



5GIA-TSDSI Webinar on “5G Trials and Pilots”

22 September 2021 1100-1300 CET / 1430-1630 IST



5G Broadcast UseCases & Trial

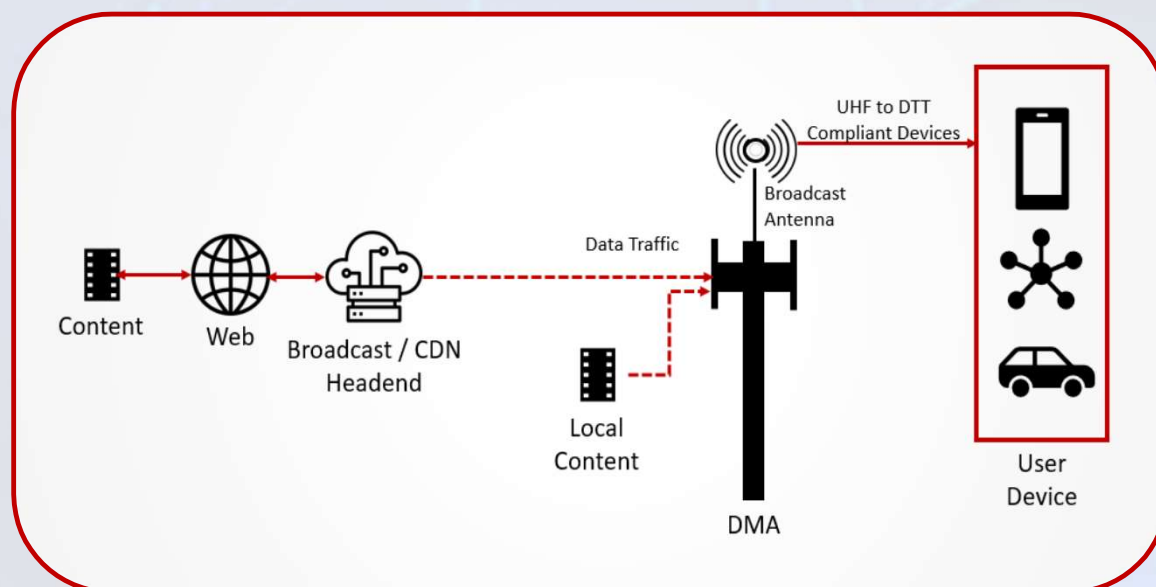
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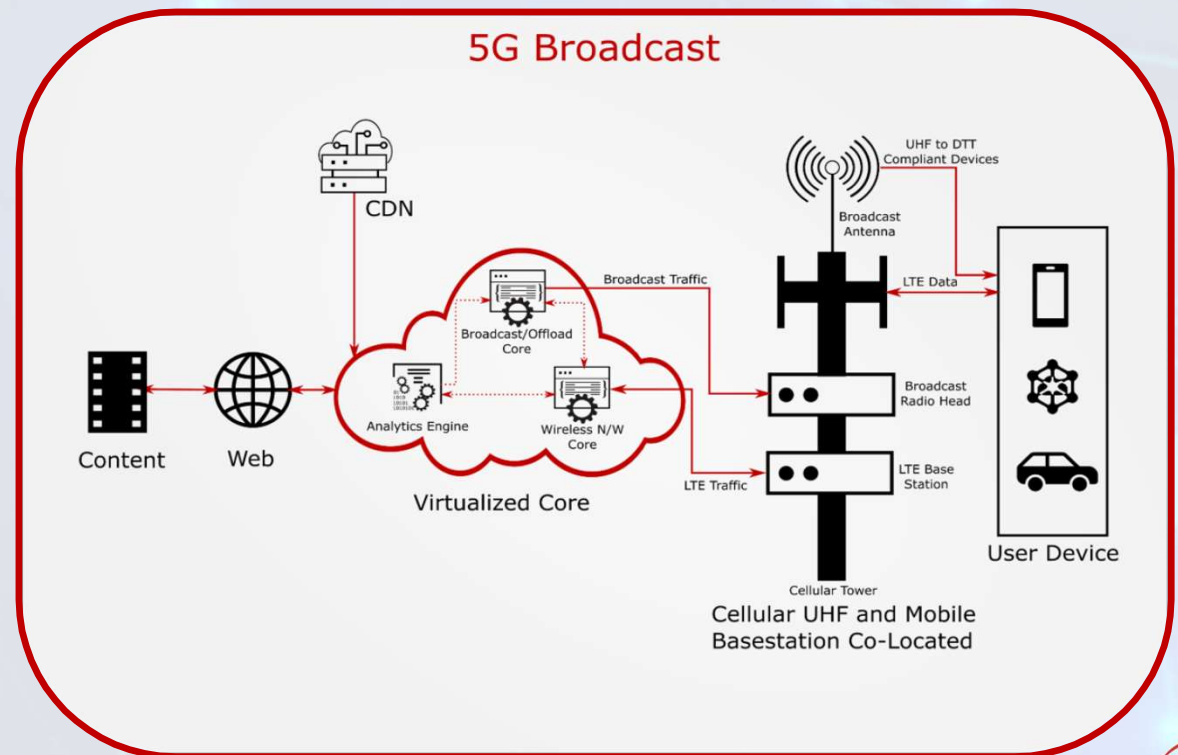
Standalone “Cellularized” Broadcast Architecture

