

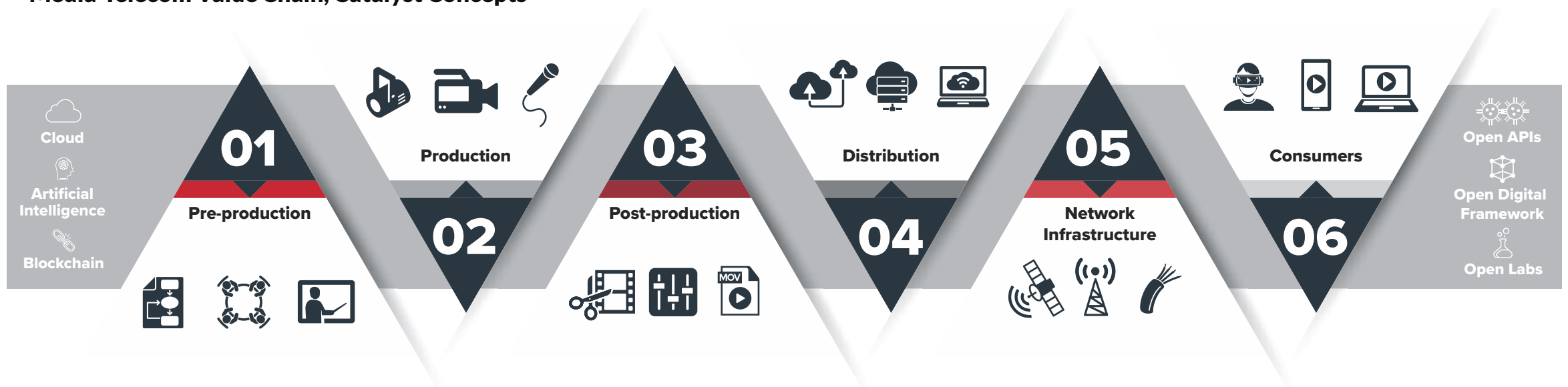
Media - Telecom Catalysts

Accelerating innovation across the value chain

IBC, with a vast community of international broadcast, media and entertainment organizations is collaborating with the TM Forum, which represents more than 850 global communications service providers and their suppliers. Together we are bringing TM Forum's highly successful collaborative Catalyst innovation programme to the converging media-telecoms value chain.

The aim is to create cross-sector ecosystems - through a fast track innovation cycle, that helps organizations to capitalize on the opportunities presented in a rapidly evolving digital world.

Media-Telecom Value Chain, Catalyst Concepts*



Live Sport Coverage Using 5G Drones:

This existing Catalyst used Tour de France as its use case to show how communications service providers and broadcasters can enable new revenue streams by managing fan engagement and immersive experience. It demos 5G slice-based services including 4K video streaming, drone-based broadcasting, real time 360 VR/AR and IoT-driven statistics.

Anonymous Data API for Mobile Media Metrics:

Monitoring advertising performance on traditional TV is commonplace, less so on mobile media - the fastest growing digital media segment. This challenge has held broadcasters back from monetising the medium. This Media Catalyst proposes developing an Open API that enables mobile network operators to anonymize sensitive audience data and share it with third parties, without compromising GDPR.

VR, AR & Mixed Reality:

The possibilities of VR, AR and mixed reality for the entertainment and gaming sector are set to grow with 5G. Early offerings tend heavily to sport, but broadcasters around the world are still exploring how to best use these new, immersive technologies to reach their audiences. This Media Catalyst could explore use cases from live, and immersive broadcasts, to behind the scenes tours, and stand-alone storytelling experiences.

AI in Video Content Production & Distribution:

AI creates many potential applications and creative opportunities for the media, broadcast, and entertainment industry, aside from its early deployment in personalization of content for marketing, discovery, advertising and experiential innovation. A Media catalyst in this space could explore the specific challenges of handling, transporting, exploiting or distributing such large volumes of data, and the workflows required to achieve major AI projects.

Using Blockchain To Support the Media Supply Chain:

Blockchain can be used to help companies keep track of creative content assets, avoid contractual disputes and establish the certainty and accountability that will foster trust with business partners and customers. This Media Catalyst examines areas as diverse as royalty tracking and collection, crowdfunding of creative productions, digital advertising measurement or insourcing distributing and tracking trustworthy news.

Tackling Piracy, Proxies & Unblockers:

VPNs, proxies and un-blockers can be used to unlock geo-locked shows that are not licenced for a particular region. This kind of piracy has morphed from torrents into "fully loaded" streaming boxes that make accessing unlicensed content push-button-easy. This Media Catalyst could examine potential tech-led solutions to combat or block illicit access to content via such services, sites and devices.

