



**5G experimentation environment for 3rd
party media services**

Introduction to 5GMediaHUB

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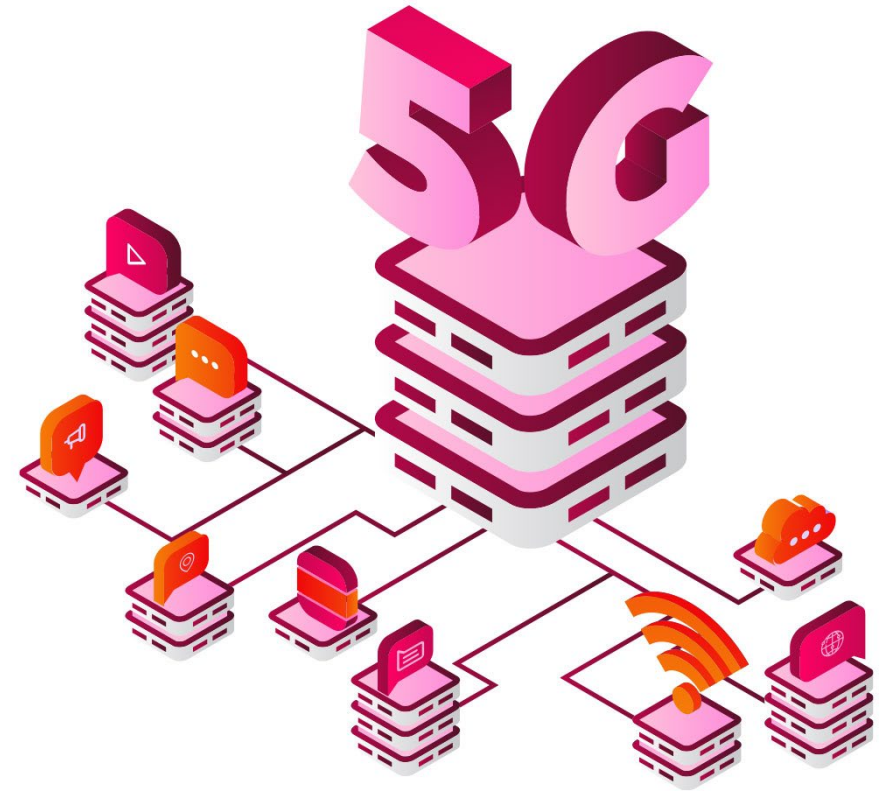
IoT Week 2022 – Dublin
22/06/2022

