

5G for Public Service Media

5G Media2Go & 5G Campusnetz

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SWR



AV Media User Trends

Smartphones / Tablets:

- turned into personal electronic interfaces to the world
- are strategic targets for **ALL** our content and services
- must be served with high quality

AV Media User Trends

Top Level Future Use Case: Autonomously Driving Cars

- spare time
- 360° head-up display / XR
- geo-referenced
recommenadations
- travel related services

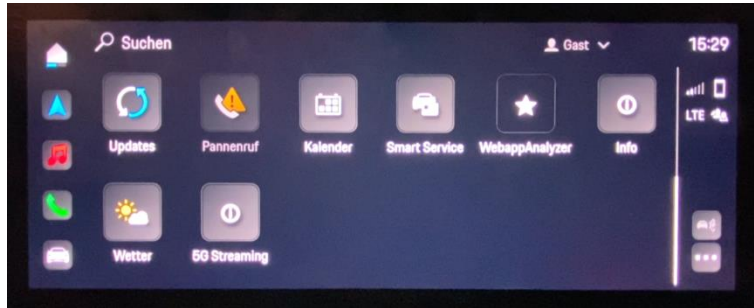


5G Media2Go

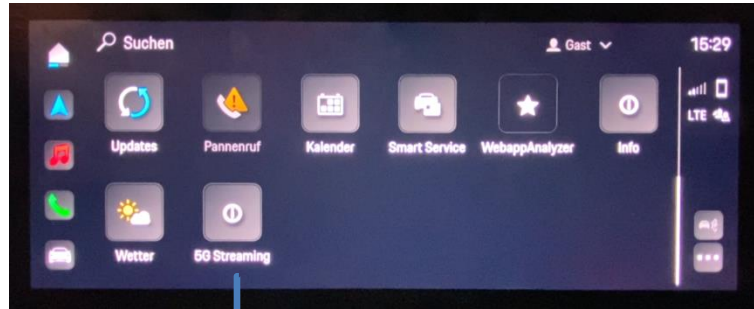
Objectives

- Verification of 5G Broadcast as a system being capable of delivering linear media services to in-car infotainment systems.
- Deployment of a 5G broadcast network in the wider Stuttgart area consisting of two high-power-high-tower transmitters (HPHT) and a set of low-power-low-tower stations (LPLT).
- Integration of different media services in the infotainment system of a car, i.e. linear services, access to ARD Mediathek & geo-referenced recommendations ("Travelguide").
- Measurement campaigns to assess quality of service and coverage of the 5G Broadcast transmissions.

