

# **Broadcast/Broadband Convergence**

**5G**



**Jerald Fritz**  
**EVP Strategic and Legal Affairs**



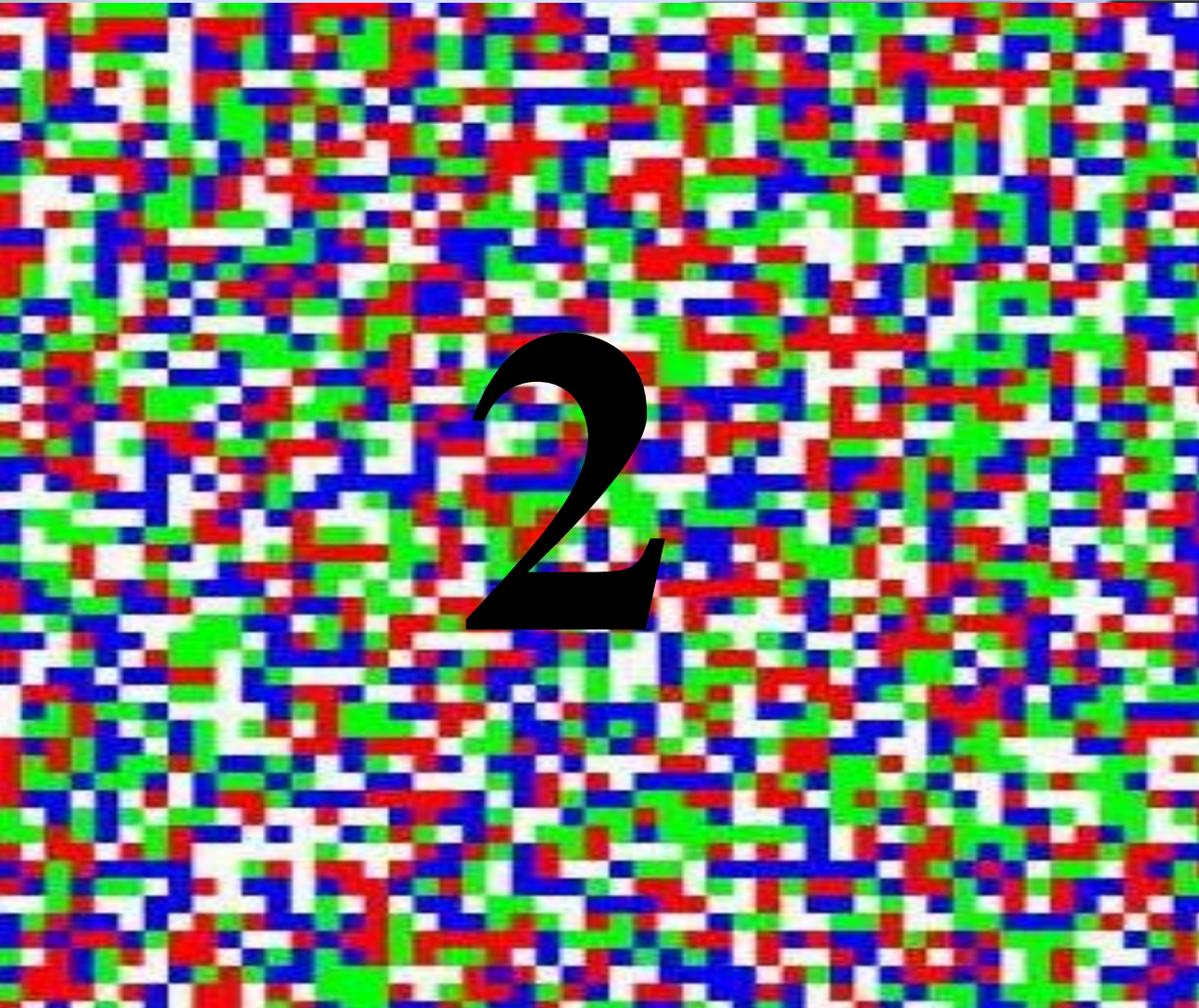
# Next Gen Broadcasting

2

**Datacasting**

1

