

ANNA-GRETA NYSTRÖM
ÅBO AKADEMI UNIVERSITY

5G IN THE MEDIA INDUSTRY

6GSummit 25.3.2019

Current challenges

1

MEDIA PRODUCTION SITES

Media production environments labor under a slow and complex wired setup in the field.

2

MEDIA DELIVERY

Media delivery suffers from non-efficient distribution, especially to mobile clients.

3

CHANGING MEDIA CONSUMPTION

Media consumption patterns are changing, e.g., focus on mobile videos, user generated content, virtual environments, etc.

4

CONNECTED DEVICES

Devices are linked to each other (wearables, personal assistants etc.), which offers new ways for consuming media, collecting data and designing services.

DOES THE INDUSTRY NEED 5G?

CONTENT VS EXPERIENCE

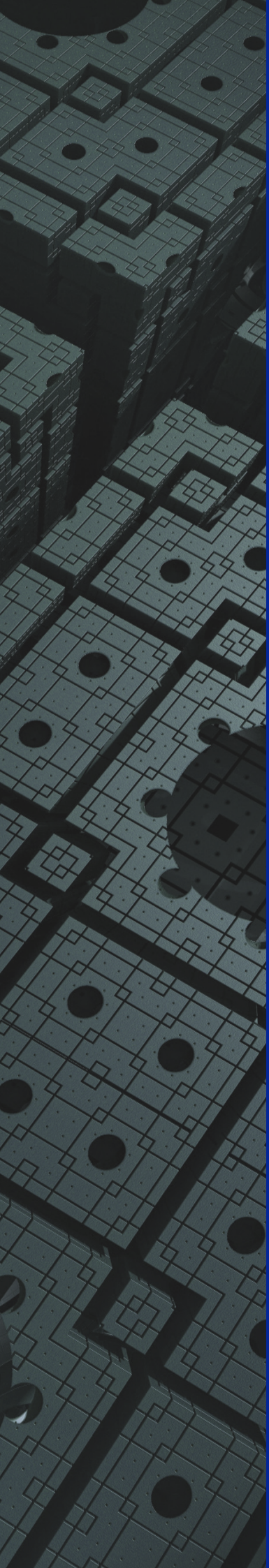
Immersive experiences and interactions

SEAMLESS & INTEGRATED SERVICES

Personalized and individual paths to experiences

COLLABORATION PATTERNS

Value networks, platforms and ecosystems



5G EXPERIENCE 2019-2021

Utilise existing 5G platform and combine efficient media production, processing, and delivery with cellular IoT.



TRIALS

Real-time live media streaming from the 5G production site

Sensor data/metadata integration into the transmitted video stream

5G VR broadcast streaming and DOCSIS laboratory trials

Sensor data visualization in the client terminal alongside with 5G transmitted media stream

MEC applications for efficient delivery and analysis

Traditional and novel athlete GNSS positioning





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A-lehdet



medialiitto

TRAFFICOM

Liikenne- ja viestintävirasto

BUSINESS
FINLAND

Focus on media because . . .

ADVANCING THE MEDIA INDUSTRY

Increase understanding and knowledge of technological enablers of 5G and how to deploy 5G technology in the media industry

CREATING OPPORTUNITIES AND NEW BUSINESS

Transform enabling technology into business opportunities, such as expanded product portfolio, new use cases, new service concepts etc.

Thank you.

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