

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

Use Cases under Consideration*

- ▲ Ultra High Fidelity Media
- ▲ Live Event Coverage
- ▲ User Generated Content & Machine Generated Content
- ▲ Immersive and Interactive Media
- ▲ Cooperative Production
- ▲ Collaborative Gaming

Broad range of Use Cases

Key Requirements*

- ▲ Volume
 - Demand for higher downlink bandwidth: integrating rapidly growing on demand video consumption and linear TV and audio broadcasting, supported by availability of low-cost storage and caching. Video quality requirements evolving to the highest audiovisual standards like Ultra HD
 - Demand for higher upload bandwidth for User Generated Content
- ▲ Any Device
 - Content delivery solutions for fixed and mobile devices around tablets, connected TVs and any connected devices, that also enable usage of multiple devices
- ▲ Anytime
 - Ability to deliver live TV but also on demand video and games at the busy hour without signs of congestion, excessive latency and delays, at sustainable cost and without the need for excessive spectrum and other network resources
- ▲ Anywhere (Ubiquity)
 - Mobile, nomadic as well as stationary usages
- ▲ Quality
 - Achieve required Quality of Service for M&E enjoyment, e.g. low error rates for video, low latency for gaming,
 - Ability to seamlessly switch from sources (e.g. unicast/multicast, adaptive streaming, etc)
 - Ability to allow service personalization (e.g. dynamic/personal advertisements and user context awareness)
 - Ability to optimize network resources via Application Programming Interfaces (APIs)
- ▲ Security
 - For end-users as well as for protecting content-owners and associated content rights

Media & Entertainment leading to demanding requirements on 5G