**Enhanced  
Television  
Content**





# Enhanced Television



Tablets

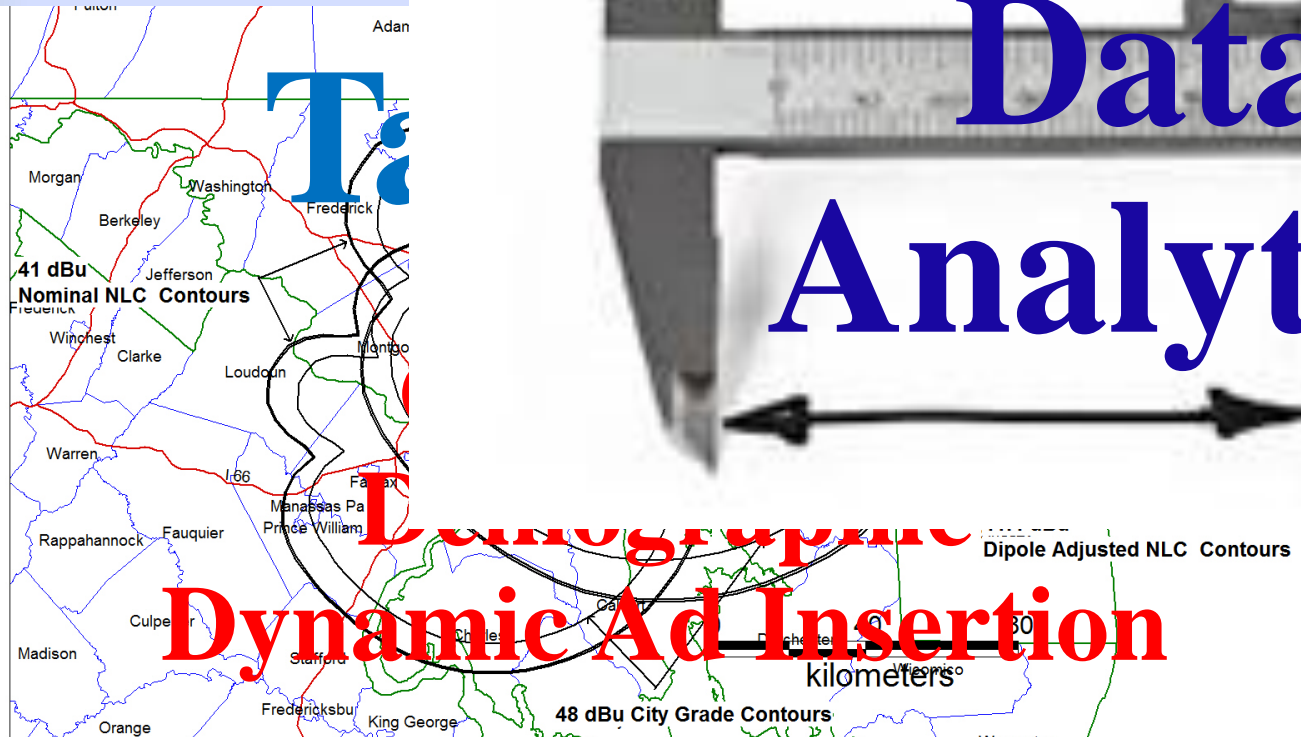


Watermarking

Data  
Analytics



Video on  
demand



Ta

Demographic

