

Press Release 09/16/2021

Media Broadcast supports European 5G-VIRTUOSA project

Cologne, September 16th, 2021 – With its expertise in 5G campus networks and the provision and integration of 5G technology components, Media Broadcast will in future support 5G-VIRTUOSA, an EU research project from the Horizon 2020 funding program.

The aim of the project is to enable the TV production of live content, such as sports or cultural events, to be more attractive and considerably more efficient than before, regardless of location. This is based on a combination of 5G with powerful ALL-IP networks and innovative virtualization concepts, which offers completely new production methods to TV channels and rights holders.

The project is currently in Phase 2, which features a cross-location, ALL-IP-based networking of TV studios. In the final Phase 3, which will start in early 2022, the three participating project partners Nevion (Norway), Mellanox Technologies (Israel) and LOGIC media solutions (Germany) intend to present 5G-based remote production solutions together with the support of Media Broadcast. The cameras in production will transmit their signals in high resolution and wirelessly via Media Broadcast's 5G campus infrastructures.

For the first time, an ALL-IP based transmission in SMPTE 2110 standard will be combined with the performance of a 5G campus network, which, as well as the additional flexibility in TV studios and event locations, will also enable new camera perspectives in unprecedented quality for the wireless transmission of camera signals.

"The opportunity to support the consortium in this European project is a great honor for us and at the same time a confirmation of our previous 5G commitment. We are looking forward to developing new solutions together with these renowned partners, which will make the potential of 5G in TV production clear and usable for the market," says Daniel Wolbers, Project Manager 5G Campus Networks at Media Broadcast.

"The initial phases of the project, which we were able to carry out successfully despite the difficult conditions in the pandemic, taught us a lot and illustrated once again the advantages of remote production. We are thrilled to have the support of Media Broadcast for this project. With its expertise and over 70 years of broadcasting experience, it has an important role to play in implementing the 3rd phase of the 5G-VIRTUOSA project", says Jessica Volk of LOGIC, Project Coordination at 5G-VIRTUOSA.



The 5G-VIRTUOSA project was funded by the European Union's Horizon 2020 research and innovation program under grant agreement no. 866656.

About Media Broadcast

Over 100 years of radio and TV signal distribution

MEDIA Broadcast is part of the freenet Group and, as Germany's largest nationwide service provider for the broadcasting and media industry, is its partner for digitalization. The company plans, sets up and operates multimedia transmission platforms for TV and radio based on modern transmitter, cable and satellite networks. Media Broadcast is the market leader in DAB+ and DVB-T2 HD and markets the freenet TV platform. Among its other activities, it has a shareholding in Antenne Deutschland, the DAB+ platform operator. The platform provider audio.digital NRW is a 100% subsidiary of Media Broadcast. The company also connects broadcasters with its high-availability fiber-optic network and undertakes productions and broadcasts of live events for TV stations and companies. Since the end of 2020, Media Broadcast has been operating its own 5G stand-alone campus network where it is joining forces with customers and partners to develop innovative 5G applications for the media sector and other industries. The company is based in Cologne. Several hundred service employees are deployed nationwide.

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