- New Innovative Broadcast Architecture
- Reduced Capex and Opex
- Better utilization of existing spectral resources
 - Densification
 - Reuse-1
 - Massive SFN
- Better monetization by localizing content
 - Hyper local ads
 - More Capacity
 - Newer services like NB-IoT



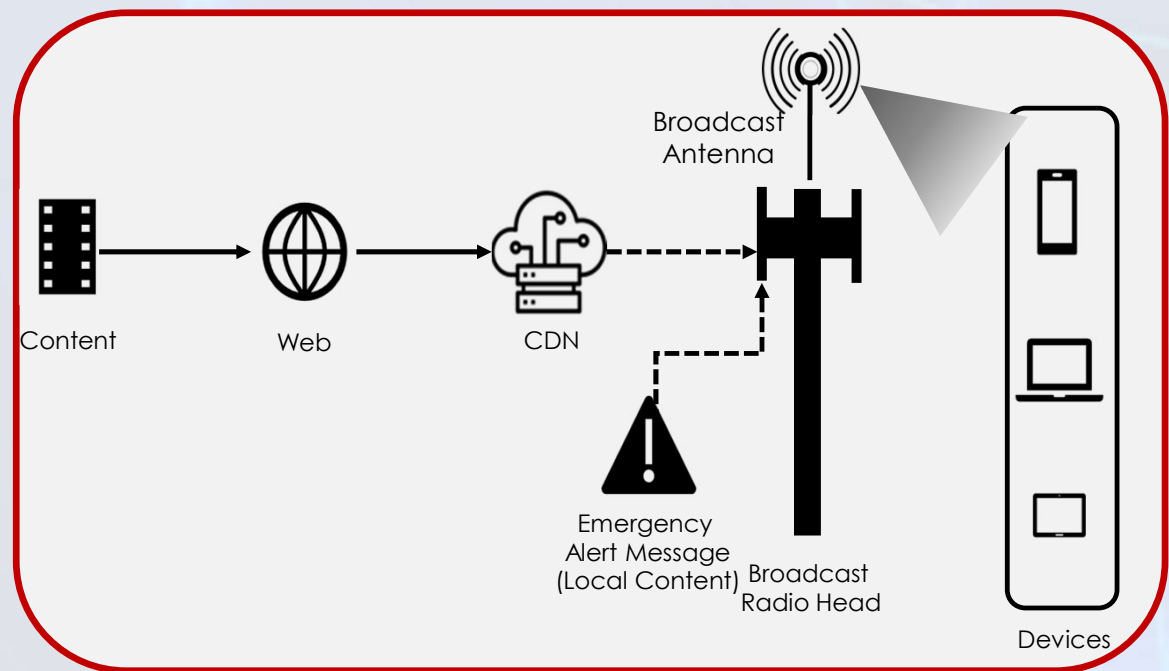
Converged Broadcast Architecture

- A “video” optimized network.
 - Offloading video intelligently through a virtualized “Broadcast exchange”
- A new “Broadcast” enabled CDN bringing it to the edge
 - Reimagine video wireless internet !
- New Broadcast based service offerings to mobile through innovations