Service Integration



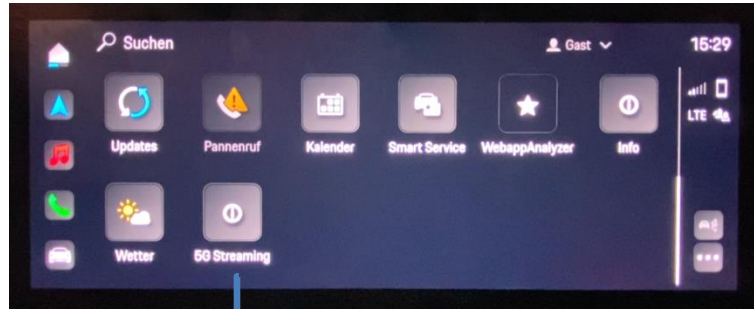
Service Integration



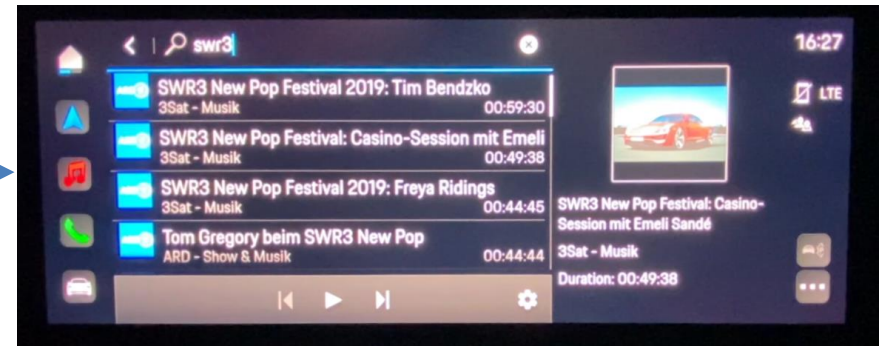
linear TV / radio services



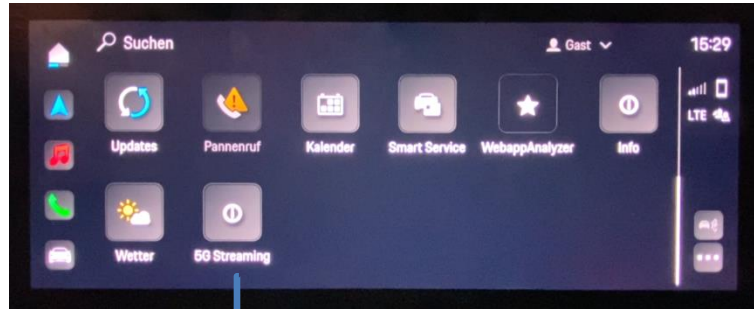
Service Integration



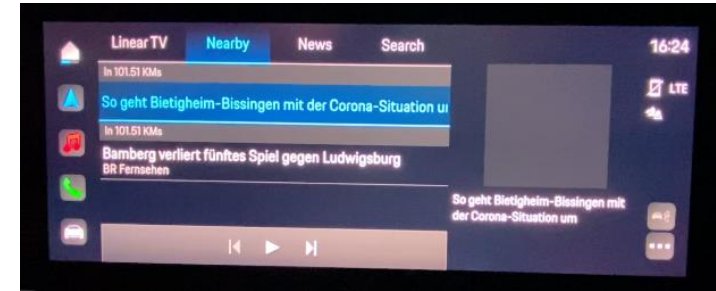
Access to ARD Mediathek



Service Integration



Travelguide



Nearby Tab

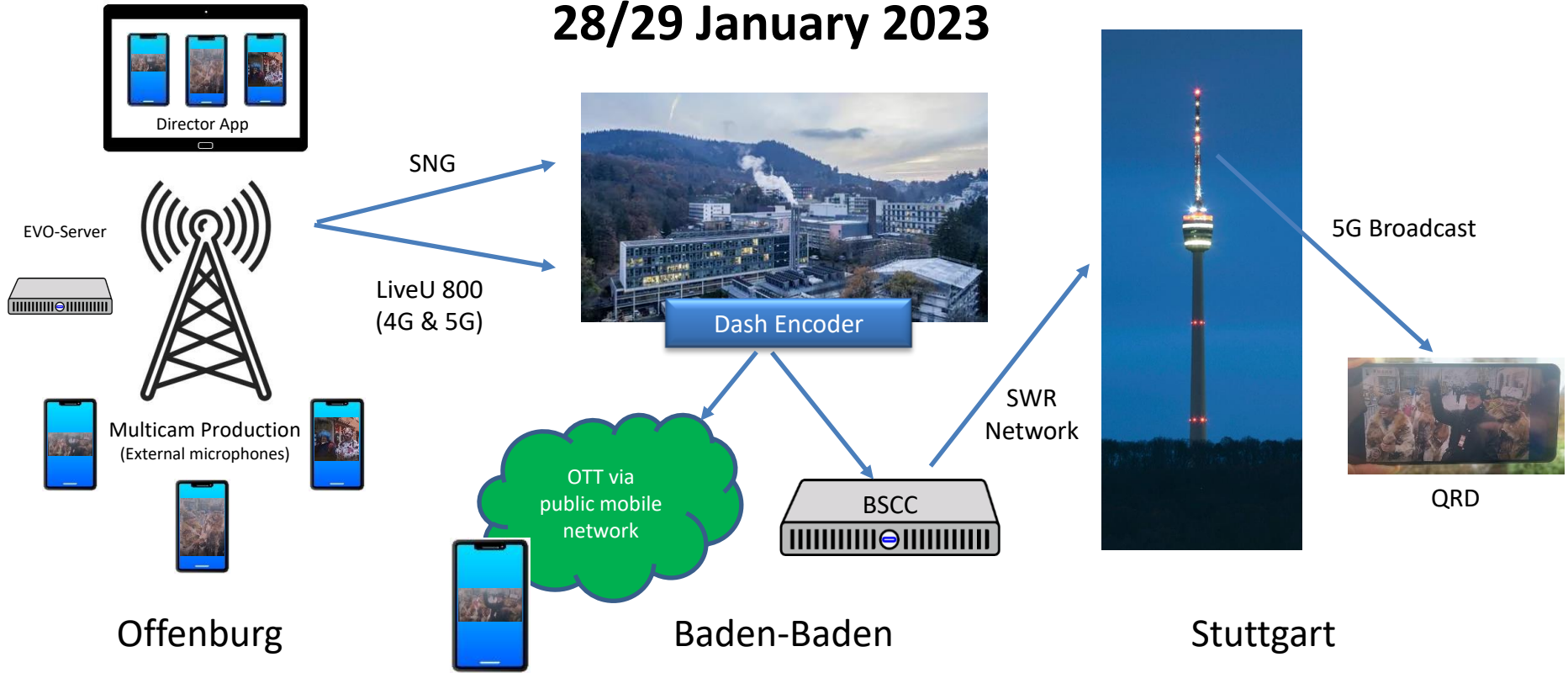


5G Campusnetz

... facilitating nomadic remote production ...

- Idea: simulate nomadic usage by building a network in Baden-Baden, but controlling from remote
- Campus license for 100 MHz in Baden-Baden
- Integration of all necessary production means, i.e. cameras, mics, tally, crew coms, etc.
- Focus on smartphones as production means for multicam production
- Partnering with Smart Mobile Labs (SML), Munich

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Thank you very much for your attention!

Questions?



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