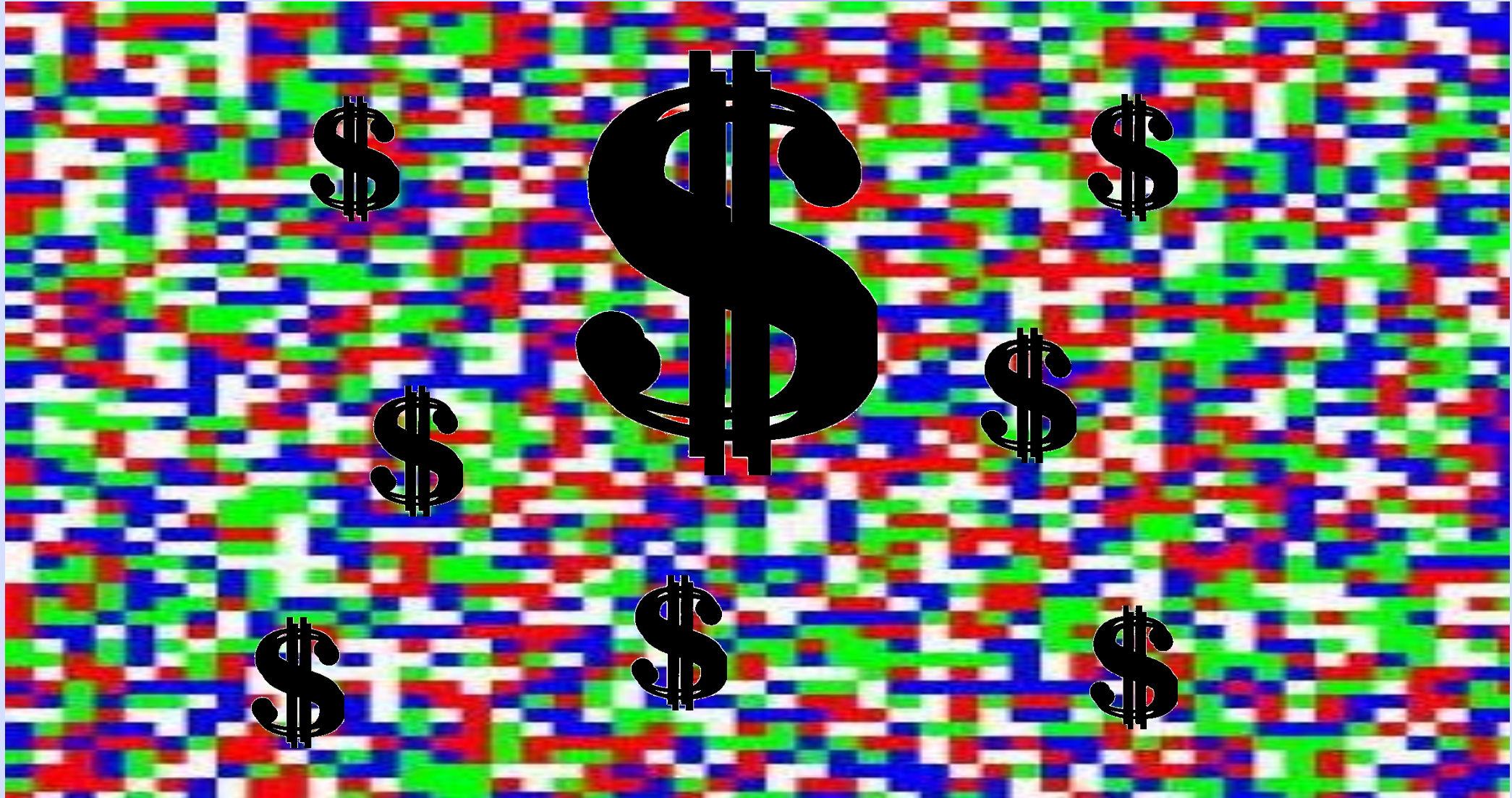
Dynamic Ad Insertion

HDR

Quality



# Datacasting



# Spectrum Money

\$2.00  
per GB  
Telcos

Channel →

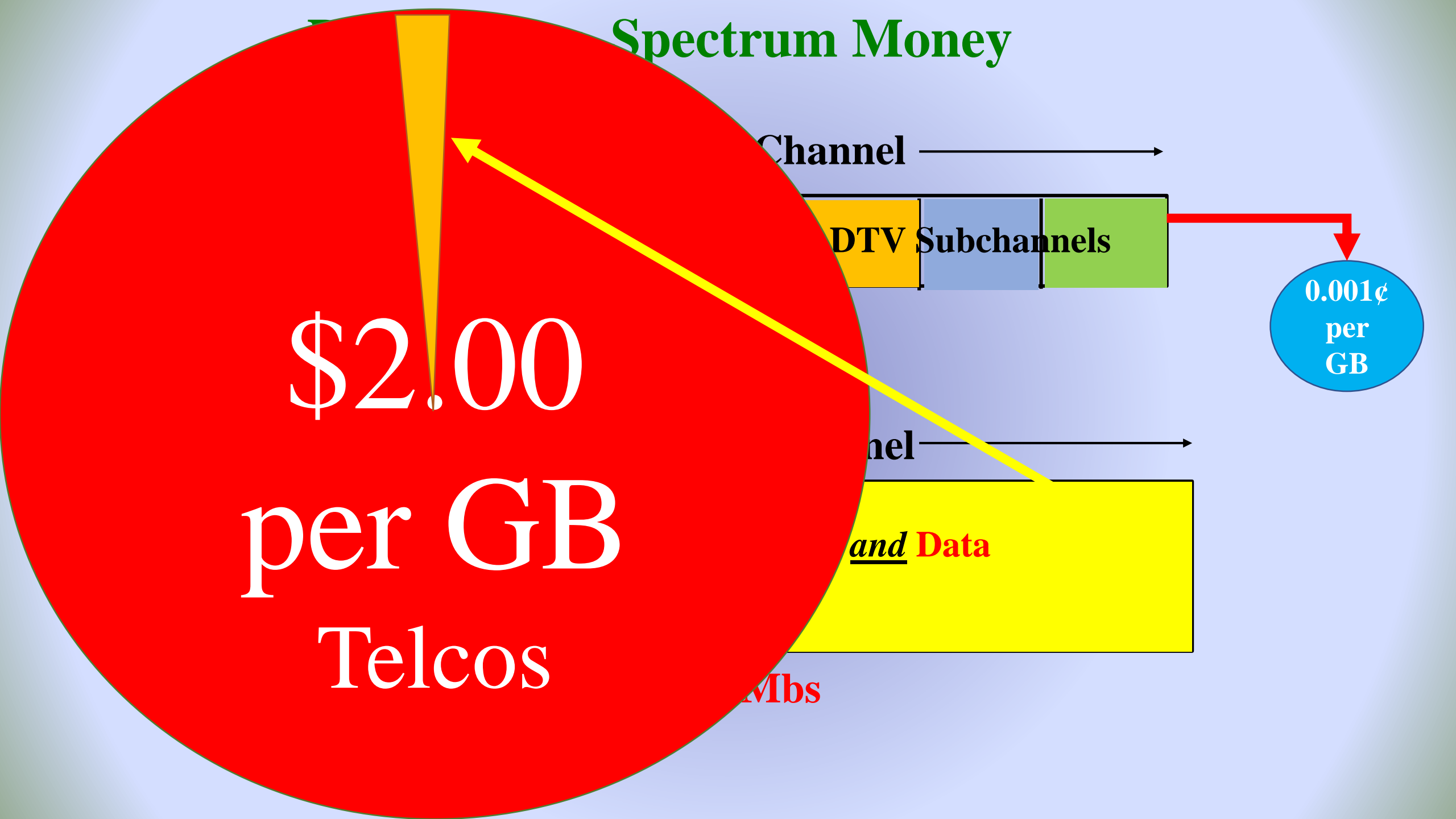
