



BRINGING MEDIA AND TELCO TOGETHER IN THE 5G VALUE CHAIN

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Global Mobility and Application Usage

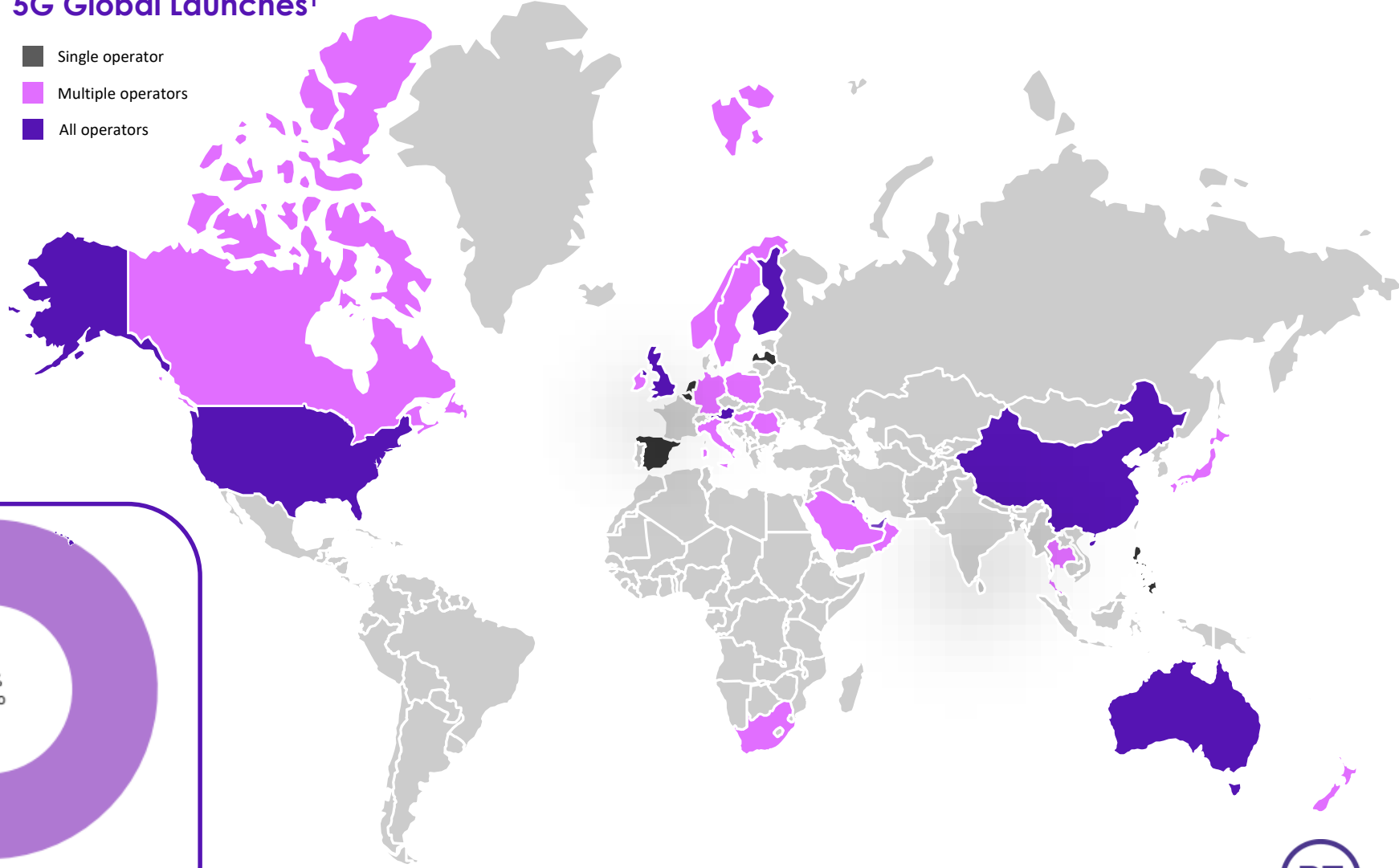
EE launched commercial 5G in UK in May 2019, closely followed by other operators

● Cities
● Towns

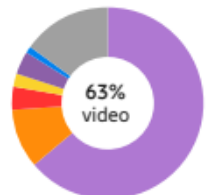


5G Global Launches¹

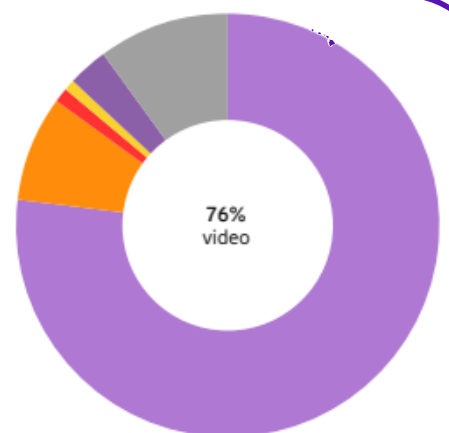
■ Single operator
■ Multiple operators
■ All operators



