



Meeting broadcasters' requirements with future access networks

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ETSI/EBU Workshop 'Wireless Media Distribution Beyond 2020'

Once upon a time ...



Linear TV and Radio

Shared Experience

Once upon a time ...



Fixed Reception



And Today ?



time-shifted



live



linear radio / TV



catch-up

Content Diversity



cross media



on-demand



hybrid



3DTV & UHD TV



large screen
TV sets



car radio



smartphones



tablets



portable
TV sets

Devices, Devices,...



HiFi stereo
systems



kitchen
radio / TV



PCs & Laptops



- at home / at work
- on the move

Users want it all ...



- technology agnostic
- affordable
- easy to use



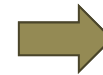
- in company (shared experience)
- in private (personal experience)
- being connected

The Trends

Devices



- Bigger screens
- Better displays
- More processing power
- Bigger storage



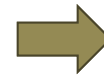
- Increased user expectations on quality and availability
- Increasing demand for network resources

The Trends

Services

linear radio & TV
time-shifted
on-demand
second screen
multi-view
hybrid
interactive
social media
data

- Increasing content offer
- Innovative services
- Evolving market models
- Global competition



- Multiple distribution platform will continue to coexist
- Important to ensure sustainability of
 - free-to-air access
 - the local content production