DTV Subchannels

0.001¢  
per  
GB

Channel →

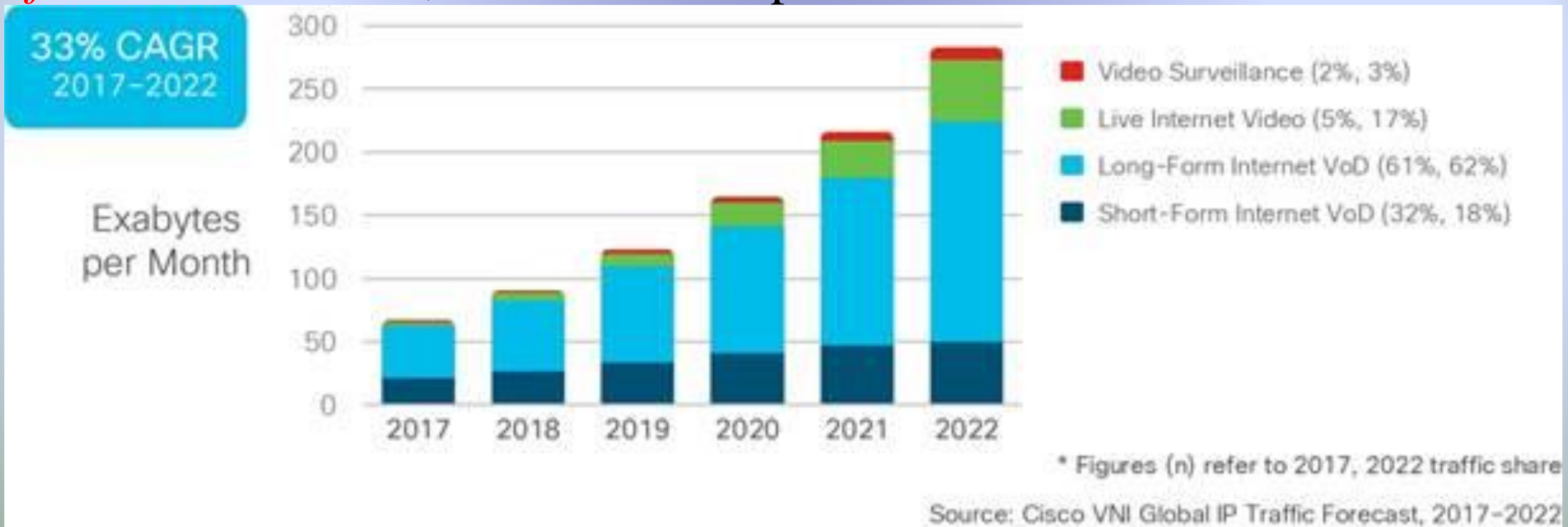
and Data

Mbps



## Video Growth

Globally, Internet video traffic will be ***82% of all consumer Internet traffic by 2022***, with 1.1 million minutes of video streamed or downloaded *every second*. Internet video ***traffic will grow fourfold from 2017 to 2022***, a CAGR of 33 percent.







