

# Digital TV Group (DTG) 5G Roundtable Summary

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The DTG TV transformers project serves to support and guide the TV industry to make best use of disruptive technologies. The first technology explored was 5G.

The purpose of the DTG roundtable event was to understand, from the perspectives of different players in the TV ecosystem (content creators, broadcasters, equipment manufacturers, telcos, mobile operators, and networks), the range of concerns, challenges and opportunities in relation to 5G for the future of TV. A key goal was to identify if and how 5G uniquely supports future use-cases for TV, and if so how these could be facilitated through future collaborations and research, with the consumer as the ultimate beneficiary.

Over summer 2018, i2 media research worked with DTG to review industry, academic, professional and consumer literature and sources to identify consistent key themes in relation to these questions. The areas covered in the review spanned: consumer and industry expectations, technical differences between 4G and 5G, implementation at scale and partnerships required, and the wider implications of data gathering. The Background Review<sup>1</sup> was discussed in a few personal interviews, prior to advance circulation to the Roundtable attendees, to read and reflect on prior to the Roundtable.

38 professionals across all sectors in the TV ecosystem attended the Roundtable, and following a short summary of the Background Review from Professor Jonny Freeman were tasked in groups of 6-7<sup>2</sup> to consider 5G use cases of interest to the their industries, with a focus on consumer benefit. A rapporteur from each breakout presented their groups findings back to the plenary.

Following the event, i2media research have produced the synthesis below identifying recurrent themes (Insights) and recommended next steps (So What?) to enable the UK's TV ecosystem to successfully capitalise on 5G technology, in support of its sustainable delivery.

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<sup>1</sup> [Download link](#)

<sup>2</sup> Each with a moderator from i2 media research Ltd. (Dr Jane Lessiter, Polly Borden, Leah Kurta) or DTG (Richard Lindsay-Davies, Georgie Wilks-Wiffen)

# Insights

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## **No magic use case**

There was broad consensus across the breakout groups that no single TV use case alone has enough commercial value to allow the TV industry to be a major player in the roll out of 5G. The various use cases need to be considered holistically to be of consumer value, as most of the use cases explored are already feasible on the 4G network. An oft repeated question was what value 5G gives to the consumer over and above 4G?

## **5G as a Business-to-business play in the first instance**

It was recognised universally that new 5G use cases will benefit the television industry, but most likely in a B2B play in the first instance. There was strong consensus that when 5G is available, the initial benefits will be realised in improved flexibility and efficiencies in production workflow (e.g., remote capture, cloud editing, cloud effects, distributed production, cheaper OB).

## **Niche content**

The enhanced production capabilities facilitated by 5G may enable more niche events/content to be produced for TV (e.g., local items, or niche sports). 5G enables content to be produced more efficiently in new, distributed locations.

## **5G, the improved 4G**

The main TV/video relevant 5G use case for the consumer is the promise of lower friction access to content at any location and device. This meets the growing consumer expectations for ubiquitous content consumption (e.g. on their daily commute).

## **Innovation in formats will follow, but at a later date**

There is an expectation that when 5G is available, content producers will experiment and innovate with the functionalities it affords to create new formats that engage viewers/ audiences in different ways. This may include immersive content, interactive video and advanced personalisation ability. However, this is unlikely to happen without stimulus, until 5G's deployment is much further advanced.

## So what?

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The roundtable discussions have informed two recommended next steps to support the TV ecosystem in best realising the potential benefits of 5G. Both require investment.

### **1. Engaging creative content producers**

A partnership between DTG and Digital Catapult is recommended to facilitate engagement from creative experts via a competition. A great model to base this initiative on is the Digital Catapult's CreativeXR (focused on immersive), but adapted for 5G (e.g., Creative5G) whereby teams of TV, video and interactive creative are engaged via a competition to experiment and innovate. This will enable experimentation and innovation to create new formats, making use of various 5G technical efficiencies (e.g. high bandwidth, low latency, and the capacity to process a high density of users simultaneously). Without support and investment such experimentation and innovation is unlikely to emerge until much later in the 5G roll out process.

### **2. Engaging/ embedding TV R&D within 5G testbeds**

Even if TV is not a leader the deployment and rollout of 5G, it is still likely to be affected and benefit from this disruptive technology. Therefore, there is value in supporting a TV-focused cluster engaging with the UK's 5G test centres.

The TV Transformers project intends to extend this 5G research and development activity, in collaboration with the industry, Digital Catapult, Ofcom and Government.