EBU
OPERATING EUROVISION AND EURORADIO

Session 2

5G and broadcasting: a marriage of interest or an interesting marriage ?

EBU contribution,
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INTERNATIONAL CONFERENCE ITU-EKIP REGIONAL REGULATORY FORUM FOR EUROPE - 1 OCTOBER 2019

5G OPPORTUNITIES FOR BROADCASTERS

- 5G is an emerging broadband technology that aims to enable new services to consumers and business users. It may allow broadcasters to produce their content in a more efficient way and may become a new distribution platform for their services.

- **BACKGROUND**

- With superior technical capabilities compared to earlier mobile communications systems, such as very low latency, very high reliability, improved spectrum utilization and energy efficiency, 5G is designed to support three main service categories: '*enhanced mobile broadband'*, *'ultra-reliable and low-latency communications'* and *'massive machine type communications'*.

- New network management features such as *network slicing* will enable the creation within a single physical network of multiple virtual networks, each tailored to a particular application or user. Interconnection between 5G and other types of network, such as Wi-Fi and satellite, will be allowed. Integration with terrestrial broadcast networks might be possible in the future.

HOW 5G CAN ENHANCE PUBLIC SERVICE MEDIA CONTRIBUTION TO DIGITAL SOCIETY

- Potentially, 5G developments could support:

  • Development of content formats and genres, e.g. cross-media, multi-lingual and interactive,
  • Development of new types of services, e.g. augmented and virtual reality, personalized services,
  • IP-based and networked media production, remote production workflows,
  • Distribution of the right content on the right device at the right time in the right place.

REQUIREMENTS TO MAKE A REALITY FROM THE POTENTIAL OF 5G .....

- 5G developments could be an opportunity to find sustainable solutions that will meet future needs of PSM and their audiences as well as other participants of the value chain. In order to make this happen 5G technical development and related policy decisions need to take into account a number of requirements.

- Audiences should benefit from:

  - Easy access to and prominence of content of public value
  - Low barrier to PSM accessibility services
  - Universal access to PSM content and services free of recurrent charges (e.g. free-to-air)
  - Quality of service

REQUIREMENTS TO MAKE A REALITY FROM THE POTENTIAL OF 5G

- PSM should be able to:

  - Deliver content to the public without blocking or filtering and without gatekeeping,
  - Deliver services without discrimination compared to equivalent services,
  - Control and protect the content and service, including their online signals and the integrity of their offer,
  - Define the geographical availability of their services,
  - Reach audiences in emergency situations,
  - Have unimpeded access to audience data generated of their services,

- • Develop suitable business models to ensure universal availability of PSM content and services.

- As for all distribution networks it is crucial that distribution costs are transparent, predictable and affordable. The higher these costs are the less PSM can invest in content.

The EBU facilitates broadcasters' engagement in 5G in a dialogue with the industry : 5G MAG

Broadcasters seek to ensure that their future technical and operational requirements and regulatory obligations are duly considered as 5G develops. It is also important to test 5G networks to verify that broadcasters' requirements can be met in real-life conditions.

The EBU facilitates Members' engagement in 3GPP, concerning 5G standardization, and in other relevant international bodies. We also maintain a dialogue with regulators and policymakers and with the industry in order to influence 5G developments in such a way that it provides benefits to PSM in the future.

The EBU strategic programme on Future Distribution is a focal point for 5G-related work. It is open to EBU Members. In addition, several project groups, some open to external participants, are dealing with specific topics such as 5G standardization, 5G in content production, mobile broadcast network planning, and 5G deployments.

1. WHAT DO WE EXPECT AS A TANGIBLE RESULT OF 5G-MAG?

- 5G-MAG is designed as an association that will take the 3GPP standards and turn them into viable solutions for media companies. This should at least include:

• ensuring that the technology meets the requirements for production and distribution use cases

• working to facilitate and promote trials for these;

• investigating and helping design networks which are best suited to the distribution of media for example 5G networks with different transmission modes, hybrid 5G / broadcast networks;

- representing the interests of the media industry in the various 5G stakeholder groups, e.g. 3GPP and DVB for standardization; CEPT, ITU, European Commission for regulation; various industry bodies.

2. HOW DOES 5G-MAG RELATE TO OTHER 5G INITIATIVES?

- We note that there are interest groups for other sectors such as automotive, PPDR, industrial automation, but not for the media sector thus far. While this is only a part of the proposed remit of 5G-MAG, ensuring appropriate representation of the media industry in the various 5G groups will be an important activity. This role is currently being done by the EBU alone, and we feel that this is something that should be more representative of the other sectors of the media industry including commercial broadcasters, manufacturers and technology suppliers, content and service providers, and regulators.

- Likewise, 5G-MAG aims at membership from all world regions and at finding and exploiting synergies on a global basis (e.g. motivating a global market for 5G broadcast)

3. HOW WILL 5G-MAG HELP ENSURE INTEROPERABILITY & CONTRIBUTE TO STANDARDIZATION ORGANIZATIONS

- 5G-MAG will seek to influence the 5G standardization process in order to ensure that the standards are adapted to the needs of the media industry.
- • 5G-MAG will not develop competitive solutions to those already standardized, nor will it re-invent anything that currently exists in the 3GPP standardization space.
- • 5G-MAG will work in close cooperation with companies contributing to the 3GPP works.
- The aim is to build a media-friendly eco-system based on top the existing and future 3GPP standards.

THE CREATION OF 5G MAG: NEXT STEPS

Following the consultations a meeting of the potential founding members (30 August) decided to proceed with the establishing of a new association and agreed on key issues:

› The new association under the Swiss law, with the seat in Geneva

› The name of the association will be '5G Media Action Group' (or MAG)

› The purpose of the association was agreed

› The membership categories and the fees

› The composition of the 5G-MAG Steering Group to ensure a balanced representation of different constituencies (content providers, network operators, manufacturers, others)

› 5G-MAG was publicly launched on 13 September at the IBC. Around 120 attendees.

› The first General Assembly will take place on 16 October

5G-MAG PURPOSE AND ACTIVITY (1)

- 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 audiovisual media content and services (the "**Purpose**").
- The Association is a not-for-profit organization. It is neutral from a political and ideological viewpoint.

5G-MAG PURPOSE AND ACTIVITY (2)

- 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 audiovisual 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 upon5G technology;

5G-MAG PURPOSE AND ACTIVITY (3)

- The Association's activities cover in particular the following aspects (ctd.) :
- identify and address the commercial, technical, and regulatory barriers to bringing converged 5G broadcast/multicast/unicast enabled equipment to the market;
- › 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 newfeatures and services;
- › explain benefits of broadcast in the 5G context.

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ANY QUESTION ?

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EBU MEMBERS IN THE REGION

Country	Broadcaster	Country	Broadcaster
Albania	RTVSH	Bosnia Herzegovina	BHRT
Croatia	HRT	North Macedonia	MPT
Montenegro	RTCG	Slovenia	RTVSLO
Serbia	RTS	Etc. etc	