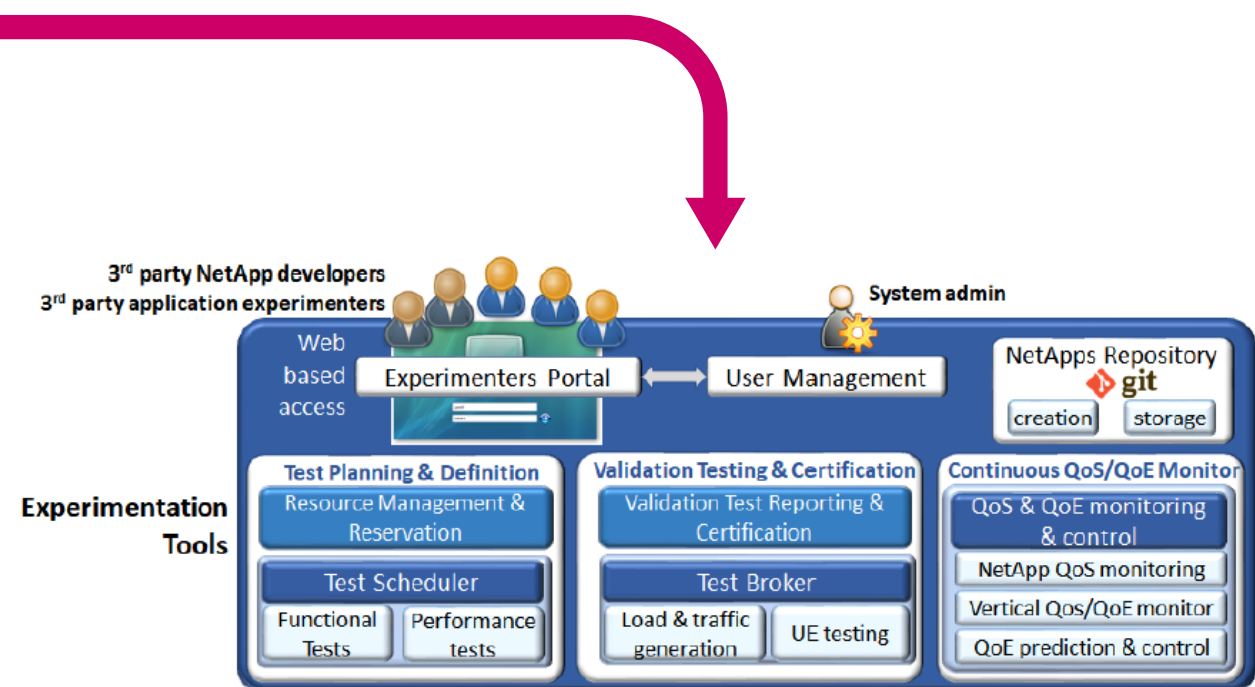
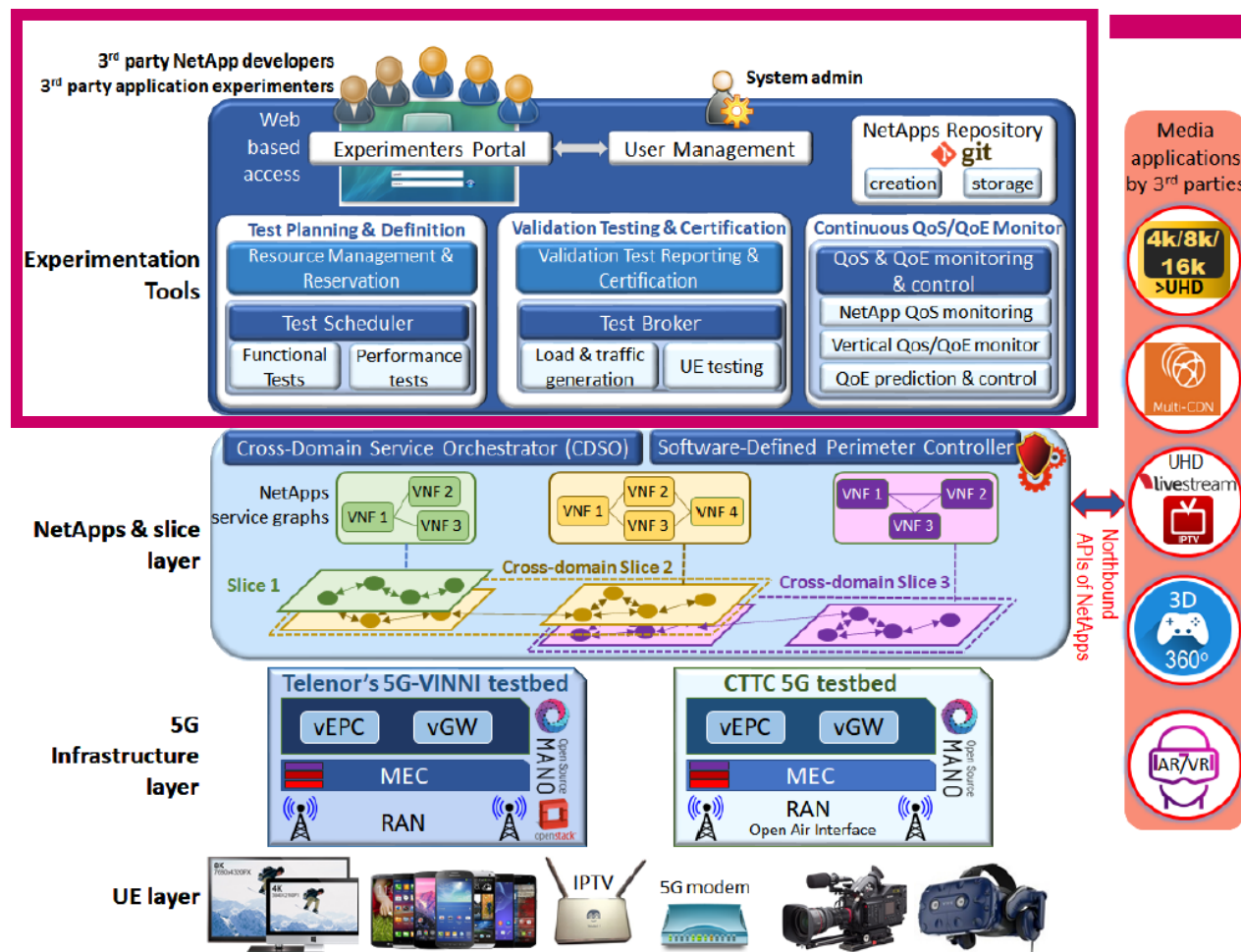


