



**FLAME**

FACILITY FOR LARGE-SCALE ADAPTIVE MEDIA EXPERIMENTATION

# THE CHANGING MEDIA SERVICE LANDSCAPE

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**Atos**

BRINGING MEDIA AND TELCO TOGETHER IN THE 5G VALUE CHAIN

# 5G tech to empower new media services

5G technologies will enable the creation of new services and business models:

- Enhanced mobile media:
- Home broadband and TV
- Immersive and Interactive Media (AR, VR and cloud gaming):
- Localized content delivery for in-venue media:
- New dedicated networks for high-profile media distribution:
- In-car entertainment
- Enterprise AR and haptics

# A changing and challenging media environment

## Users and users communities

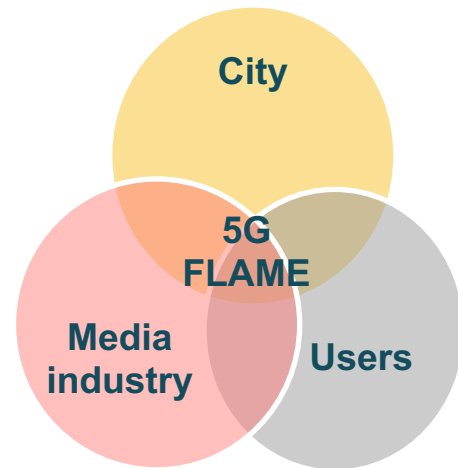
- New consumption habits: any content, anywhere, any time
- Consumers become prosumers
- Demand for more and better pixels: UHD TV, HDR, 360 etc.
- **Strict requirements for delivery networks**

## City

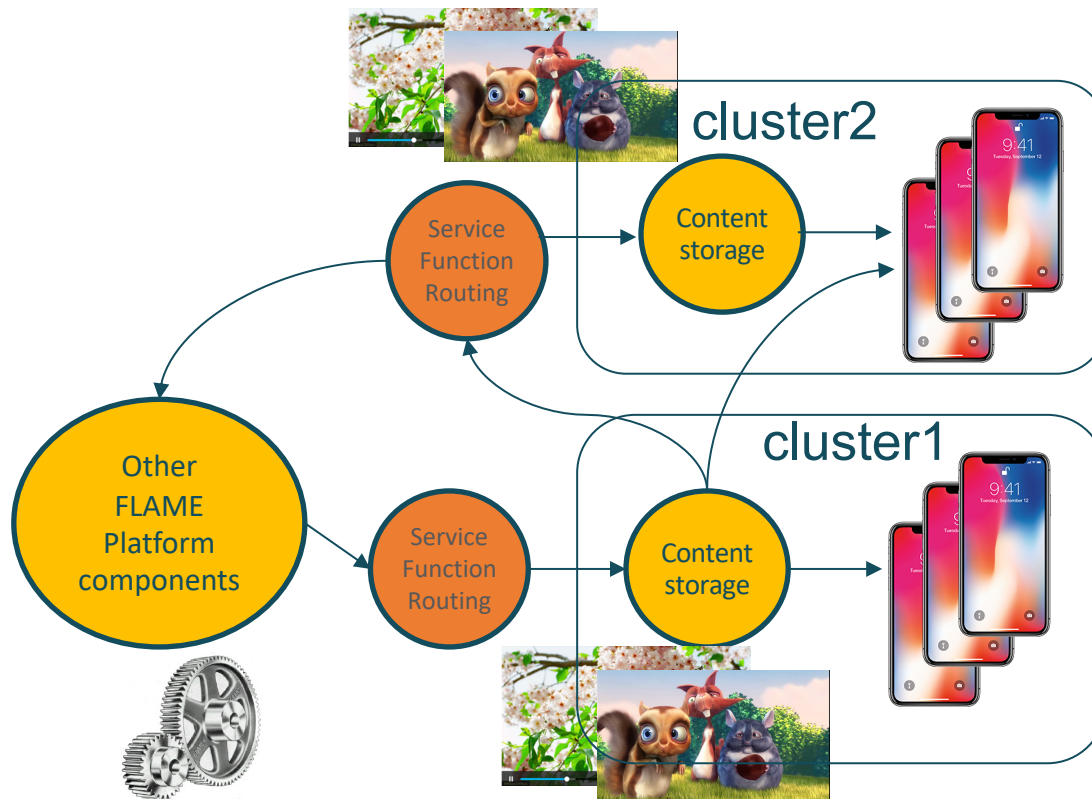
- Smart city infrastructures
- A place to share and live experiences

## Media industry

- New contents and services: AR, VR, UHD TV...
- How to meet users demands: latency, throughput, etc.
- Delivery network optimisation



# Media service deployment in FLAME



# Thanks for your attention!!

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# FLAME



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