



# AGENDA | Session 1

5G BROADCAST WORLD -  
DIGITAL CONFERENCE 2021  
MARCH 4TH

LIVE FROM OUR STUDIOS IN MUNICH, GERMANY



## Thursday, March 4th, 2021 (times in CET)

From	Until	Topic	Company	Speaker
9:00	9:05	Welcome	R&S	Jörg Fries
9:05	9:10	5G Broadcast vision	R&S	Manfred Reitmeier
9:10	9:30	Broadcast/Multicast over 5G – a global standard for efficient content delivery	Qualcomm	Thomas Stockhammer
9:30	9:50	R&S technical solution & 3GPP specification	R&S	Thomas Janner
9:50	10:10	The progress of AIB workgroup	ABS/NRTA	Xia Zhiping
10:10	10:30	Break		
10:30	10:50	What is project “5G VISTA” and why it is so important	Telefonica O2	David Owens
10:50	11:10	Public service media for portable and mobile devices	SWR	Roland Beutler
11:10	11:30	Business models unleashed by 5G Broadcast	R&S	Mohamed Aziz Taga
11:30		Q&A Closing summary		



# AGENDA | Session 2

5G BROADCAST WORLD -  
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MARCH 4TH

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## Thursday, March 4th, 2021 (times in CET)

From	Until	Topic	Company	Speaker
17:00	17:05	Welcome	R&S	Jörg Fries
17:05	17:10	5G Broadcast vision	R&S	Manfred Reitmeier
17:10	17:30	Broadcast/Multicast over 5G – a global standard for efficient content delivery	Qualcomm	Dr. Thomas Stockhammer
17:30	17:50	R&S technical solution & 3GPP specification	R&S	Thomas Janner
17:50	18:10	Break		
18:10	18:30	The progress of AIB workgroup	ABS/NRTA	Xia Zhiping
18:30	18:50	What is project “5G VISTA” and why it is so important	Telefonica O2	David Owens
18:50	19:10	5G Broadcast: use cases and challenges	Facebook Connectivity	Dr. Abhishek Tiwari
19:10	19:30	Public service media for portable and mobile devices	SWR	Dr. Roland Beutler
19:30	19:50	Business models unleashed by 5G Broadcast	R&S	Mohamed Aziz Taga
20:00		Q&A Closing summary		