere, on any device

- **Linear TV / Radio**
 - News, sports, live events,...
- **Non-Linear**
 - Catch-up, on-demand, personalisation, podcast, targeted advertising,...
- **Enhanced Media Services**
 - Linear + Non-Linear
- All widely offered by public service and commercial media organisations



Why 5G for media distribution?

- **5G offers genuine support for wireless IP distribution**
 - Both distribution of **linear and non-linear** contents are supported by 5G standards
- **5G is a global standard with world-wide market reach**
- **Only way to address smartphones, tablets and mobile devices**
 - Penetration into automotive market (media to vehicles, infotainment systems)
 - Prospects into the residential market to enable indoor reception (fixed-wireless convergence)

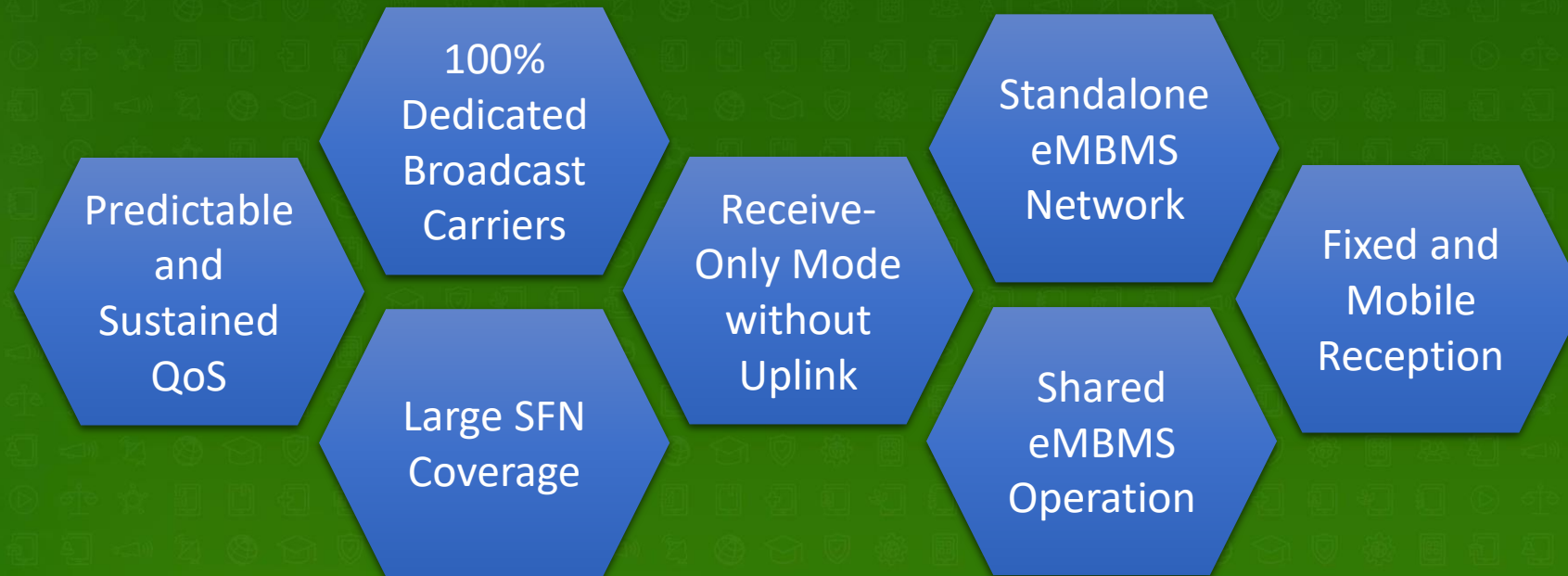


Why 5G for media distribution?

- **But...** Can 5G meet the **requirements** for Public Service Media distribution?
 - **Scalability** to reach large audiences
 - **Universal access and coverage**
 - **Free-to-air** reception
 - Guaranteed **Quality of Service**
 - Service **Integrity**
 - Sustainable distribution **cost**
 - **Control** and low degree of **gatekeeping**
- **Most of these requirements** are common both to PSM and commercial media providers

5G Broadcast

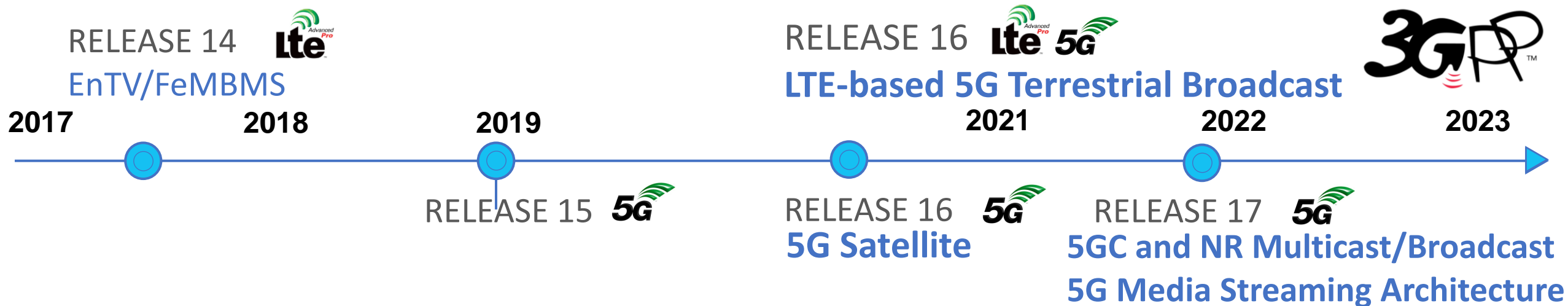
- **5G Broadcast (Release 16)** is a technology that could enable some of the requirements
- Major improvements in Rel 14 and 16 in response to proposals by PSM



