5G BROADCAST – WHERE DOES IT STAND?

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5G Broadcast and commercialization

→ R&S point of view

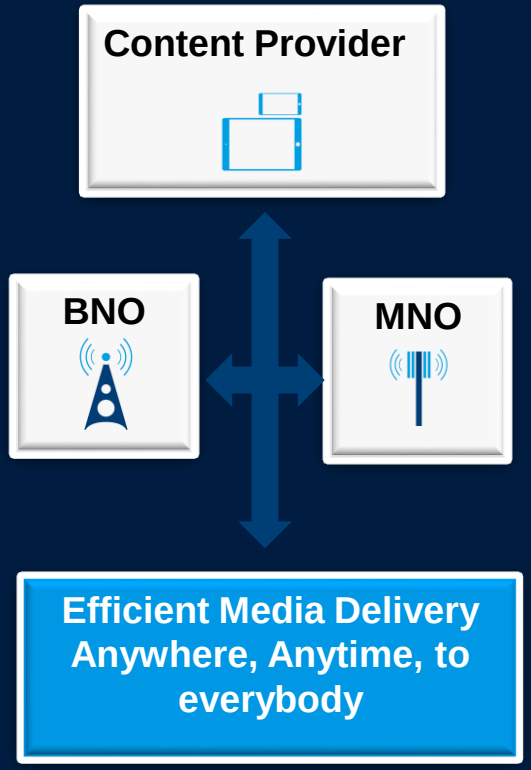
- Create a centric approach
- Design new ideas
- Re-Optimize & Re-Emphasize

→ 5G VS Media

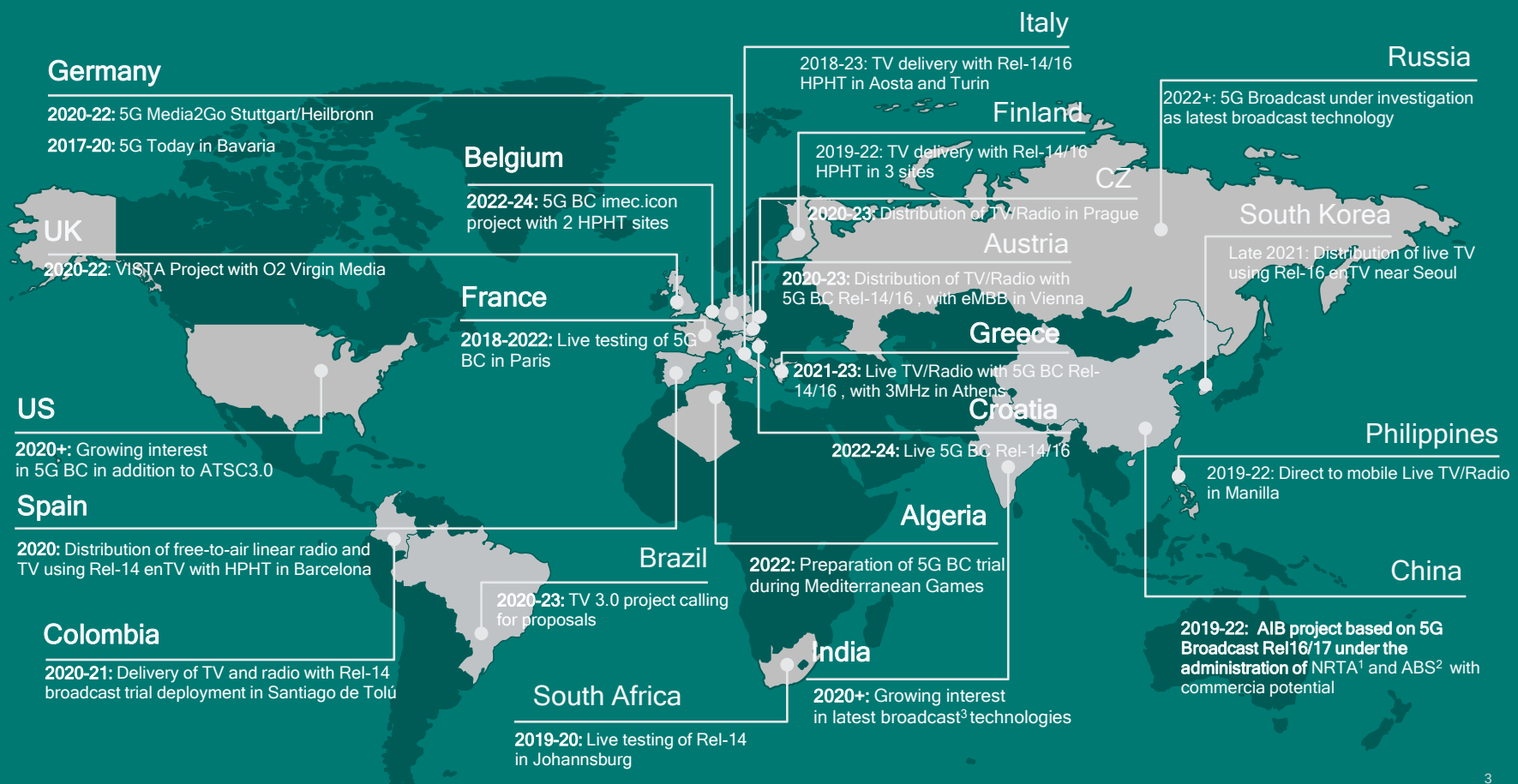
- Adressed by 3GPP
- Creates new business opportunities