This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 101016714.

- Opportunity for deeper insight into cutting-edge 5G technology from leading European researchers
- Share advances on application testing on 5G networks
- Better understand impact of 5G on your organisation
- Opportunities for further engagement with 5GMediaHUB

- Make experimental **5G infrastructure accessible to SMEs** in the Media & Entertainment domain
- Accelerate development and testing of **5G-based services**
- Reduce time to market, minimise uncertainty, and opportunity to showcase application performance on 5G networks (i.e., marketing tool)

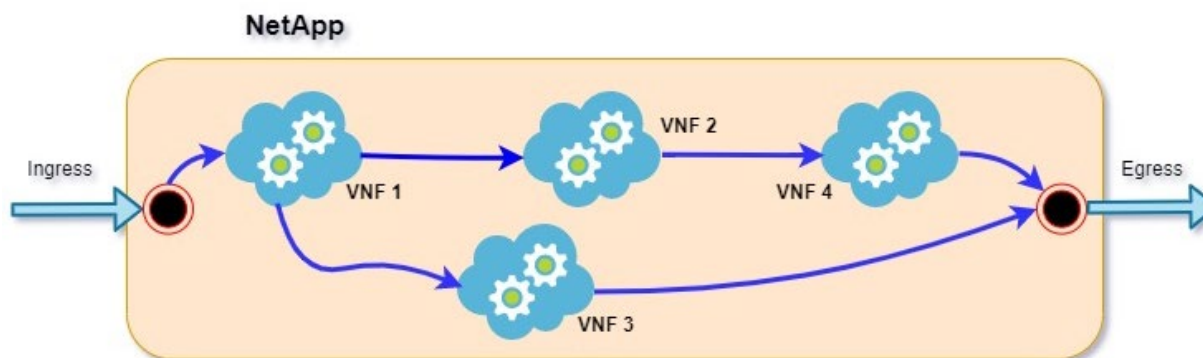
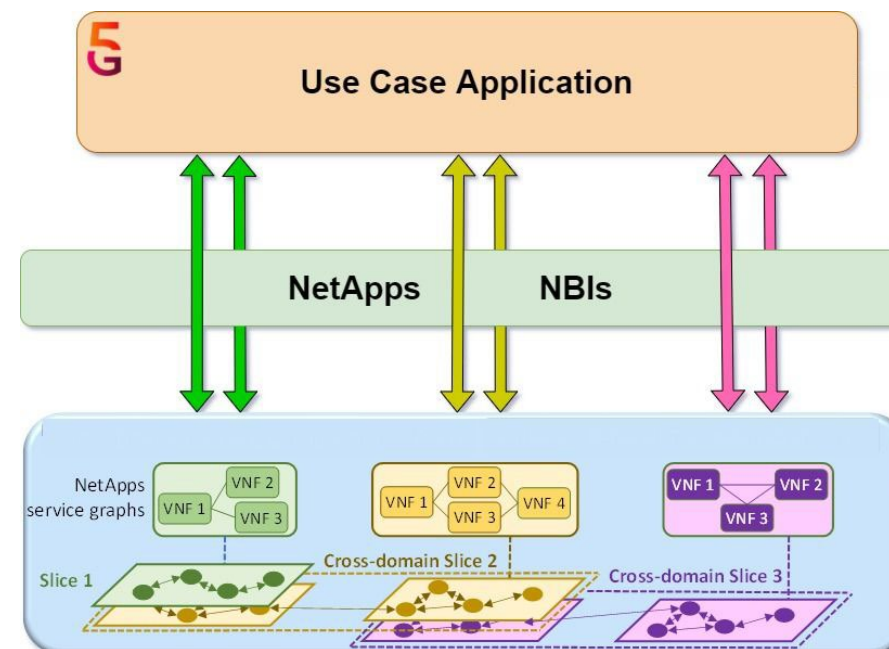




