



# 5G & MEDIA

Dutchguild of Multi Media Engineers



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# RED BEE

**We Enrich  
and Ensure  
Media  
Experiences**

**2500  
Media  
Experts**



**4  
Continents**

**Since  
1965**

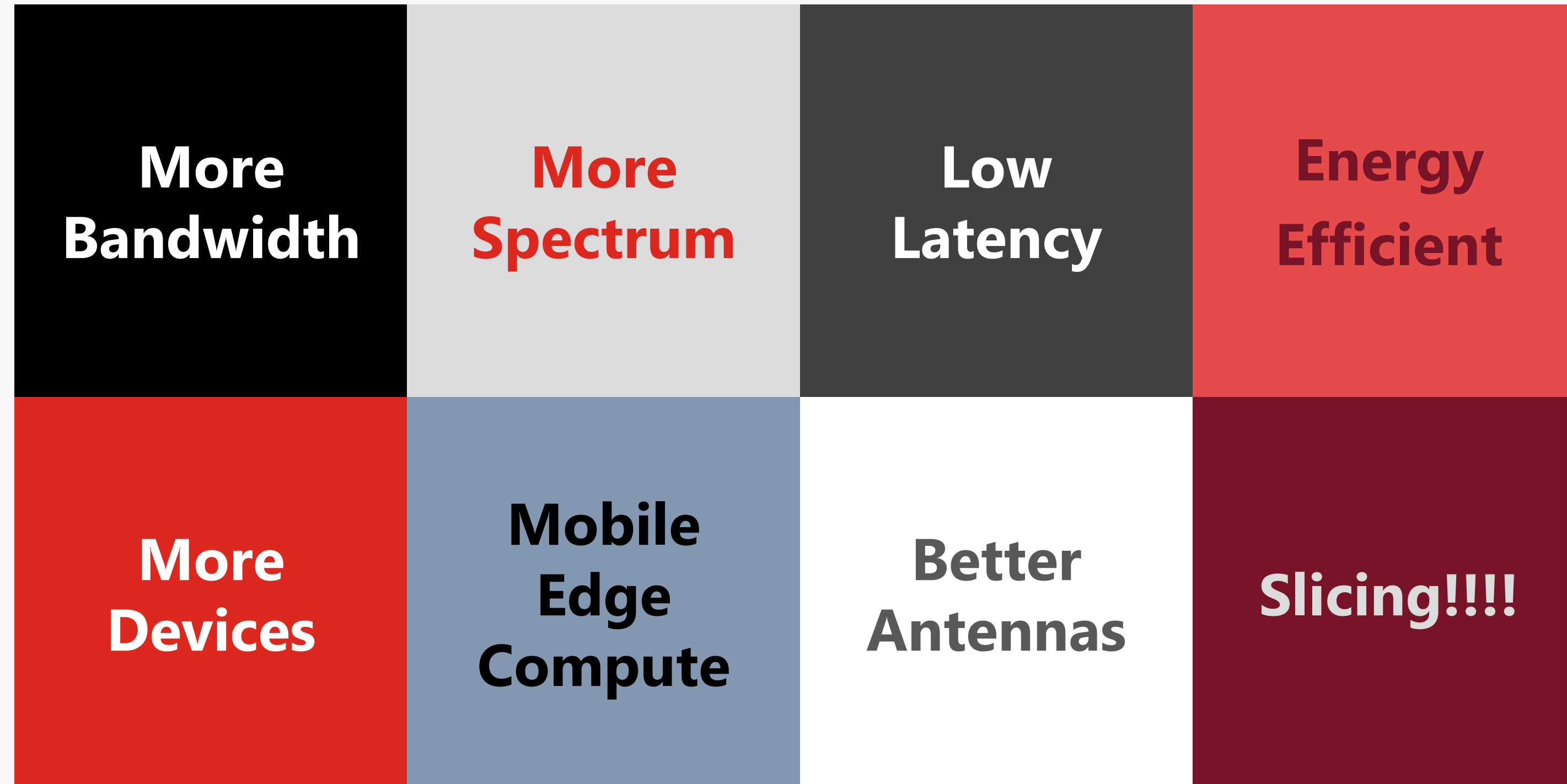
**11  
Media Hubs**

# WHAT IS 5G?



## WHAT IS 5G?

Is it 100 times better?



