



**FLAME**

FACILITY FOR LARGE-SCALE ADAPTIVE MEDIA EXPERIMENTATION

# SMART NETWORKS AND SERVICES MOVING BEYOND 5G

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**5G IS SHAPING NEXT GENERATION MOBILE COMMUNICATIONS. FROM MOBILE EDGE COMPUTING TO NETWORK SLICING, THE TRANSFORMATION OF THE NETWORK ENABLES NEW SERVICES AND BUSINESS MODELS ACROSS A VARIETY OF SECTORS. THE EXPECTED IMPACT ON THE MEDIA MARKET SECTOR IS HUGE.**

# THE PROMISE OF 5G FOR MEDIA

- Transformation of media business models – prosumers vs consumers
- Enabling new ways to interact with media – AR/VR/Volumetric 3D content
- Empowering the digital advertising market – immersive experience
- Bringing new senses to media – tactile internet experience (touch and feel)
- Gaming is at the forefront – AR/cloud gaming explosion
- Mobile video revenues increase – both B2C and B2B



**INCREASED FLEXIBILITY, LOWER COST, HIGHER RELIABILITY AND BETTER QUALITY OF EXPERIENCE!**



# NEXT GENERATION CONNECTIVITY

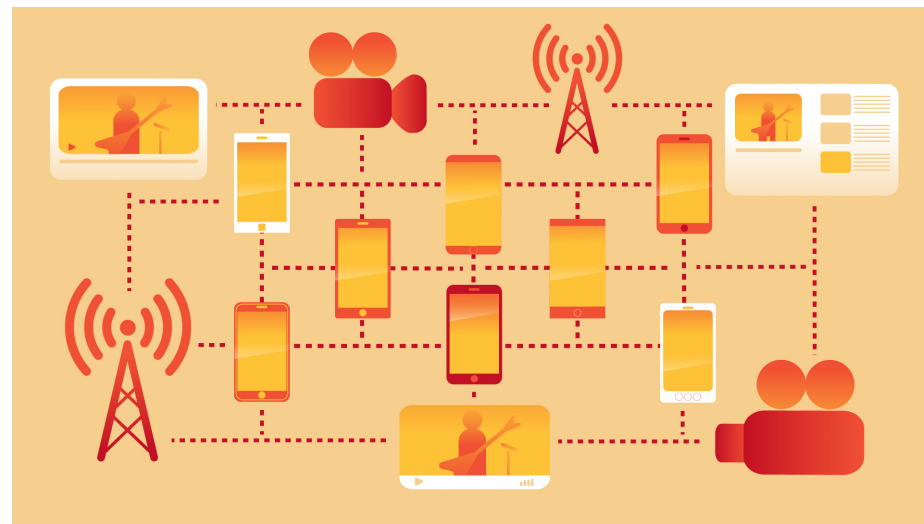


- A Partnership Proposal for Horizon Europe, Cluster 4, from more than 1000 organisations in EU
- The SNS aims to define and implement the research, innovation and deployment roadmaps that will enable Europe to lead in the creation of the next generation of smart network technologies and services.
- Ensuring European values, like privacy, and security, are safeguarded and EU technological competitiveness is strengthened.
- The SNS Partnership will focus on the full digitization of European society including vertical industries and public administration.
- The SNS Partnership targets to have a positive impact on the quality of life for European citizens and boost the European data economy.

[https://ec.europa.eu/info/sites/info/files/research\\_and\\_innovation/funding/documents/ec\\_rtd\\_he-partnership\\_smart-networks-services.pdf](https://ec.europa.eu/info/sites/info/files/research_and_innovation/funding/documents/ec_rtd_he-partnership_smart-networks-services.pdf)

# DISCUSSION FOR TODAY

- **Challenges for service-based architectures for 5G, beyond 5G and towards 6G**
- **Value for Trials and Replication: the good, the bad, the ugly**
- **Rethinking the Next Generation Media ecosystem: needs and demands from 5G and post-COVID generation**





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