Media Days Munich: Unified worldwide technical broadcasting standard possible

[Munich – 28th October 2019]

*How far has 5G research already progressed and can the 5G standard already be used in practice for the media sector? These and other questions were discussed by experts from all over Europe in a joint panel of the Bavarian Broadcasting Corporation and the Institute for Broadcasting Technology (IRT) at the Media Days Munich.*

The current development of the 5G standard was the topic of the panel "Towards 5G Broadcast in Europe" last week at the Media Days Munich. Antonio Arcidiacono, Director for Technology and Innovation of the European Broadcasting Union (EBU), emphasized the currently unique opportunity to implement a uniform broadcasting standard for the first time. "We have a great opportunity to establish a worldwide standard and bridge the gap between unicast and broadcast services for mobile devices based on the same transmission technology," said Arcidiacono.

**Taskforce 5G Media Action Group**

In order to implement the new mobile communications standard throughout Europe, a task force has been formed within the EBU: 5G MAG, the Media Action Group for 5G. Arcidiacono called on companies from the media, telecommunications and automotive industries to get involved with 5G MAG: "This is a global project that we are launching here in Europe. And it's not just about information or entertainment, it's about a new level of infrastructure that we can reach."

**Research is underway**

However, further research is needed to harness the full potential of 5G network technology for the production and distribution of media content. According to Dr.
Khishigbayar Dushchuluun, Head of Radio Systems at the Munich Institute for Broadcasting Technology (IRT), the next development stage is currently being completed with Release 16.

The first tests with the new 5G standard are also underway in France. For example, Jacques Donat-Bouillud, Vice President Broadcast and Distribution at FranceTV, reported on tests in Paris that will enable mobile TV programme reception on smartphones via 5G in the French metropolis. "We are satisfied with the results so far, as we have achieved very good coverage", he explained.

Italy’s public RAI has also gained its first experience in Turin. "We are currently working on extending the tests to other cities," reports Vittoria Mignone, Senior Researcher at RAI.

**5G Broadcast works - and then?**

The second part of the panel focused on the advantages of 5G Broadcast. In particular, 5G offers enormous efficiency gains regarding the power-intensive data transmissions of the future. For example, entertainment content, georeferenced recommendations or travel-specific services could be played when driving autonomously via head-up displays. 5G also offers new possibilities in the personalization of media content, for example with non-linear offerings (on-demand).

"However, it is important that we discuss this today, even if the projects are not implemented for another ten years," demanded Dr. Roland Beutler, Distribution Strategy Manager at Südwestrundfunk. There was agreement among the experts that significant progress will have been made in development until next year and that it will be possible to use the 5G standard in everyday life soon.
About IRT:
IRT is a neutral research and competence centre for audiovisual technologies. It explores, observes and develops new technologies with the aim to strategically adapt broadcasting to new market environments and needs. Around 100 employees do research on the premise in Munich in close cooperation with partners and clients for innovative solutions in the research areas of new audio-visual formats, cross-media technologies, metadata, cloud production, all IP/IT, smart data, security, multi-platform, 5G, frequencies and regulation and IP distribution. Its shareholders are the public broadcasters ARD, ZDF, Deutschlandradio, ORF and SRG / SSR. In addition, IRT collaborates with numerous clients in the sectors of broadcasting, media and industry. Its cooperation with international research partners offer access to global trends and developments. In its work with universities, IRT supports the training of junior staff, who actively involved in research projects. With more than 60 years of experience, IRT is a pioneer of audiovisual media technology in an information society.

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