# 5G Media Use-Cases



MEDIA SUPPLY CHAIN  
From Glass to Glass



MEDIA SUPPLY CHAIN  
From Glass to Glass







## PMSE

Very low latency, high reliability and synchronicity demands from microphones, earwigs, and in-ear monitoring systems during live performances on stage.



## WIRELESS CAMERAS

Very high data rates for remote operation and control of deployed cameras connected to an OBvan or remote production area.



## SENSORS

Very efficient energy use for sensors for interaction in production and/or mass data collection during a live performance.



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## SMART PRODUCTION

Automated AI assisted production solutions making use of Mobile Edge Compute (MEC) processing and reliable transport to cloud.



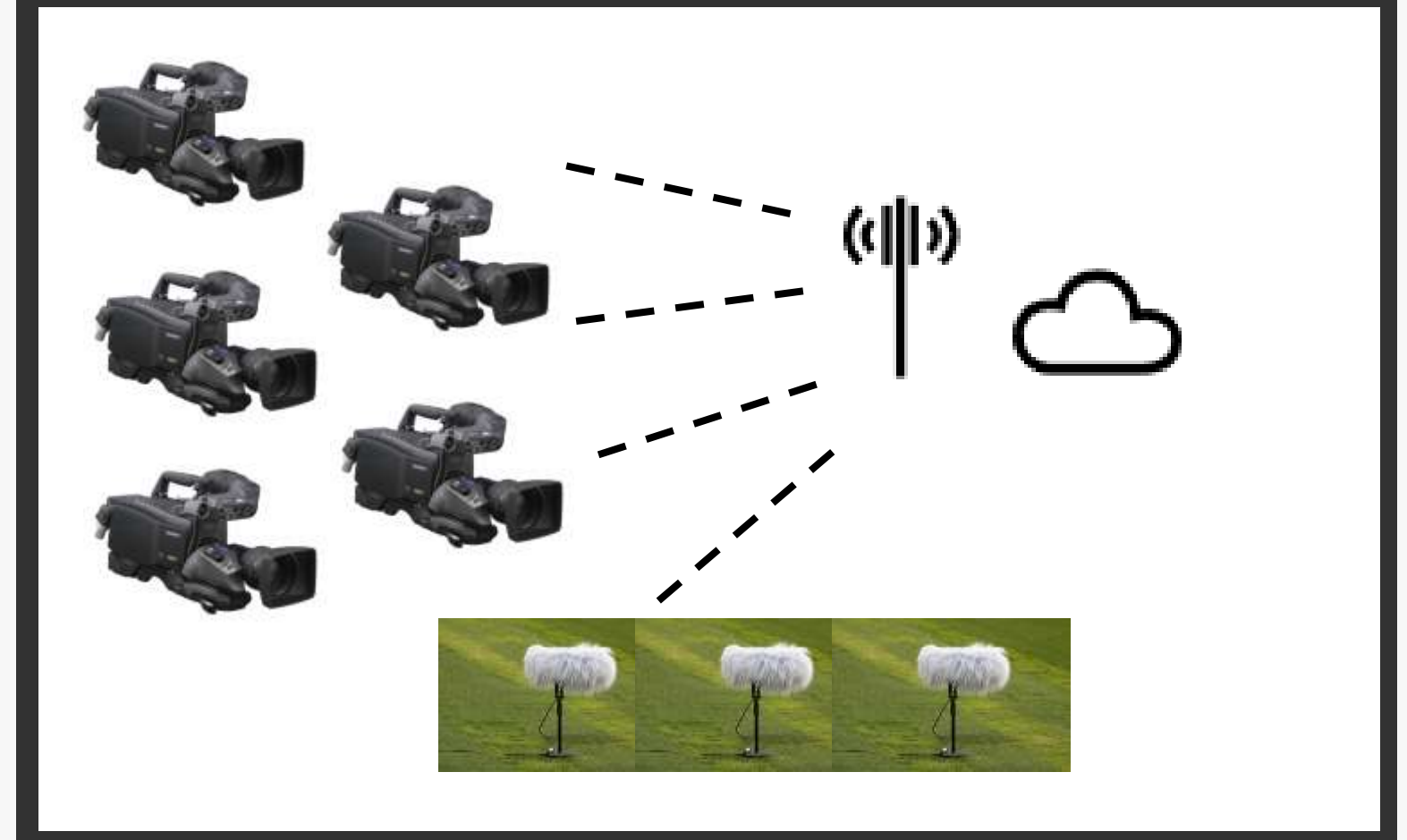
## SMART OBVans

OBVans equipped with mixing consoles for live editing and recording, making use of MEC processing and reliable wireless content acquisition.