to Growth

will be 82% of  
million minutes of



OVERLOADED







Broadcast

Enormous  
Efficiencies

One  
To  
Many

$\infty$



# Efficiency 1-to-1 Versus 1-to-Many



30  
MPG 64,000,000 MPG !!



2,600  
Times



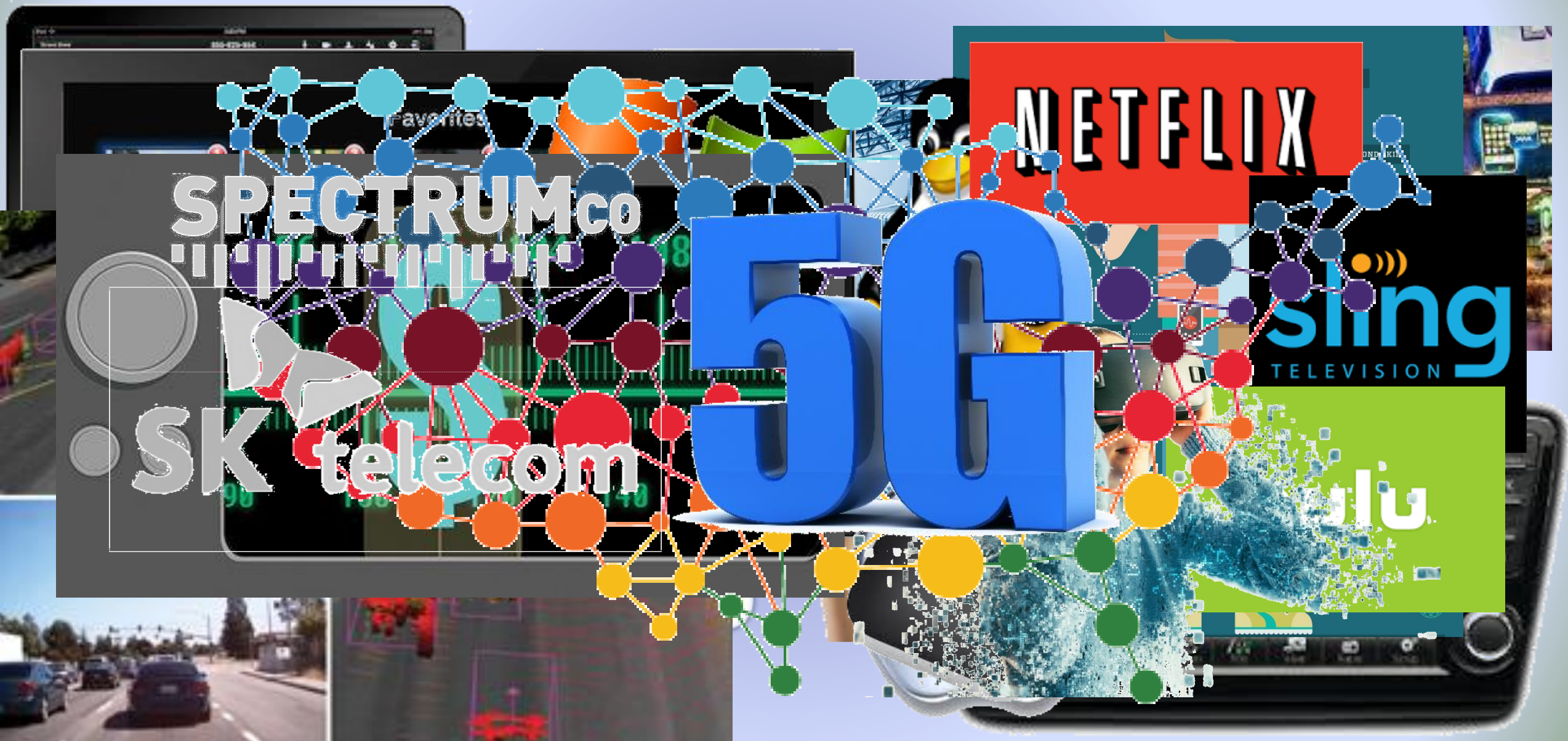
Efficiency!

# Business Goal: Increasing Asset Value





# DATA DISTRIBUTION



**Business Goal: Increasing Asset Value**

**Broadcast  
Industry**



**Data**

**Maximizing  
the Asset**

**Television**

**ATSC 3.0**

**Fundamental**


**Transformation**



# **Business Model Follows Tech Convergence**



**IP  
Broadcast  
Pipe**



**Tiny  
Asymmetrical  
Return Path**

# Standard Setting Convergence



tsds  
India's Telecom SDO





# Next Gen Broadcasting's Cloud Convergence



Platform  
Agnostic to  
End-User

Harmonizing  
Integrating  
Multiple Platforms to  
Provide Data Services



**Release**  
**16**  
A GLOBAL INITIATIVE

**5G**





# Efficiency

**Broadcast Channel  
Siloed Single  
Purpose Use**





# Broadcast – Broadband Convergence

5G



# Flexability 2020



# Crucial Bridge Span Connecting Broadcast and Broadband

**5G**

**ATSC 3.0**





# ONEMedia 3.0

OPEN NETWORK ENABLED