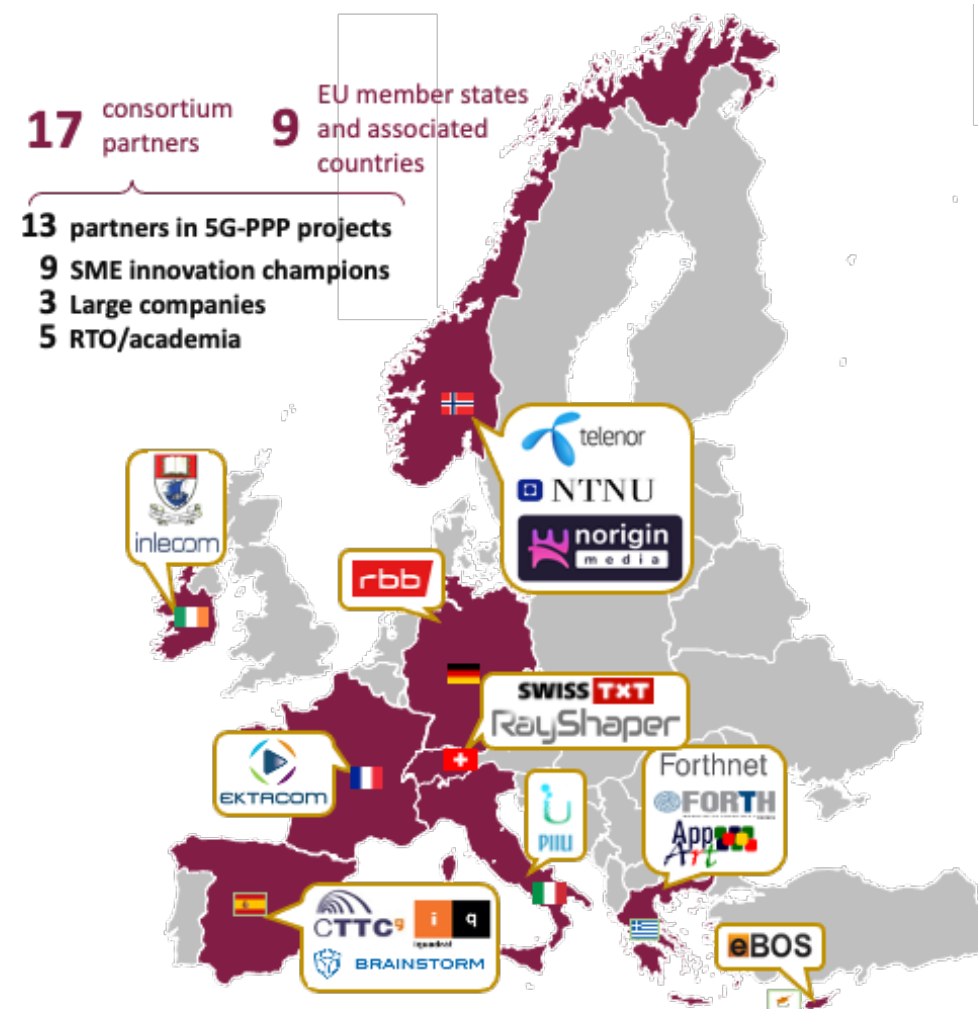
Experimentation Platform:

- Interface with SMEs/third-parties
- Key components to enable access to 5G infrastructure

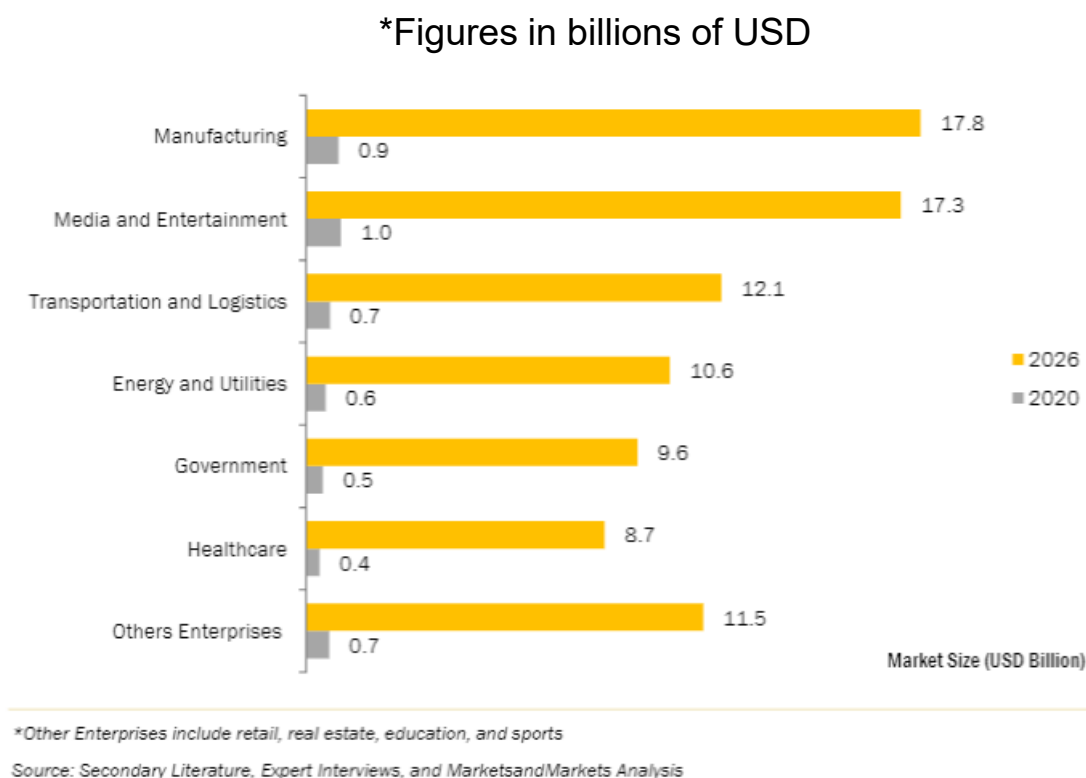
- NetApp can be building block / tool for developers to build services
- Provide necessary functionality to allow applications to run efficiently on 5G
- Reusable features (e.g., video streaming)
- Abstract 5G network complexity



- Strong representation of M&E ecosystem
 - Content Producers/Broadcasters
 - VR/AR Application Developers
 - Technology Providers
 - 5G Infrastructure Providers
- Strong initial understanding of requirements
- External engagement for needs of wider community