## CLOUD PRODUCTION

Connecting multiple cameras, mics and other production equipment wireless to cloud solutions controlled by virtual control rooms



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# CONTRIBUTION

## 5G use-cases



### SINGLE LINK

A single A/V link connected over 5G network to master control room with expected quality of service to substitute SNG or bonded 4G.



### MULTI LINK

Connecting multiple cameras, mics and other production equipment wireless to remote production control room



### MASS USG CONTRIBUTION

Large amount of mobile users streaming user generated content simultaneously from a venue.

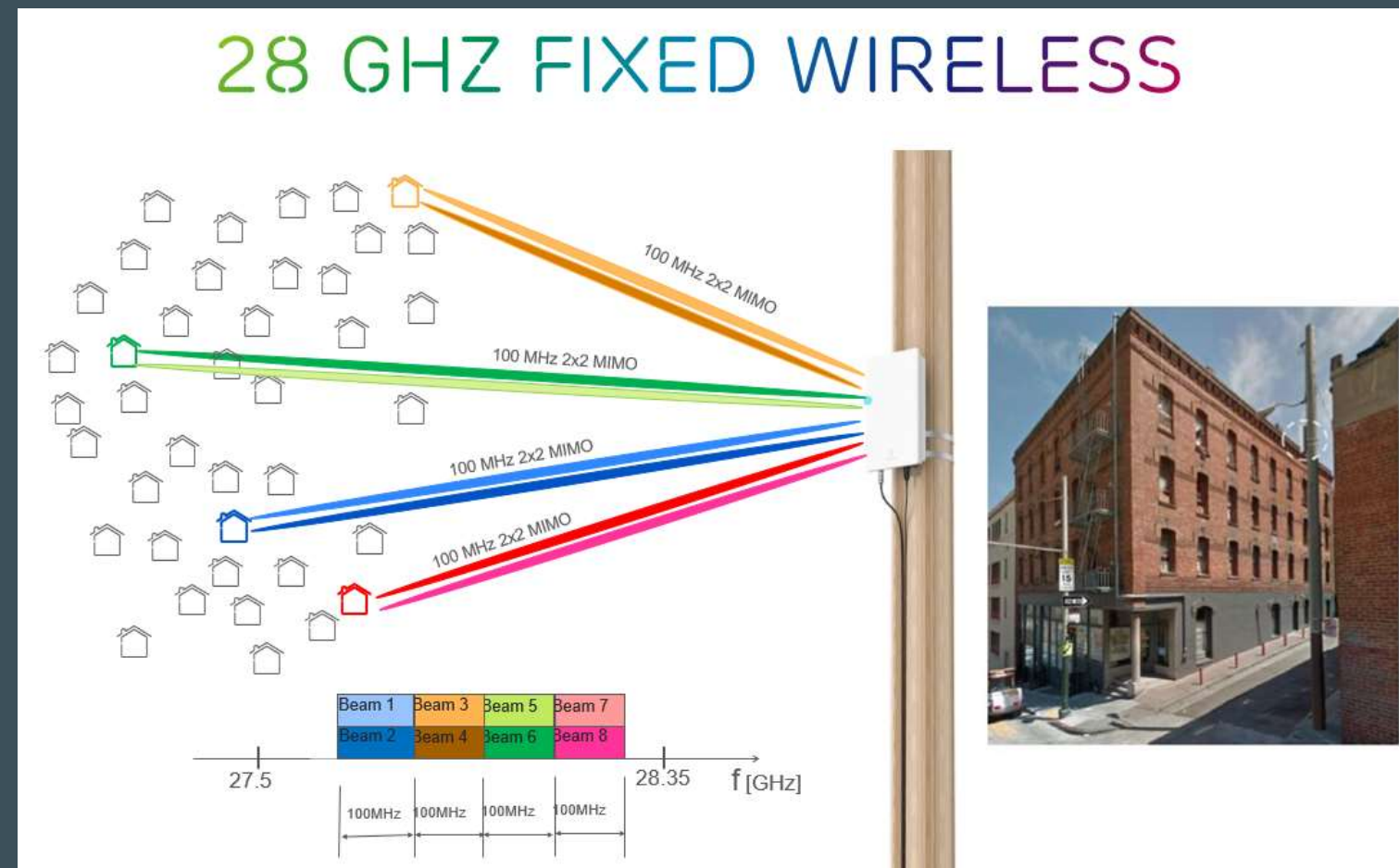


MEDIA SUPPLY CHAIN  
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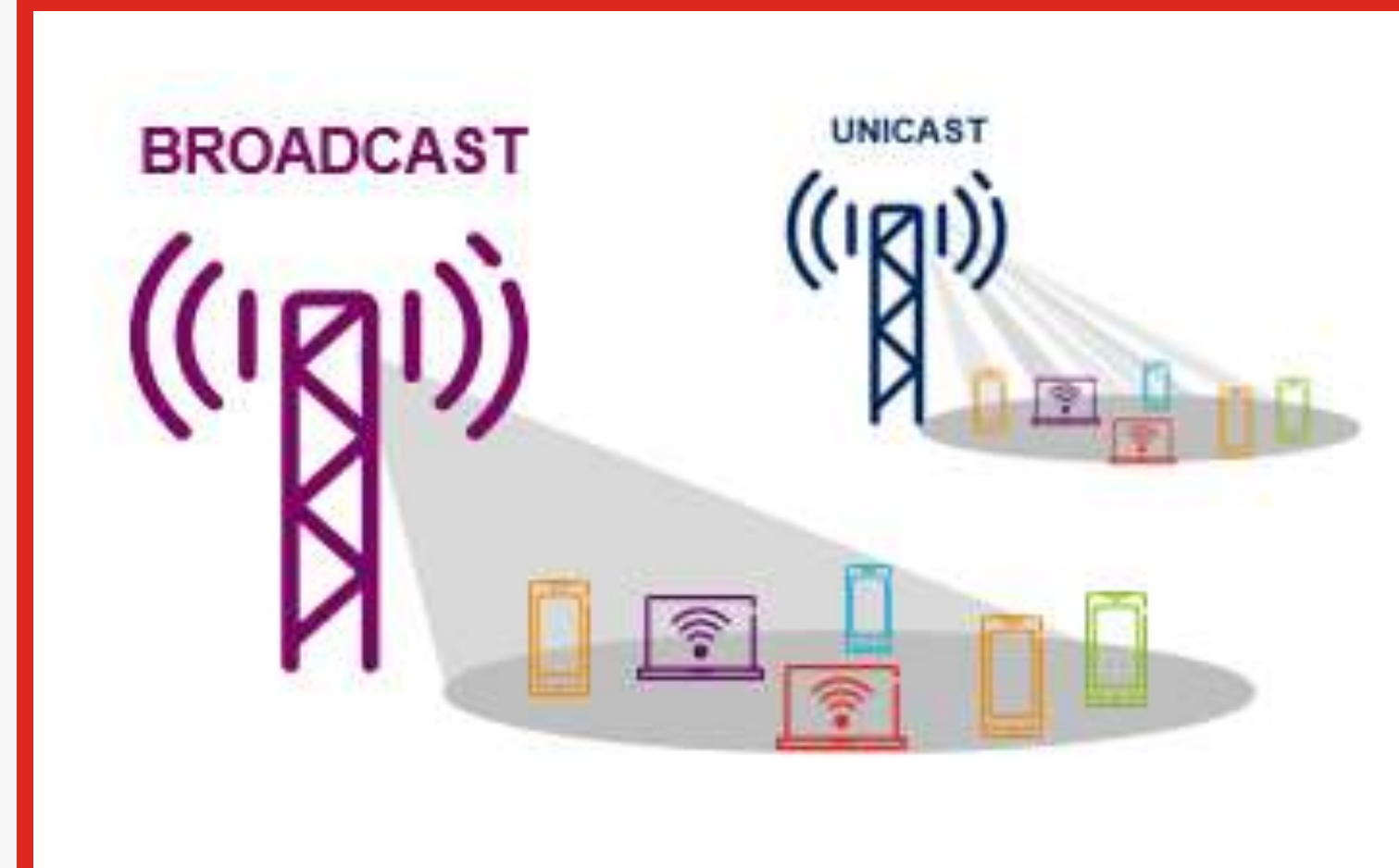
## FIXED WIRELESS

Distribution of content or ISP services to consumers over high capacity beam forming antennas to substitute on fixed wired



## BROADCAST

Distributing the same content or data to multiple users in the same cell or single frequency network and switch dynamically between unicast and broadcast based on demand.



## VIRTUAL REALITY

Very high bandwidth and low latency for ultra high video quality and rapid response for the best experience.





*Thank you!*