



5G Workshop

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Audiovisual media

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IRT - Collaborative Research

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Have a look at our IMB5 project:

<http://tinyurl.com/imb5project>

Field trials: LTE + eMBMS + SFN



AV media services in 5G: “Why is this a thing?”



Mobile data traffic today

>50% is audio-visual content



Diversification of consumer behaviour

*Depending on user group & context & content:
live, linear, on-demand – on any device*



Data caps in current contracts

*Orders of magnitude away to cater for today's
total AV content consumption on all devices*



Content distribution in 5G: What's important?

- Minimum cost
 - No discrimination
 - Business: Free-to-air, pay, ...
 - At a click of a “single” button
 - Millions simultaneous of users
 - Even in disaster situations
 - On any platform/device
 - Under predefined QoE
 - ...
- Inherent broadcast mode
 - Receive-only/SIM-free option
 - High Power / High Tower
 - Mixed-operator support
 - Efficient solution for increasing on-demand
 - Interactive content formats
 - ...