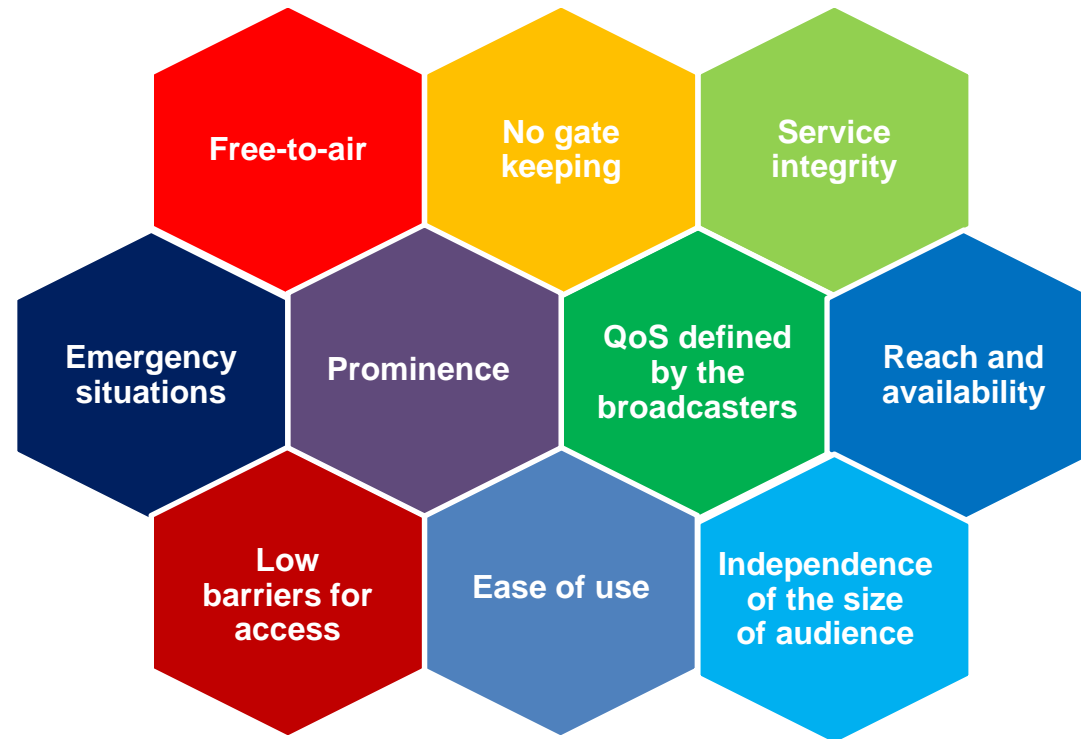
The Trends

User behaviour

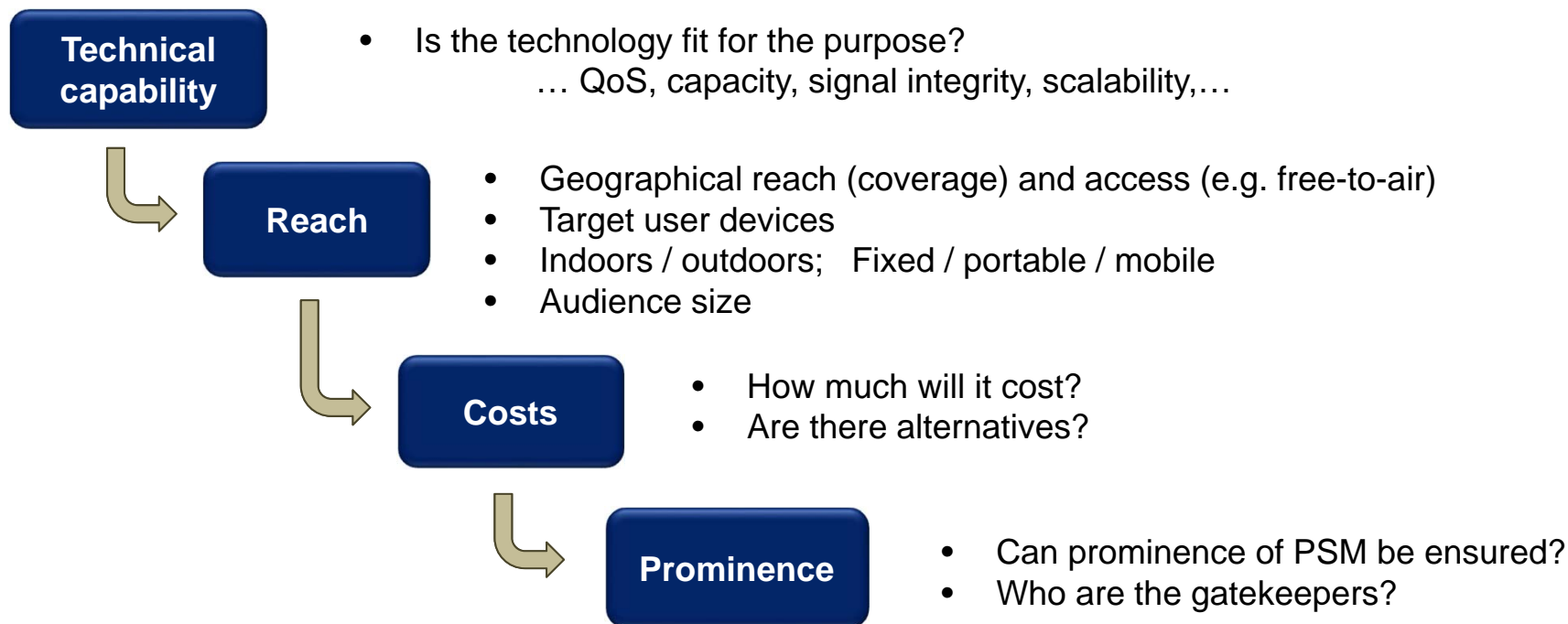


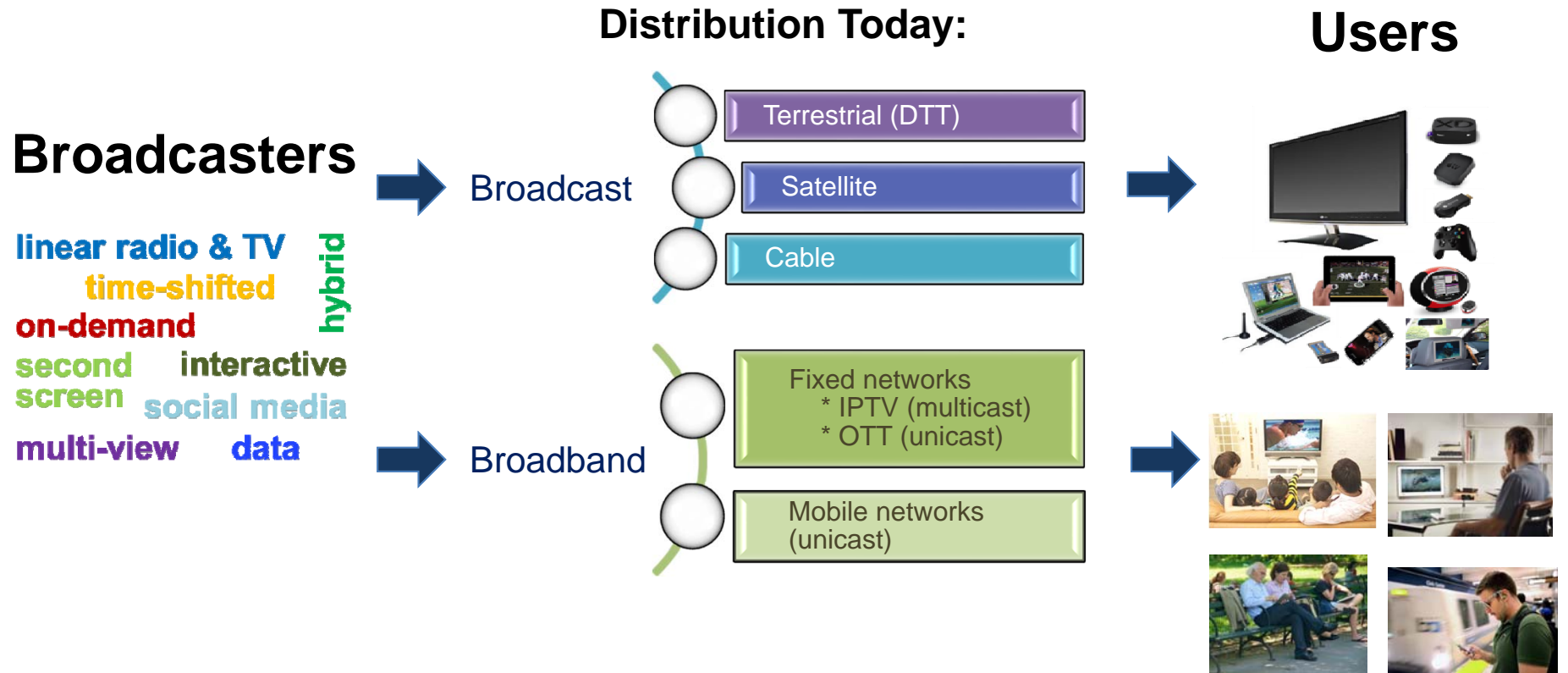
- Linear viewing dominant, other services complementary
 - Overall media consumption is likely to further increase
 - Most media consumption occurs in the home
- ➔
- The available personal time will always be limited.