<https://tech.ebu.ch/docs/techreports/tr054.pdf>

More 3GPP technical enablers

- Opportunities for cellular, terrestrial and satellite distribution to optimize investments and maximise coverage
- Leveraging of additional technologies for media distribution, e.g. edge caching and edge computing, content replacement, targeted advertising and personalization, AI, cross-device content consumption



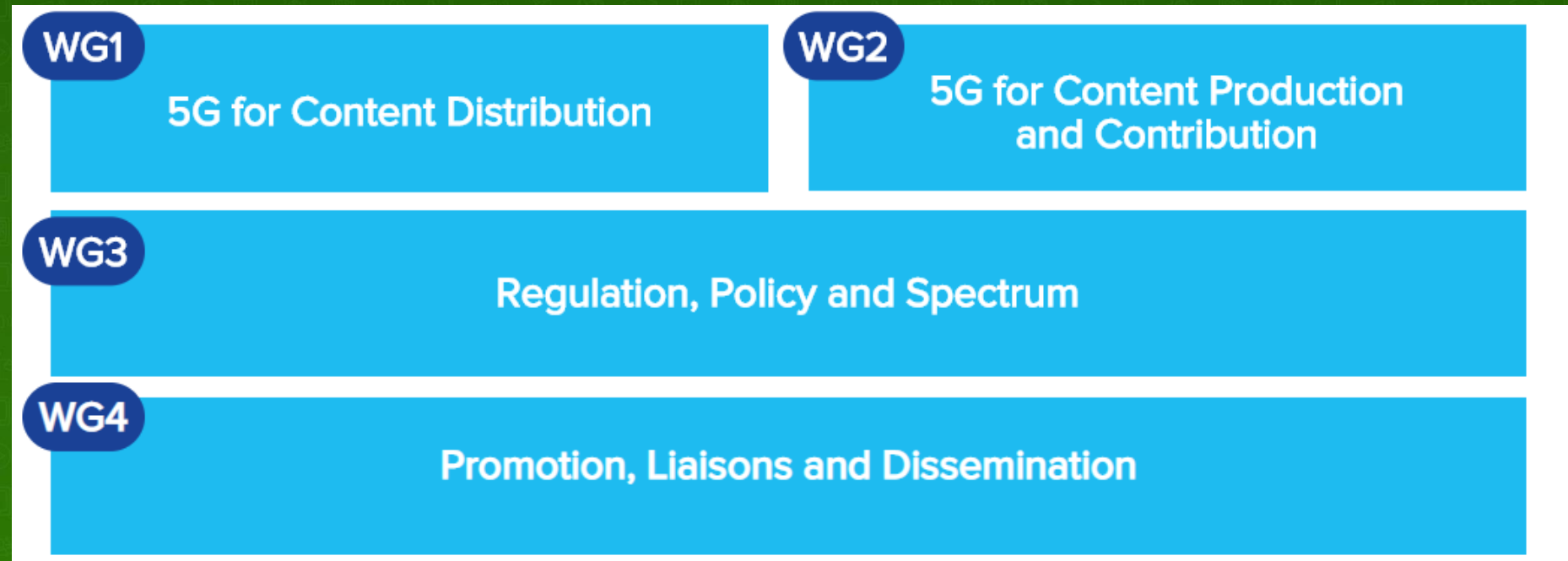
The 5G Media Action Group (5G-MAG)

- Involvement in 3GPP largely led by the EBU and its members (e.g BBC, IRT, RAI) in collaboration with the industry
- 5G-MAG brings the global framework towards actual deployments and implementation



The 5G Media Action Group (5G-MAG)

- 5G also being shaped to meet the requirements for media production and contribution
 - Newsgathering, remote production, media campus networks,...



5G standards are not enough

What is needed for 5G to become reality in the media sector?

Market certainty for successful implementation

- Identify the **business models** and **commercial arrangements** required among stakeholders and associated **economic** and **regulatory implications**

Equipment availability and market size

- Analyse the requirements in terms of **network equipment**, **terminals** and **infrastructure** that could foster global deployments

The role of policy makers

- Supporting a long term vision for the media sector as one of the important verticals
- Providing certainty to stimulate investment on equipment, networks and services

Thank you!

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