Mobile traffic will grow by 31% annually up to 2025. The majority coming from video traffic²



2019
33EB
per month



2025
164EB
per month



1 - GSMA Global Forecast
2 - Ericsson Mobility report, June 2020



UHD

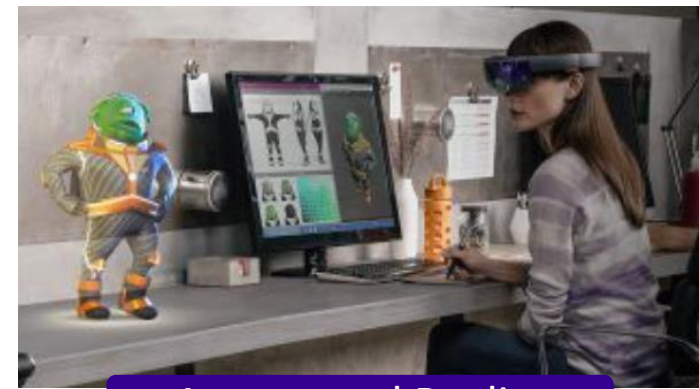
5G Media Technology Drivers



Virtual Rooms



Immersive Communications



Augmented Reality



360 Video



In Stadium Entertainment



Mass Events and Concerts



Virtual Reality

5G Media Use Cases

WORLD'S FIRST 5G MUSIC LESSON

June '19

Music
for ALL

MAKING MUSIC CHANGES LIVES

WITH JAMIE CULLUM

CATAPULT
Digital

 ROYAL
BIRMINGHAM
CONSERVATOIRE

 E

 KING'S
College
LONDON

 CITY
LONDON



 SHOJOZU

 YAMAHA

Worlds first augmented reality gig over 5G

Nov '19



 E

SAMSUNG BASTILLE

 nreal

BT Trials Live TV Production with 5G

May '19

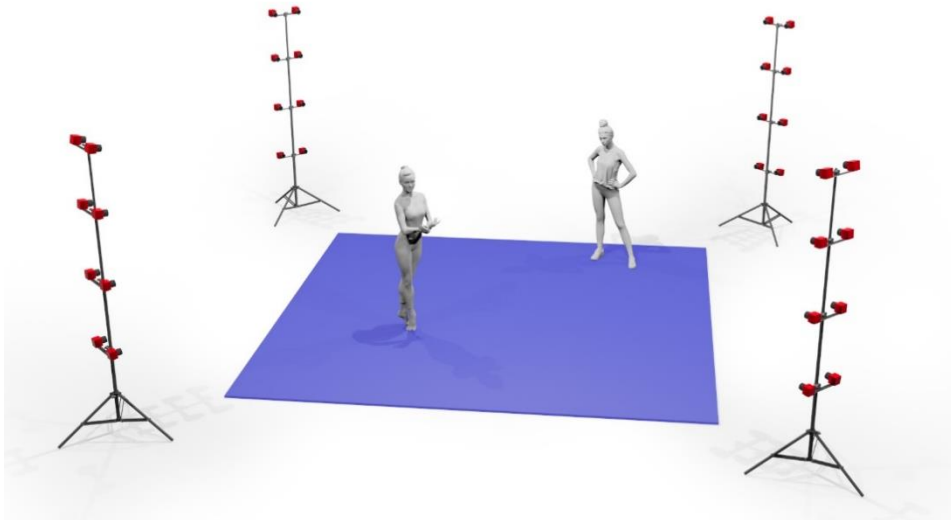


5G and
Media

Real world examples – volumetric video capture and transmission

Future education and entertainment can be augmented by live volumetric video capture and playback:

- High bandwidth
- Low latency
- AI interpolation to minimise data volumes
- Compute power close to the end user
- Requirements to upgrade both fixed and wireless connections



5G Edge-XR

THE GRID FACTORY

salsa
SOUND

CONDENSE
REALITY

University of
BRISTOL

DANCE
EAST



Summary

- There are a vast array of media opportunities for 5G and applications being considered
- Innovative media and entertainment as well as consumer habits will drive use of media on both 5G and fixed networks due to increased bandwidth, reliability and low latency for live performance
- BT and EE have explored several media use cases and the DCMS 5G Edge-XR project will allow real prototyping in the area of real time services that require uncompromised audio and visuals



