

82% of broadcasters expect TV content access via 5G to forge ahead of traditional methods

However, half of broadcasters anticipate network issues to be 5G's biggest challenge

Oslo, Norway, 16 July 2020 – According to a recent global survey of broadcasters, 82% believe that cellular networks like 5G will eventually replace traditional broadcast distribution like DTT/DTV and satellite as the preferred way to access TV content, with over a third (37%) of these respondents expecting this to begin happening within 1 to 2 years.

The survey, conducted on behalf of [Nevion](#), the architects of virtualized media production, discovered that 10% still anticipate that it will take more than three years for 5G to overtake traditional services but the vast majority (94%) of broadcasters agree that 5G will likely increase the consumption of content.

As increasing numbers of people favor streaming over conventional linear television delivery, the capabilities of 5G will help to cater to this audience and the demand to be able to stream content on the go.

With 5G set to enable viewers to stream live content on any connected device no matter where they are, Andy Rayner, Chief Technologist, Nevion, said, "5G technology can potentially deliver OTT broadcast services with the quality required not only for mobile devices, but also for TV screens at home. This could mean, as our research uncovered, that 5G is eventually likely to usurp DTT for consumers at home as well as on the move. In the long term, it is likely that 5G mobile technology could become the standard means to deliver terrestrial television. However, it is expected that both DTT and 5G delivery (when ready) will co-exist for a reasonable time."

There are clear shortcomings with the current capabilities of mobile technology compared to DTT, which is highly optimized for power-efficient digital linear broadcast distribution.

There is also a key distinction between the potential of Service Provider offerings for broadcast media consumption and the use of the 5G radio technology to provide future real time broadcast distribution capability.

These views regarding 5G as the primary means of distribution of TV content are reflected in the research findings. Half (50%) of the broadcasters surveyed think the

biggest challenge of using it will be network performance issues and coverage issues (42%). This is followed by issues with reliability (26%) and network security (22%), as well as some broadcasters expressing concern about the environmental impact of 5G.

Nonetheless, as previously [published](#), the research uncovered broadcasters' optimism about the potential of 5G in production with 95% of broadcasters expecting to adopt 5G within two years.

Rayner concluded, "Ultimately, we are only just scratching the surface of 5G, and although broadcasters already see its potential value, at this stage industry-wide explorations into the technology are ongoing. It is too soon to say exactly at which point in the broadcast chain 5G will provide the most value. As such, broadcasters currently delivering with DTT will need to work with experts to follow the evolution of 5G broadcast capability."

About Nevion

As the architect of virtualized media production, Nevion provides media network and broadcast infrastructure solutions to broadcasters, telecommunication service providers, government agencies and other industries. Increasingly based on IP, virtualization and Cloud technology, Nevion's solutions enable the management, transport and processing of professional-quality video, audio and data – in real time, reliably and securely. From content production to distribution, Nevion solutions are used to power major sporting and live events across the globe. Some of the world's largest media groups and telecom service providers use Nevion technology, including AT&T, NBC Universal, Sinclair Broadcast Group Inc., NASA, Arqiva, BBC, CCTV, EBU, BT, TDF and Telefonica.

For more information please visit www.nevion.com. Follow Nevion on Twitter @nevioncorp

Media Contacts

Media contacts:

Whiteoaks International

Amber Chawner

Junior Account Executive

+44 01252 727313 ext 112

amperc@whiteoaks.co.uk