



5G Media Action Group (5G-MAG)

Response to BEREC 5G Radar Consultation

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Submitted by

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About 5G-MAG

The 5G Media Action Group (5G-MAG) is a cross industry association gathering the stakeholders across the media sector including content and service providers, network operators, technology solution suppliers, equipment manufacturers, R&D organizations, regulators and policy makers. 5G-MAG is open to participants from other sectors, such as transport and PPDR, that may have common needs as the media sector, as well as to any organization that supports its objectives and is willing to contribute to their fulfilment.

5G-MAG provides a framework for stakeholders to collaborate on a market-driven implementation of 5G solutions capable of meeting the requirements for the production and distribution of audiovisual media content and services.

Executive Summary

A large number of studies have shown that the carriage of media services consumes the largest proportion of mobile service capacity across the world. This trend is likely to continue through the launch and development of 5G networks and its potential to allocate new services. As the 5G ecosystem evolves, the need arises for the technology development, network deployment and related regulations to take into account the requirements from the media industry both in the distribution and production domains to meet the expectations of users.

As the specification of 5G technology is fully underway, now is the time to address the next step, i.e. to enable a global media market to take advantage of 5G. The traditional mobile communication business has been driven by direct relations between customers and mobile network operators through individual SIM based subscriptions. This business arrangement was supported by global economies of scale allowing the deployment of the same technology, devices and hence services around the world. However, ensuring that this new communication technology addresses the needs of important verticals, such as media, is likely to require the involvement of industry in its development, new regulatory thinking and industry cooperation and collaboration arrangements between all involved stakeholders.

In order to make available media content and services for the entire population of each country it is fundamental that 5G infrastructures are able to provide universal mobile access. This target can only be achieved by setting up appropriate regulatory frameworks to ensure sustainable investments.

It is also important that new features developed for the 5G ecosystem are accessible to the media industry. The use of non-public networks or providing access to edge computing resources represents an opportunity to exploit 5G for production and contribution use cases. This is likely to call for regulatory actions to make available suitable spectrum resources.

Specific 5G-MAG comments

P9, “involving a number of different vertical markets such as energy, agriculture, city management, government, healthcare, manufacturing and public transportation”

It is important that BEREC acknowledge and engage with media as an important vertical market. Broadcasters have traditionally been licensed and regulated to operate their own networks and connectivity. It is likely that the distribution of their services in 5G and fibre networks will become an increasingly important means of reaching their listeners and viewers and it is important that the regulatory and commercial structure of these networks continue to allow listeners and viewers open access to both public service and private media content.

5G-MAG is currently developing a range of use cases for the deployment of media services on 5G networks and would be happy to share these with BEREC to illustrate the ways in which media services could be deployed on 5G networks.

P16: “it will be necessary to have new frequency bands and to install more base stations”

The current broadcast networks provide all listeners and viewers with very high levels of coverage and quality of service. Any new platform used to deploy media services should be able to match both in order to provide listeners and viewers with comparable levels of service to the traditional broadcast networks.

Appendix 7: New business and value chain, private /local networks

The use of private/local 5G networks represent a powerful means of addressing audiovisual production and contribution use cases in a non-disruptive way. The temporary nature of some audiovisual content production is likely to require the use of portable, on-demand private networks to ensure sufficient capacity and Quality of Service (QoS) is available for users. They will also require the availability of suitable spectrum resources and availability of equipment in order to facilitate the economic feasibility in the production sector in terms of total costs for deployment, maintenance and operation.

Appendix 9: Quality of Service for pan-European services

As noted above it is important that media service providers have the ability to control the user experience which will require a predictable QoS. This may be facilitated through a service level agreement with network operators or via the use of dedicated 5G broadcast network infrastructures and private 5G networks for the distribution of media services. Also, production teams (ENG, special events, touring events) would very much benefit from pan-European services with homogeneous QoS as well as from network interoperability down to the user device level.

Appendix 14: Possibilities of interoperability of networks, including cross-border

The interconnection and interoperability between 5G and other types of network (e.g. satellite and terrestrial broadcast networks) is necessary to enable media services being able to reach 100% of the population of any territory as well as reaching the whole population wherever they would be in case of an emergency without suffering the overload of the network.

Appendix 20: Issues of convergence of broadcast and broadband requirements in 5G

As noted above, media service providers are currently subject to a wide range of regulatory and technical requirements regarding the distribution and scope of their services. These provide important safeguards for their viewers and it is important that these are maintained in any discussion about convergence between broadcast and broadband services. It is also important to note that the broadcast use of UHF enables secondary use of this band for PMSE services which are vital for the media production industries.