5G-MAG

Media Action Group

A very short introduction

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https://www.5g-mag.com

The Association is committed in the public interest to provide a framework for all relevant stakeholders to collaborate on a harmonious, reasonable, non-discriminatory and market-driven implementation of 5G solutions, in particular in relation with the production and distribution of audio-visual media content and services (the "Purpose"). The Association is a not-for-profit organization. It is neutral from a political and ideological viewpoint.

The Association's activities cover in particular the following aspects:

- bring together the perspectives of all interested parties, including broadcasters, satellite, mobile and terrestrial broadcast network operators, content owners and service providers, network infrastructure vendors and manufacturers of consumer equipment, and consumers;

- identify and address suitable business cases for 5G-based solutions in both production and distribution of audio-visual media content and services;

- identify any synergies that exist between the needs of the media production and distribution, telecommunications, transport, public safety, and other vertical industry sectors;

- identify and address commercial, technical, and regulatory barriers to widespread availability and adoption of media production equipment based upon 5G technology;

- identify and address the commercial, technical, and regulatory barriers to bringing converged 5G broadcast/multicast/unicast enabled equipment to the market, in particular in smartphones and cars;

- develop an implementation framework for a possible collaborative 5G infrastructure, aiming at the introduction of services according to the respective requirements of different vertical sectors;

- identify commercial and regulatory means by which network rollout may be accelerated to achieve near-universal coverage of the territory and of the population;

- work with the regulators and policy makers to ensure the necessary regulation;

- cooperate with technical standardization organisations, and possibly developing and promoting manufacturer neutral specifications and standards;

- enable an open and competitive market for equipment and encourage new features and services;

- explain benefits of broadcast in the 5G context