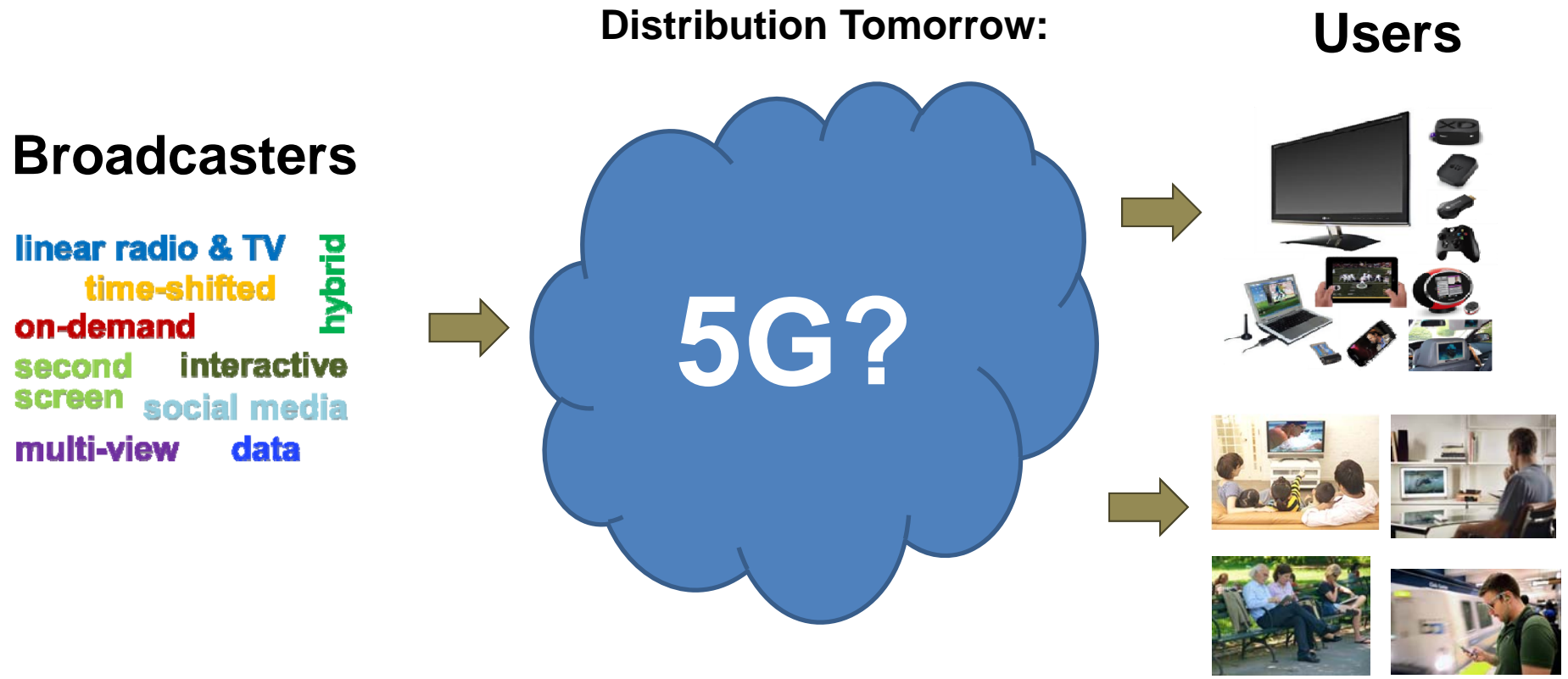
General Requirements of Broadcasters for Distribution



Assessment of Distribution Options







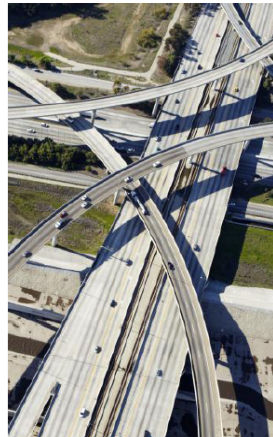
5G Visions

'One network – multiple industries'

Ericsson



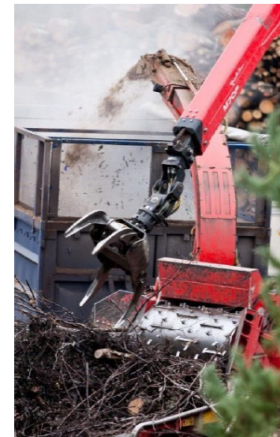
Broadband experience everywhere anytime



Massive machine type communication



TV and media everywhere



Critical machine type communication

5G Visions

'One network – multiple industries'

Ericsson

Traffic



One-fits-all will not work!

Buildings



Is 5G relevant for Broadcasters?

**Yes, if it enables distribution of
our content subject to our
constraints!**

Thank you for your attention!

Questions?



Use Cases

UC1



- linear TV
- permanent
- stationary TV set

UC2



- on-demand TV
- transient
- tablet

Use Cases

UC3



- linear radio
- transient
- smartphone

UC4



- catch-up TV
- permanent
- portable TV

System Requirements for 5G