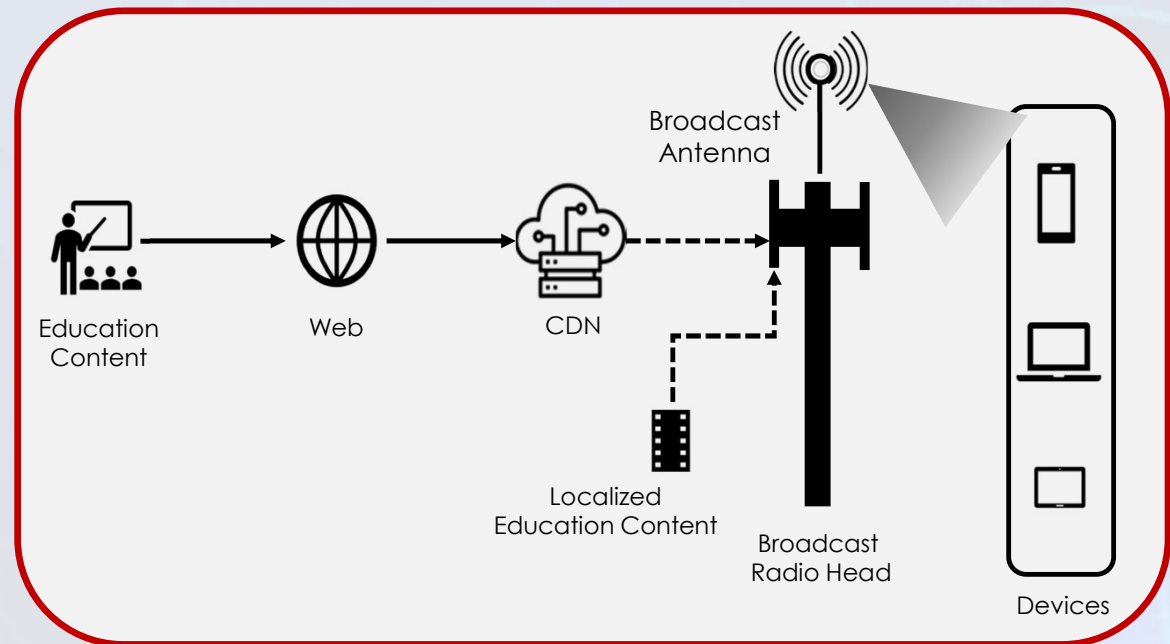
Emergency Alert and Public Safety

- Broadcast emergency alert warnings and public safety announcements
- Broadcasting is done over VHF/UHF frequencies which have longer range and better propagation characteristics.
- Lower costs as compared to sending message over mobile network



