

The impact of **5G** on the digital video industry

5G is the fifth generation of cellular network technology. New technology will give the industry new capabilities and changes. A variety of data and surveys show that 5G's first breakthrough is the digital video industry.

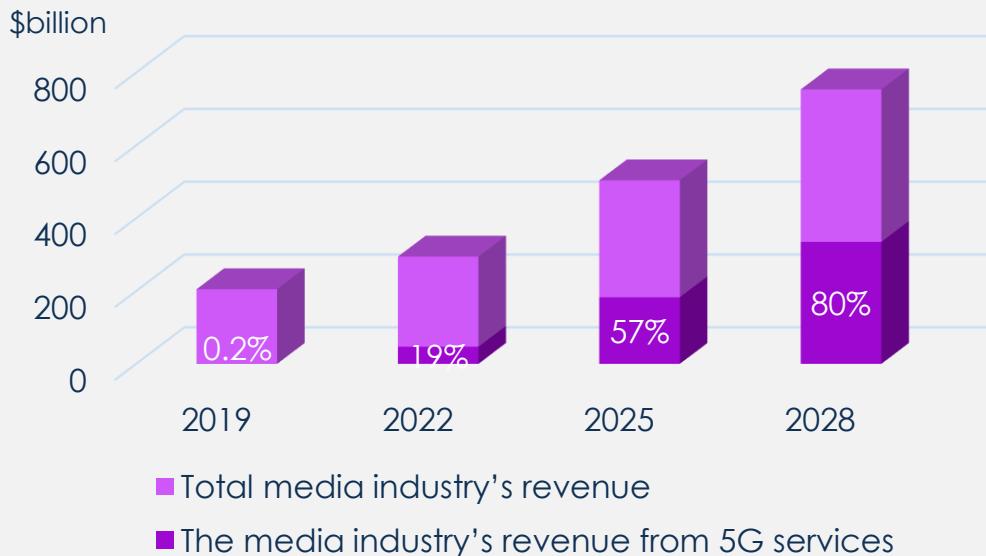
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1. 5G will subvert the digital video industry

Ovum's prediction of media industry revenue by year from 5G



The global media industry could gain \$1.3 trillion from 5G within the next decade.

That's according to a new report conducted by research and consulting firm Ovum and commissioned by Intel.



2025 will be the big 5G tipping point.

By that year, Ovum predicts, more than half (57%) of wireless media revenue worldwide will be generated using 5G networking tech.







Video will account for 90% of 5G traffic in 2028

Data traffic will grow dramatically. Next year, the average monthly traffic per 5G subscriber will be 11.7 GB. By 2028, that's predicted to grow more than seven-fold, reaching 84.4 GB.

2. High-speed, High-quality, High-productivity

Download time

With 5G, movie download times will decrease from 7 minutes to just 6 seconds.

		4G	5G
	Deployment	2006-10	2020
	Bandwidth	200mbps	>1gbps
	Latency	20-30 milliseconds	<10 milliseconds
	Average Speed	25 mbps	200-400 mbps

With 5G, the amount of 4K and 8K will increase.

Resolution

- 5G promises device speeds around 10 times faster than 4G, meaning high-quality, ultra-high resolution 4K video calls - the standard used for commercial digital cinema - downloads will be delivered even quicker to smartphones and tablets.
- A real-time, fast and reliable network can enable video industries to free machines from cabling for network connection to go wireless for more flexible and autonomous operations that can increase productivity and reduce costs. This let the traditional creators of film and television see the new market space, which can make the online audio-visual content production "faster, more refined and cheaper"

3. New immersive interactive experiences

5G will bring new senses to media: touch and feel.

Highly responsive haptic suits merged with advanced VR capabilities, such as Ready Player One, will unleash a new sensation dimension to media consumption. This type of new VR experience will emerge in 2025 and will generate over \$5bn annually by 2028. Now is the time to bet on the right technology that will enable this, including 5G.



IMPACTS

- An entirely new way for consumers to interact with content.
- Engagement levels to be much higher because of immersion.
- Create a real connection between artist and fan.



NEW BUSINESS MODELS

- Virtual items can be bought via in-app transactions or bundled in with digital media purchases (e.g. movie, music video).
- Highly valued engagement could be priced on a per event or per minute basis for celebrities.

4. New advertising format

5G will supercharge the digital advertising market.

Mobile display advertising will present a significant revenue opportunity, with an expected market of \$178bn worldwide by 2028. 5G will have a fundamental role in transitioning traditional display advertising toward social and media immersive experiences. Scale, delivery, and measurements are key challenges for mobile ad campaigns today, which 5G will help overcome.



IMPACT

- Transitioning traditional banner-based advertising to moving images, video especially.
- Digital and social advertising integration and customization with immersive experiences.
- Dynamic measurement of ad effectiveness through eye tracking, biometrics, etc.
- New ad formats in AR and VR.



NEW BUSINESS MODELS

- New ways to monetize engagement and interaction brought by AR, VR, and haptics.
- Less-intrusive ads mean more opportunity for ad-supported premium services (e.g., ads in Netflix).