“TM Forum Catalyst projects are open-innovation rapid fire proof-of-concept projects which offer unique collaboration opportunities. An essential experience for executives shaping the future in a 5G / Platform Economy driven world.”

Erik Meijer, Group Innovation, Deutsche Telekom



Benefits of joining a Catalyst project:

- 01 Multiplication of resources (x5)**
Catalysts serve as extensions to your R&D departments, where resources are pooled by participating organizations.
- 02 Acceleration of R&D**
With an R&D cycle considerably faster than most in-house R&D cycles the power of the Catalysts is undeniable. TM Forum manages each of these projects ensuring structured programs are in place, adhered to by all participants. All this comes at a fraction of the cost that you would have incurred internally.
- 03 Creativity from a multi-company team**
Working with some of the brightest minds from outside your company helps get fresh perspectives into the project.
- 04 Testing Platform**
Learn how your solution works with others in the industry in a hands-on environment. Receive real requirements and sincere feedback from the Champions and industry colleagues.
- 05 'Trust' – a safe place to innovate**
Explore new concepts without needing to expend time and energy to form commercial relationships – TM Forum takes care of contracts.

Current Example: Using 5G in Live Sport Broadcasting

The 5G Intelligent Service Planning and Optimization Catalyst demonstrates how a movable 5G network, that enables new immersive experiences, can be dynamically planned, optimized, integrated and assured during the Tour de France. It shows dynamic service creation and planning along with reactive and proactive closed loop automation in conjunction with AI to provide the optimal experience.



Catalysts are great for innovative conceptual trials; when you reuse results from one Catalyst as input in-to another Catalyst then you are really busy with moving forward the industry best practice assets.”

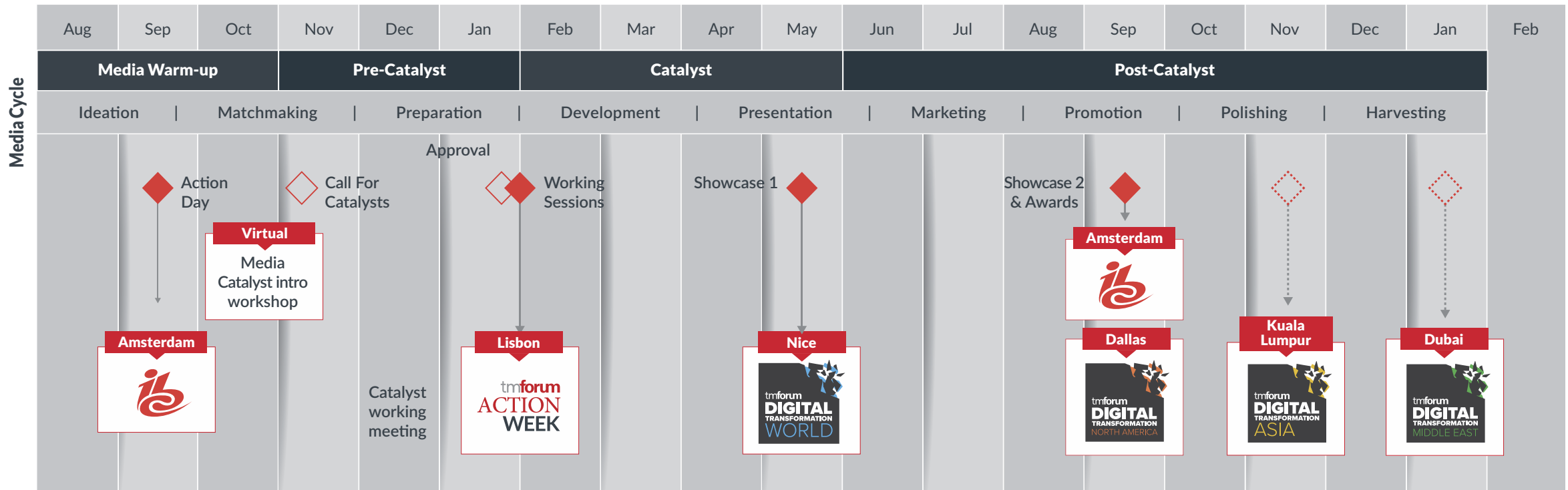
Arnold Buddenberg, Enterprise Digital Business & IT transformation Architect, Orange



Team includes:



Media-telecom Catalyst timeline:



Find out more and register your interest visit www.tmforum.org/media-telecom-catalysts