

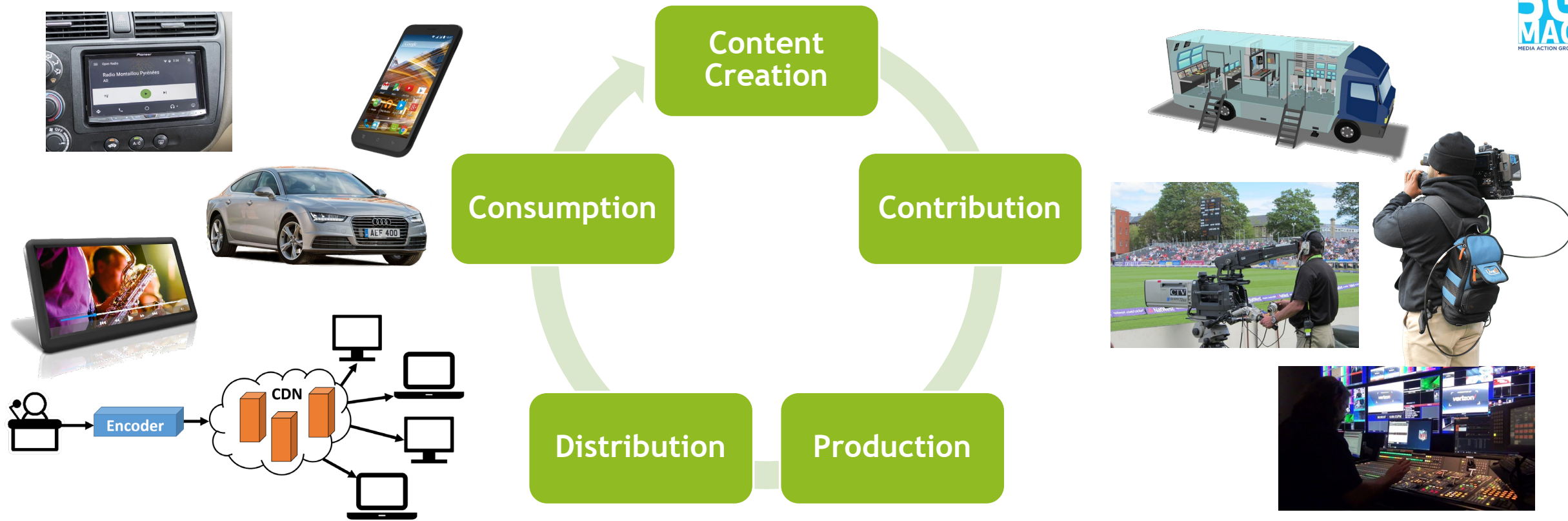
5G-MAG

Where the Media Industry engages with 5G

Jordi J. Giménez - 5G-MAG Project Manager



MEDIA ACTION GROUP



The Media Industry and 5G

Opportunities across the entire value chain

5G standards with global market reach

- Analysing the value of 5G for the media industry and the opportunities of global markets

Assessing business and deployment models

- Analyse the impacts and benefits for all stakeholders
- Examine are the business opportunities

Enabling the market for successful implementation

- The added value of 5G for the implementation and deployment of solutions for the media industry

From
Standardisation...
...to the Market



To raise the awareness of the potential of 5G in the media industry



Leveraging 3GPP and other related DVB and ETSI standards



To create critical mass for business opportunities and market adoption

Main Objectives

GENERAL ASSEMBLY

STEERING GROUP

WG1

5G FOR CONTENT DISTRIBUTION

WG2

5G FOR CONTENT PRODUCTION
AND CONTRIBUTION

WG3

REGULATION, POLICY AND SPECTRUM

WG4

PROMOTION, LIAISONS AND DISSEMINATION

Our Structure

More information at:

<https://www.5g-mag.com/structure>

5G for Content Distribution

WG1 Coordinator
Andrey Chernikov
(RTRN)

- Define use cases and requirements
- Examine 5G technologies
- Investigate deployment models (cellular, terrestrial, satellite, network slicing,...)
- Identify requirements and volumes for equipment (networks to terminals)
- Assess market size and define business proposition for stakeholders



Media
Distribution to
mobile users



Universal
Coverage



Unicast,
Multicast and
5G Broadcast



The role of
Terrestrial and
Satellite
Networks



The potential of
Network Slicing,
Edge Computing
and Caching



Cloud network
architectures

5G for Content Production and Contribution

WG2 Coordinator
Lei Zhao
(Huawei)

- Define use cases and requirements
- Examine 5G technologies and impact on workflows
- Operational models (public / non-public networks, network slicing, cloud-based architectures)
- Identify requirements and volumes for equipment
- Assess market size and economic impact
- Synergies between professional and non-professional generated content



Wireless IP Infrastructure, MEC, Network Slicing



QoS, Low and Constant Latency



Systems Inter-networking and Integration



Mobility and Deployment Flexibility



Management and Orchestration



Public and Non-Public Networks, Spectrum

Regulation, Policy and Spectrum

WG3 Coordinator
Gregory Bensberg
(Digital 3&4)

- 5G spectrum allocations across Europe and other regions, network slicing,...
- 5G licensing conditions adopted by administrations, coverage obligations, roll-out timetables, pricing caps, public/non-public networks,...
- Spectrum policy towards WRC23
- Regulatory policy for media distribution and production

Promotion, Liaisons and Dissemination

WG4 Coordinators
Wojciech Pytel
(Polkomtel)
Stan Baaijens (Funke)

- External communication
- Identification of key players and decision markets relevant for 5G-MAG
- Dissemination of 5G-MAG activities
- Relations and Liaison with key telecommunication, media organizations, regulators and policy makers.



Our Members

5G-MAG invites all stakeholders to raise the awareness of 5G as a key technology for the media industry

Contact us!

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Membership, finances, legal



MEDIA ACTION GROUP

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