

# Media & Entertainment

Uses Cases and Technical Requirements to Identify Communities

Panel Session, 9 November 2015

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- ▲ Work on whitepaper ongoing, with around 10 - 15 companies and institutions participating actively
- ▲ Developed so far
  - Storyboard
  - Use Cases
  - Five Key Messages
  - Draft texts for additional chapters, but not reviewed in detail yet
- ▲ Full text to be developed in more detail following these workshops
- ▲ Aim to contribute substantially to MWC 2016 messages

M&E Vertical Whitepaper still in its infancy

# Key Messages\*

- ▲ User habits and expectations with regards to media consumption are profoundly changing. This refers to types of services (linear media, on-demand content, user-generated content, games etc.), environments in which consumptions takes place (on the move, in the home, etc) and user devices (TV sets, smartphones, tablets)
- ▲ Distribution of M&E services has to cope with increasing demand regarding data rates, number of concurrent users and more stringent QoS requirements. High-resolution audio-visual services are the most important driver of this
- ▲ 5G will integrate seamlessly different network technologies - including unicast, multicast and broadcast - which may be needed to provide M&E services for all use cases of M&E consumption
- ▲ Scalability of 5G networks will be of critical importance for sustainable business models for network operators as well as for applications, device and service providers and hence for continued device and service innovation
- ▲ 5G shall also foster the media and entertainment innovation ecosystem by opening simple APIs / toolkits / environments to adapt the network capabilities to content application needs in real time

Key Messages of the Whitepaper are under discussion