- Market opportunity driven by end-user demand + need for efficient media production
- High bandwidth, low-latency and reliability of 5G technology; potential for major benefits
- M&E sector is a major contributor to 5G Services Market
- Overcoming challenges: 5GMediaHUB is potential enabler in delivering market value



Source: Markets and Markets, 2021, 5G Services Market - Forecast To 2026

Focus on:

- Advanced End-User Applications
- Content Producers
- Content Distributors





UC1: Immersive AR, VR and XR applications

Immersive 360° VR media experiences

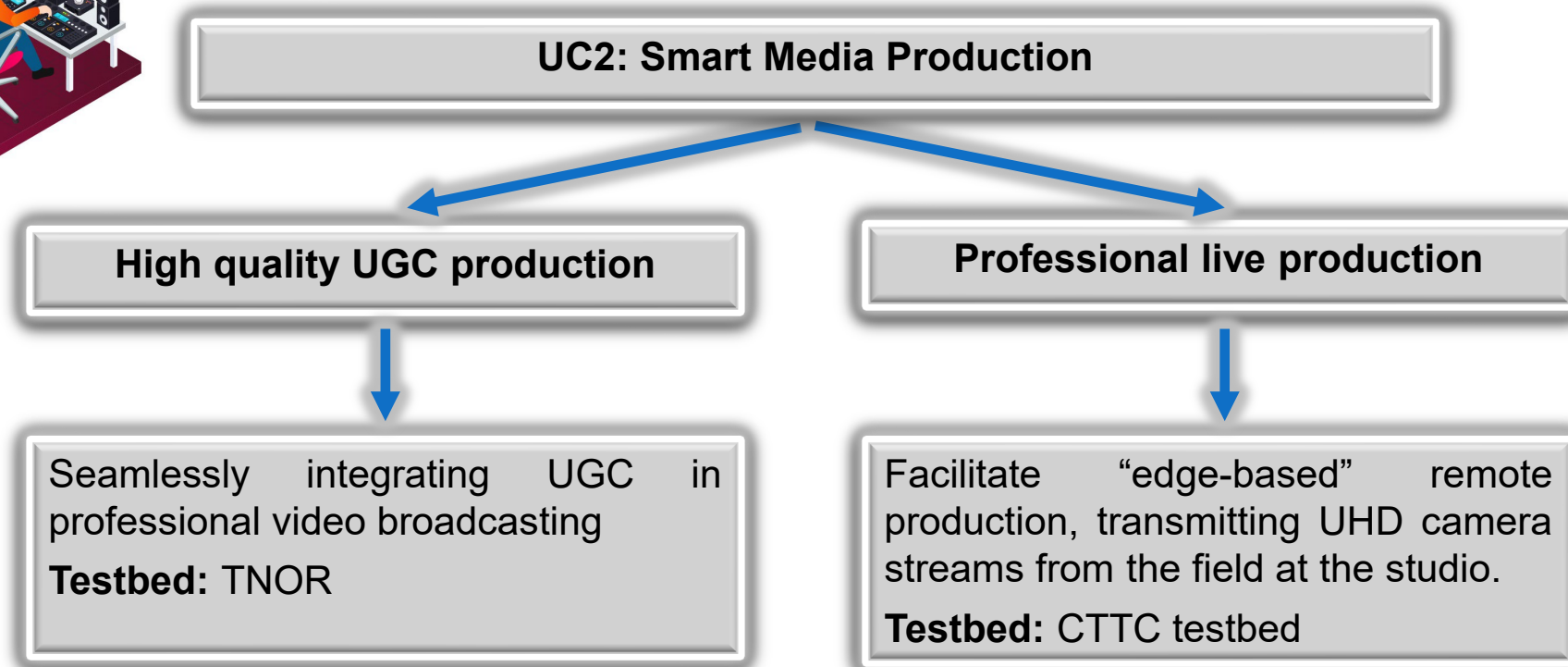
Demonstrate real-time 3D holograms of persons, that can be dynamically inserted in a VR environment