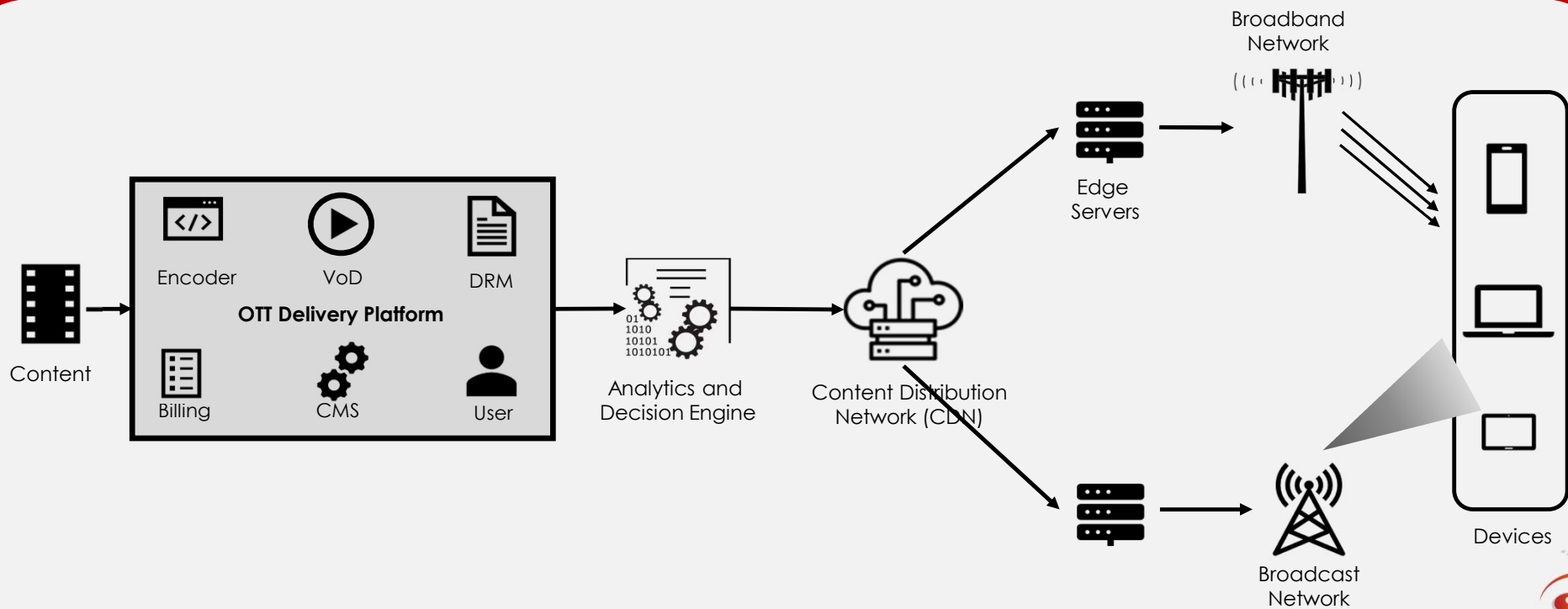
Remote Education over Broadcast

- Online education content direct to student devices over broadcast network
- Easily transmit heavy video content without data caps
- Students can view live/recorded lessons without network congestion and buffering
- Localized content can also be transmitted over same network
- Lower costs as compared to online education via mobile network