→ 5G BC and reality?

- Market Readiness
- Market Traction
- Market Scaling

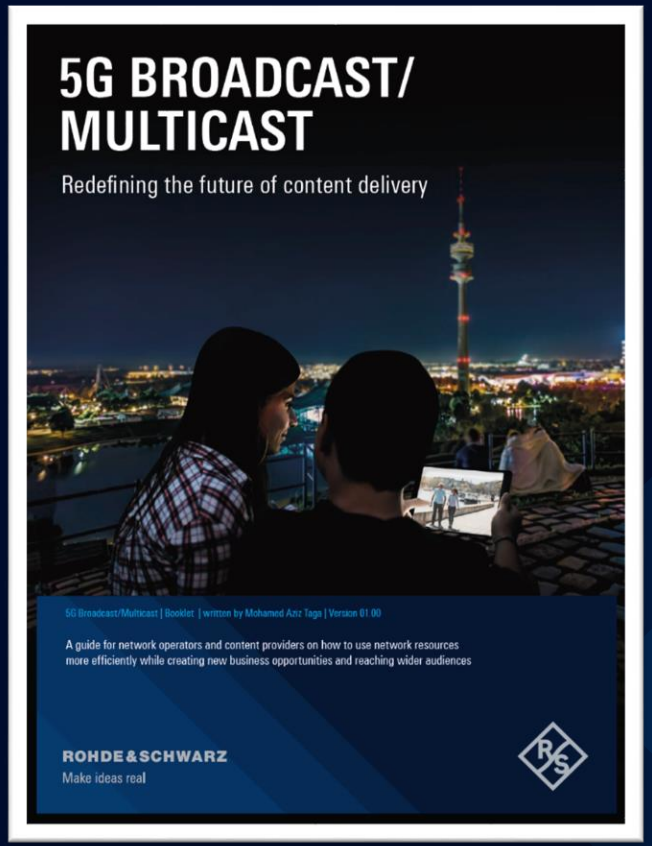


Significant interests towards 5G broadcast deployment



[1] National Radio and Television Administration [2] Academy of Broadcast and Science commercia potential [3] Prasar Bharti working jointly with IIT Kanpur on Next Generation Broadcast Technology

5G Broadcast/Multicast Booklet



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Make ideas real