

Press release August 8th, 2024

Media Broadcast launches 5G broadcast pilot project in Halle (Saale)

Cologne, August 7, 2024 – Yesterday, Media Broadcast officially started broadcasting television programs via 5G Broadcast as part of a pilot project in Halle (Saale). The pilot project is based on a tender issued by Medienanstalt Sachsen-Anhalt, under which digital terrestrial transmission capacities were awarded to Media Broadcast for testing the distribution of television programs in the 5G Broadcast standard. The launch was accompanied by a showcase event with guests from politics, media and industry.

Media Broadcast received the license for the transmission capacities at the beginning of June. Following initial test broadcasts, the Cologne-based company has now officially launched the test operation of a 5G broadcast transmitter in Halle (Saale). As part of the pilot operation, various system parameters are being tested to optimize the 5G broadcast transmission path. Specifically, transmission speed and power consumption will be tested in comparison to mobile communications. In order to be able to transmit as many programs as possible via a 5G broadcast channel, Media Broadcast will also perform tests regarding program quality and program variety to find the optimal system parameters. Disaster warnings will also be integrated into the test scenarios, which can be sent out at any time via 5G Broadcast.

The 5G Broadcast signal is transmitted via the existing transmission antenna at the "Halle Kraftwerk" site, which is also used to broadcast DVB-T2 terrestrial television. The existing DVB-T2 infrastructure can also be used for 5G Broadcast. The existing DVB-T2 transmitter simply had to be converted to the new 5G broadcast technology. Depending on the system configuration, up to 260,000 residents in Halle could be provided with portable outdoor 5G Broadcast via UHF channel 40. There are currently no 5G Broadcast-capable end devices available on the market, but the joint development of the technology by stakeholders from industry, network operators and politics is progressing so that 5G Broadcast-capable end devices will be available to end users in the future. Two program slots are planned at the start of the project. One channel slot will be occupied by the private local channel MDF.1, Magdeburger Fernsehen 1; the other slot will be occupied by an ARD channel.

At the event, guests were given an impression of the potential of 5G Broadcast with various showcases using 5G Broadcast-capable smartphones from Xiaomi. They could observe the transmission of ARD television and the broadcasting of the local television station MDF.1 via 5G Broadcast on the smartphones.

Media Broadcast also demonstrated how a sports event filmed on location by a camera could be transmitted directly to mobile devices via 5G Broadcast. Finally, it showcased seamless switching, i.e. seamless switching from 5G Broadcast to streaming via Wi-Fi, and a disaster warning via 5G Broadcast.

"With the start of pilot operations, we have taken an important step forward in the development of 5G Broadcast. 5G Broadcast has several advantages as a transmission path and therefore has the potential to be in demand among users in the future. The technology is already attracting a great deal of interest worldwide and many countries are working intensively on this topic. In Europe, activities around 5G Broadcast are taking place in Italy, France, Austria and Spain, among others, and we are jointly developing the technology at European level," says Francie Petrick, Managing Director of Media Broadcast.

[Press photo of the 5G Broadcast Pilot Event for download](#)

In the photo from left to right: Verena Schneider (Legal Counsel of Medienanstalt Sachsen-Anhalt), Francie Petrick (Managing Director of Media Broadcast) and Martin Heine (Director of Medienanstalt Sachsen-Anhalt)

About Media Broadcast

Broadcasting and telecommunications services with 100 years of experience

Media Broadcast is a freenet AG company and, as Germany's largest nationwide service provider for the broadcasting and media industry, is your 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 terrestrial radio and television broadcasting (DAB+ and DVB-T2 HD) and markets the freenet TV platform. Among its other activities, it holds shares in Antenne Deutschland, the DAB+ platform operator. The company also connects broadcasters with its high-availability fiber-optic network.

Media Broadcast operates 5G campus networks for industry customers, private companies and public sector customers. In addition, the company provides high-quality telecommunication services for nationwide customers. The service provider is currently driving the development of 5G Broadcast, the new transmission technology for mobile devices.





In 2019 Media Broadcast was one of the first companies in Germany to introduce a four-day week for all employees. The company is based in Cologne. Several hundred service employees are deployed nationwide.

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