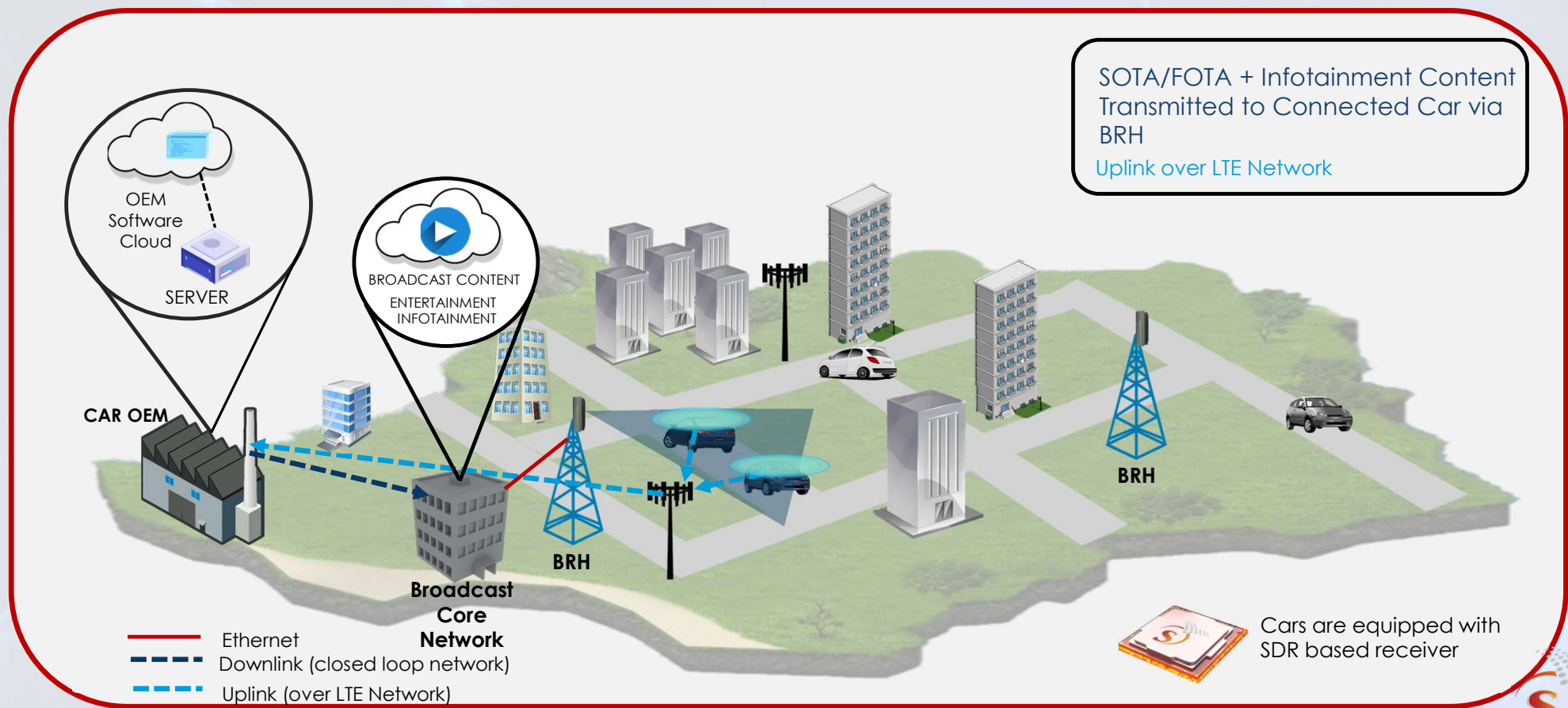


OTT Services over Broadcast

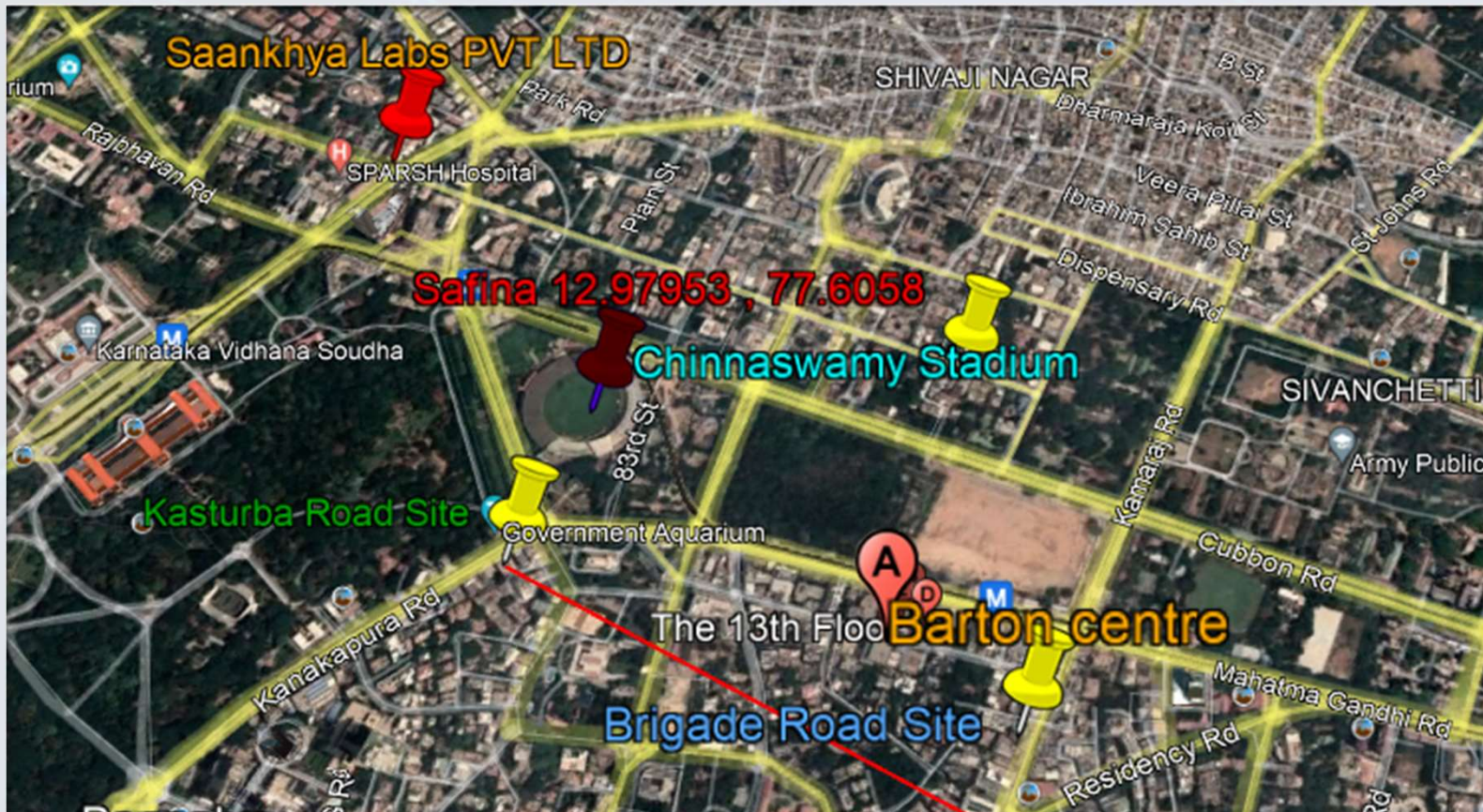
- Push and timed OTT delivery
- Out of order delivery
- Schedule bits on broadcast network