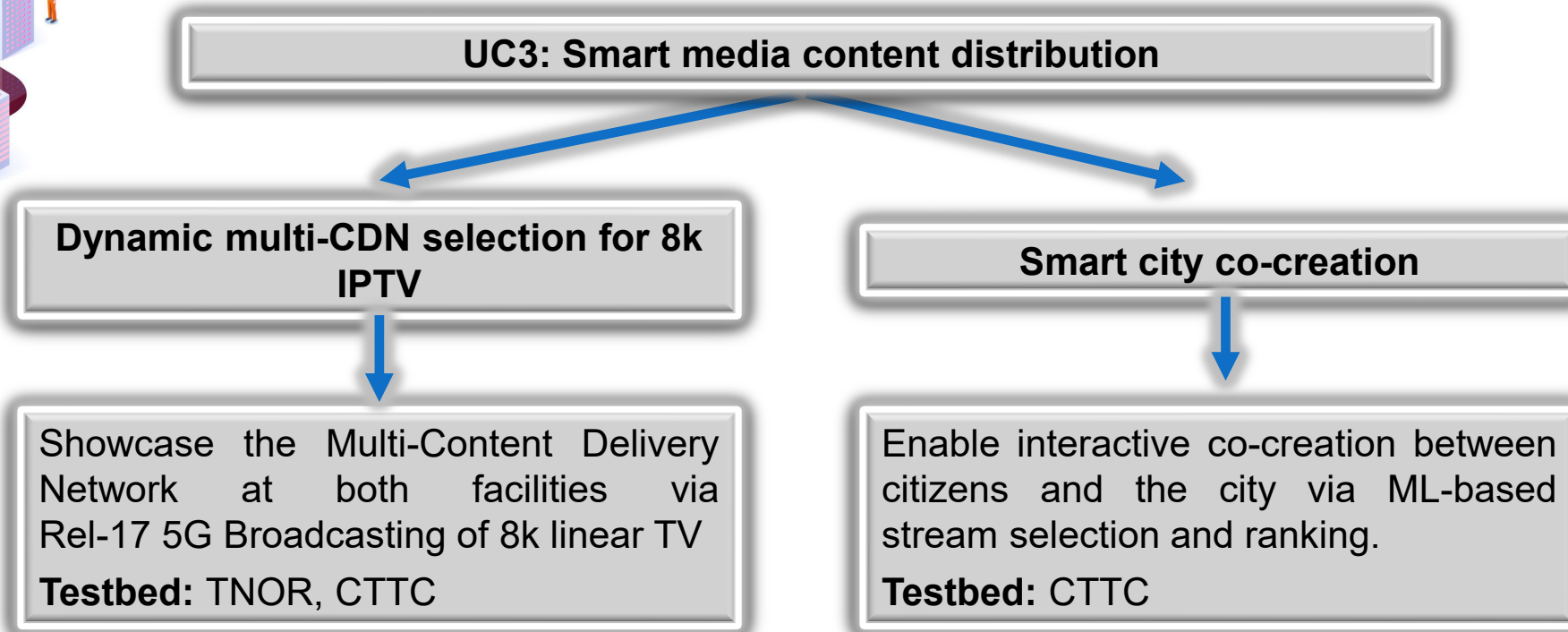
Testbed: CTTC

Interactive consumption of 8k and VR media content

Showcase a new form of transmedia (i.e. multiscreen) storytelling, termed Interactive Digital Narratives

Testbed: TNOR's testbed





Ronan Frizzell (Inlecom Commercial Pathways)

High-level project overview

Martin Tolan (Walton Institute / South East Technological University)

5GMediaHUB Technology Overview

Didier Nicholson (Ektacom)

Perspective of “internal” SME

Donal Morris (RedZinc)

Perspective of “external” SME

Maurizio Cecchi (Institute P.I.I.U.)

Funding opportunities in Horizon Europe

Opportunities to work with the 5GMediaHUB consortium



Thank you for your attention!



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