FOTA/SOTA over Broadcast



5G Broadcast Trial

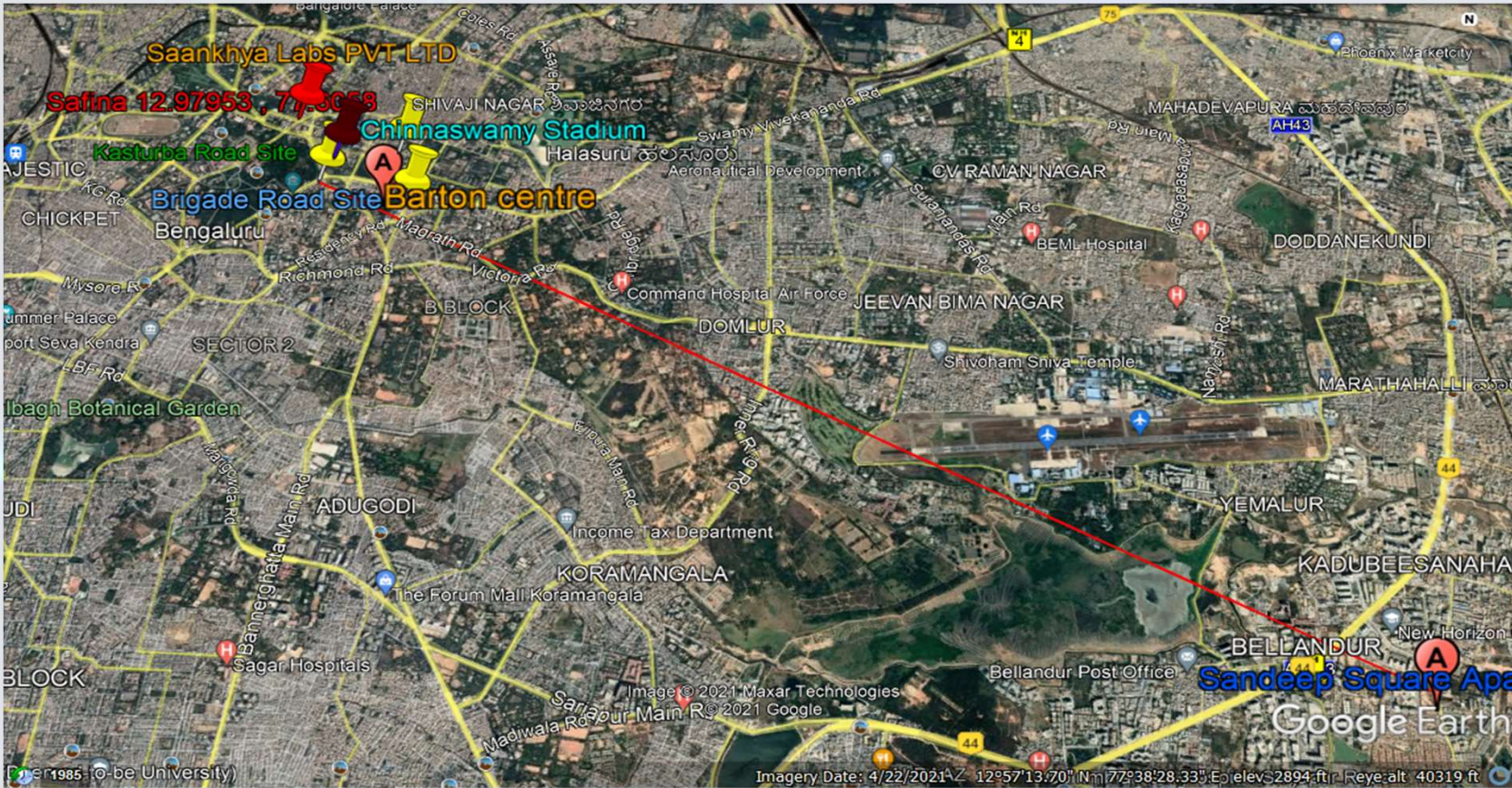


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Test Locations



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Benefits to Stakeholders

CARRIERS

- Offload heavy content to broadcast
- Generate revenue share over OTT
- Optimize Opex and Capex Spend

CONTENT GENERATORS

- New 4K Content Distribution opportunity
- Additional subscription revenue through up-selling new high resolution content

DEVICE MAKERS

- Justification to develop and monetize superior handsets supporting 4K Displays and immersive experience capabilities

BROADCASTERS

- Provide superior content quality access to mobile subscriber
- Monetization with access to mobile user base
- Offer seamless experience - home and mobile

CONTENT PROVIDERS

- New distribution dedicated channel for heavier rich content – better user experience
- Additional subscription revenue

END USER

- Superior experience
- Video content without data caps

Thank You

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